Conference Program

Salzburg 2016
Persuasive Technology
eduroam (in case you have an account)

Plus_Event (user: PT16; pass: #Persuasive2016)
Pre-Conference Program

Monday, April 4, 2016

Center for HCI

9.00
Tutorial: Aaron Marcus
Mobile Persuasion Design
4th floor

17.00
Persuasive Game Jam
ground floor

10.00 ... 11.30
Coffee Breaks
ground floor

12.30 ... 14.00
Lunch Break
ground floor

15.00 ... 16.30
Coffee Breaks
ground floor

17.30
Welcome Drinks for all conference attendees & Game Jam Demos
ground floor
WS1: User Experience Design for Persuasion and Behavior Change
Thomas MacTavish, Jaime Rivera, Ryan Wynia

WS2: Empowering Cities for Sustainable Wellbeing
Agnis Stibe, Samir Chatterjee, Katja Schechtner, Matthias Wunsch, Alexandra Millonig, Stefan Seer, Ryan C.C. Chin, Kent Larson

WS3: The Challenge of Device Overload: Using the Persuasive Framework to Effectively use Modern Technologies to Encourage Health-Promoting Behaviors
Sriram Iyengar

WS4: Where are We Bound for? Persuasion in Transport Applications
Andreas Riener, Myounghoon Jeon, Peter Fröhlich, Alexander Meschtscherjakov

Coffee Breaks

Pre-Conference Program Tuesday, April 5, 2016
Center for HCI
14.00

**WS5: Persuasive Designs for Learning – Learning in Persuasive Design**
Sandra Burri Gram-Hansen, Lykke Brogaard Bertel, Thomas Ryberg
3rd floor

**WS6: Behavior Change Support Systems (BCSS 2016): Epic for Change, the Pillars for Persuasive Technology for Smart Societies**
Olga Kulyk, Liseth Tjin-Kam-Jet - Siemons, Harri Oinas-Kukkonen, Lisette van Gemert-Pijnen
1st floor

17.30

**WS7: Personalization in Persuasive Technology Workshop**
Rita Orji, Marc Busch, Arie Dijkstra, Michaela Reisinger, Agnis Stibe, Manfred Tscheligi
ground floor

15.00 ... 16.30 **Coffee Breaks**
ground floor

18.30 **Science City Salzburg Reception**
Schloss Mirabell

The **Mayor of Salzburg, Dr. Heinz Schaden**, welcomes the conference attendees with a light buffet and drinks in the remarkable Schloss Mirabell. A guided walk (10 min) starts at the Center for HCI at 18.00.
Conference Program

Wednesday, April 6, 2016

Edmundsburg

9.00 Conference Opening

Opening Keynote: Mark Aloia
Behavior Change in the Age of Persuasive Technology

10.00 S1: Individual Differences
Session Chair: Alexandra Millonig

Tailoring Web Pages for Persuasion on Prevention Topics: Message Framing, Color Priming and Gender
Luca Chittaro

Supporting Users in Setting Effective Goals in Activity Tracking
Katja Herrmann, Jürgen Ziegler, Aysegül Dogangün

Persuasive and Culture-Aware Feedback Acquisition
Malik Almaliki, Raian Ali

11.00 Coffee Break
S2: Theoretical Reflections
Session Chair: Boris de Ruyter

Crowd-Designed Motivation: Combining Personality and the Transtheoretical Model
Roelof De Vries, Khiet Truong, Vanessa Evers

The EDIE Method – Towards an Approach to Collaboration-Based Persuasive Design
Sandra Burri Gram-Hansen

Persuasive Backfiring: When Behavior Change Interventions Trigger Unintended Negative Outcomes
Agnis Stibe, Brian Cugelman

Captology and Technology Appropriation: Unintended Use as a Source for Designing Persuasive Technologies
Alina Krischkowsky, Bernhard Maurer, Manfred Tscheligi

Lunch Break
S3: Prevention & Motivation
Session Chair: Harri Oinas-Kukkonen

Self-Reflection and Mindfulness States: Designing Mobile Tools for Cultivating Curiosity and Decentering Situated in Everyday Life  
Ralph Vacca, Christopher Hoadley

Alcohol Behaviour Change: Lessons Learned from User Reviews of iTunes Apps  
Omar Mubin, Abdullah Al Mahmud, Muhammad Ashad Kabir

Persuasive Strategies to Improve Driving Behaviour of Elderly Drivers by a Feedback Approach  
Perrine Ruer, Charles Gouin-Vallerand, Evelyne F. Vallières

Creating Awareness of Sleep-Wake Hours by Gamification  
Ayse Ezgi Ilhan, Bahar Sener, Hüseyin Hacıhabiboğlu

Posters & Demos, Coffee Break
**S4: Models & Methods**  
*Session Chair: Maurits Kaptein*

**Cicero: Middleware for Developing Persuasive Mobile Applications**  
Antonello D’Aloia, Matteo Lelli, Duckki Lee, Sumi Helal, Paolo Bellavista

