## Contents

### Individual Differences

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tailoring Web Pages for Persuasion on Prevention Topics: Message</td>
<td>3</td>
</tr>
<tr>
<td>Framing, Color Priming, and Gender</td>
<td></td>
</tr>
<tr>
<td><em>Luca Chittaro</em></td>
<td></td>
</tr>
<tr>
<td>Supporting Users in Setting Effective Goals in Activity Tracking</td>
<td>15</td>
</tr>
<tr>
<td><em>Katja Herrmanny, Jürgen Ziegler, and Aysegül Dogangüen</em></td>
<td></td>
</tr>
<tr>
<td>Persuasive and Culture-Aware Feedback Acquisition</td>
<td>27</td>
</tr>
<tr>
<td><em>Malik Almaliki and Raian Ali</em></td>
<td></td>
</tr>
</tbody>
</table>

### Theoretical Reflections

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crowd-Designed Motivation: Combining Personality and the Transtheoretical Model</td>
<td>41</td>
</tr>
<tr>
<td><em>Roelof A.J. de Vries, Khiet P. Truong, and Vanessa Evers</em></td>
<td></td>
</tr>
<tr>
<td>The EDIE Method – Towards an Approach to Collaboration-Based Persuasive Design</td>
<td>53</td>
</tr>
<tr>
<td><em>Sandra Burri Gram-Hansen</em></td>
<td></td>
</tr>
<tr>
<td>Persuasive Backfiring: When Behavior Change Interventions Trigger Unintended Negative Outcomes</td>
<td>65</td>
</tr>
<tr>
<td><em>Agnis Stibe and Brian Cugelman</em></td>
<td></td>
</tr>
<tr>
<td>Captology and Technology Appropriation: Unintended Use as a Source for Designing Persuasive Technologies</td>
<td>78</td>
</tr>
<tr>
<td><em>Alina Krischkowsky, Bernhard Maurer, and Manfred Tscheligi</em></td>
<td></td>
</tr>
</tbody>
</table>

### Prevention and Motivation

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-Reflecting and Mindfulness: Cultivating Curiosity and Decentering Situated in Everyday Life</td>
<td>87</td>
</tr>
<tr>
<td><em>Ralph Vacca and Christopher Hoadley</em></td>
<td></td>
</tr>
<tr>
<td>Alcohol Behaviour Change: Lessons Learned from User Reviews of iTunes Apps</td>
<td>99</td>
</tr>
<tr>
<td><em>Omar Mubin, Abdullah Al Mahmud, and Muhammad Ashad Kabir</em></td>
<td></td>
</tr>
</tbody>
</table>
Persuasive Strategies to Improve Driving Behaviour of Elderly Drivers by a Feedback Approach ................................................................. 110
   Perrine Ruer, Charles Gouin-Vallerand, and Evelyne F. Vallières

Creating Awareness of Sleep-Wake Hours by Gamification ................. 122
   Ezgi Ilhan, Bahar Sener, and Hüseyin Hacihabiboğlu

**Methods and Models**

Cicero: Middleware for Developing Persuasive Mobile Applications ....... 137
   Antonello D’Aloia, Matteo Lelli, Duckki Lee, Sumi Helal,
   and Paolo Bellavista

Formalization of Computational Human Behavior Models for Contextual Persuasive Technology ....................................................... 150
   Tylar Murray, Eric Hekler, Donna Spruijt-Metz, Daniel E. Rivera,
   and Andrew Raij

The Persuasive Potential Questionnaire (PPQ): Challenges, Drawbacks, and Lessons Learned ............................................................. 162
   Alexander Meschtscherjakov, Magdalena Gärtner, Alexander Mirnig,
   Christina Rödel, and Manfred Tscheligi

Persuasive Practices: Learning from Home Security Advisory Services ...... 176
   Mateusz Dolata, Tino Comes, Birgit Schenk, and Gerhard Schwabe

Persuasive Patterns in Q&A Social Networks .................................... 189
   Ifeoma Adaji and Julita Vassileva

**Games and Gamification**

Utilizing a Digital Game as a Mediatory Artifact for Social Persuasion to Prevent Speeding .............................................................. 199
   Bernhard Maurer, Magdalena Gärtner, Martin Wuchse,
   Alexander Meschtscherjakov, and Manfred Tscheligi

Smile Catcher: Can Game Design Lead to Positive Social Interactions? ...... 211
   Niaja Farve and Pattie Maes

More than Sex: The Role of Femininity and Masculinity in the Design of Personalized Persuasive Games ....................................... 219
   Marc Busch, Elke Mattheiss, Michaela Reisinger, Rita Orji,
   Peter Fröhlich, and Manfred Tscheligi

A Gamified Solution to Brief Interventions for Nightlife Well-Being ....... 230
   L. Gamberini, A. Spagnolli, M. Nucci, G. DeGiuli, C. Villa, V. Monarca,
   A. Privitera, L. Zamboni, and S. Leclerq
Long-Term Effects of Computerized Simulations in Protracted Conflicts: The Case of Global Conflicts

Ronit Kampf

Interventions for Behavior Change

Understanding Changes in the Motivation of Stroke Patients Undergoing Rehabilitation in Hospital

Michelle Pickrell, Bert Bongers, and 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, and Aart van Halteren

Improving Adherence in Automated e-Coaching: A Case from Insomnia Therapy

Robbert Jan Beun, Willem-Paul Brinkman, Siska Fitrianie, Fiemke Griffioen-Both, Corine Horsch, Jaap Lancee, and Sandor Spruit

Online Peer Groups as a Persuasive Tool to Combat Digital Addiction

Amen Alrobai, John McAlaney, Keith Phalp, and Raian Ali

Design Strategies and Techniques

Red Radiators Versus Red Tulips: The Influence of Context on the Interpretation and Effectiveness of Color-Based Ambient Persuasive Technology

Shengnan Lu, Jaap Ham, and Cees Midden

Investigating Politeness Strategies and Their Persuasiveness for a Robotic Elderly Assistant

Stephan Hammer, Birgit Lugrin, Sergey Bogomolov, Kathrin Janowski, and Elisabeth André

RightOnTime: The Role of Timing and Unobtrusiveness in Behavior Change Support Systems

Piiastiina Tikka and Harri Oinas-Kukkonen

Persuasive Information Security: Techniques to Help Employees Protect Organizational Information Security

Marc Busch, Sameer Patil, Georg Regal, Christina Hochleitner, and Manfred Tscheligi

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

Kenny K.N. Chow
Persuasive Technology
11th International Conference, PERSUASIVE 2016, Salzburg, Austria, April 5-7, 2016, Proceedings
Meschtscherjakov, A.; De Ruyter, B.; Fuchsberger, V.; Murer, M.; Tscheligi, M. (Eds.)
2016, XIV, 366 p. 63 illus., Softcover
ISBN: 978-3-319-31509-6