**Formalization of Computational Human Behavior Models for Contextual Persuasive Technology**  
Tylar Murray, Eric Hekler, Donna Spruijt-Metz, Daniel Rivera, Andrew Raij

**The Persuasive Potential Questionnaire (PPQ): Challenges, Drawbacks, and Lessons Learned**  
Alexander Meschtscherjakov, Magdalena Gärtner, Alexander Mirnig, Christina Rödel, Manfred Tscheligi

![Award Icon]  
**Persuasive Practices: Learning from Home Security Advisory Services**  
Mateusz Dolata, Tino Comes, Birgit Schenk, Gerhard Schwabe

**Persuasive Patterns in Q&A Social Networks**  
Ifeoma Adaji, Julita Vassileva

**Break**
We will meet in front of Edmundsburg, the main conference location, at 18.30, to walk to the Conference Dinner at Festung Hohensalzburg (Fortress). You can either hike directly to the fortress or walk to the Festungsbahn (funicular) which will carry you directly to the restaurant Burgschenke.

If you prefer to get there on your own, please be aware that you can take the funicular for free between 18.45 and 19.30.
9.00  S5: Games & Gamification
Session Chair: Agnis Stibe

Utilizing a Digital Game as a Mediatory Artifact for Social Persuasion to Prevent Speeding  
Bernhard Maurer, Magdalena Gärtner, Martin Wuchse, Alexander Meschtscherjakov, Manfred Tscheligi

Smile Catcher: Can Game Design Lead to Positive Social Interactions?  
Niaja Farve, Pattie Maes

More than Sex: The Role of Femininity and Masculinity in the Design of Personalized Persuasive Games  
Marc Busch, Elke Mattheiss, Michaela Reisinger, Rita Orji, Peter Fröhlich, Manfred Tscheligi

A Gamified Solution to Brief Interventions for Nightlife Well-Being  
Luciano Gamberini, Anna Spagnolli, Giovanni De Giuli, Massimo Nucci, Chiara Villa, Valeria Monarca, Alessandro Privitera, Luca Zamboni, Stephane Leclerq

Long-Term Effects of Computerized Simulations in Protracted Conflicts:  
The Case of Global Conflicts  
Ronit Kampf
10.35  |  Posters & Demos, Coffee Break

11.00  |  S6: Interventions for Behavior Change
      Session Chair: Jaap Ham

Understanding Changes in the Motivation of Stroke Patients Undergoing Rehabilitation in Hospital  
Michelle Pickrell, Bert Bongers, Elise van den Hoven

Developing a Virtual Coach for Chronic Patients: A User Study on the Impact of Similarity, Familiarity and Realism  
Arlette van Wissen, Charlotte Vinkers, Aart van Halteren

Improving Adherence in Automated e-Coaching  
Robbert Jan Beun, Willem-Paul Brinkman, Siska Fitrianie, Fiemke Griffioen-Both, Corine Horsch, Jaap Lancee, Sandor Spruit

Online Peer Groups as a Persuasive Tool to Combat Digital Addiction  
Amen Alrobai, John McAlaney, Keith Phalp, Raian Ali

12.20  |  Lunch Break
S7: Design Strategies & Techniques
Session Chair: Thomas MacTavish

Red Radiators versus Red Tulips: The Influence of Context on the Interpretation and Effectiveness of Color-based Ambient Persuasive Technology
Shengnan Lu, Jaap Ham, Cees Midden

Investigating Politeness Strategies and their Persuasiveness for a Robotic Elderly Assistant
Stephan Hammer, Birgit Lugrin, Sergey Bogomolov, Kathrin Janowski, Elisabeth André

RightOnTime: The Role of Timing and Unobtrusiveness in Behavior Change Support Systems
Piiastiina Tikka, Harri Oinas-Kukkonen

Persuasive Information Security: Techniques to Help Employees Protect Organizational Information Security
Marc Busch, Sameer Patil, Georg Regal, Christina Hochleitner, Manfred Tscheligi

Lock Up the Lighter: Experience Prototyping of a Lively Reflective Design for Smoking Habit Control
Chow Kenn
Conference Program

Thursday, April 7, 2016

15.10 Coffee Break

15.30 Conference Closing

Closing Keynote: Cees Midden
Persuasive Technology for a Sustainable Society: Intervening in Automated Responses

17.00

17.30 Informal Walks through Salzburg
including Austria’s biggest beer tavern

Please find further information and sign-in at the registration desk.
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@persuasive2016
#persuasive2016

Proceedings & Adjunct Proceedings
www.persuasive2016.org/proceedings

www.persuasive2016.org
info@persuasive2016.org
**Center for Human-Computer Interaction**
Sigmund-Haffner-Gasse 18

Pre-Conference Program & Conference Headquarter

**Schloss Mirabell**
Mirabellplatz 4

Welcome Reception
Tuesday, April 5

**Edmundsburg**
Mönchsberg 2
Main Conference Venue

pedestrian tunnel to elevator

**Full Conference map:** https://goo.gl/Ykb2t1