Contents

Understanding Individuals

Involvement as a Working Mechanism for Persuasive Technology ....... 3
  Saskia M. Kelders

Understanding Persuasion and Motivation in Interactive Stroke Rehabilitation: A Physiotherapists’ Perspective on Patient Motivation ... 15
  Michelle Pickrell, Bert Bongers, and Elise van den Hoven

Formalizing Customization in Persuasive Technologies ................. 27
  M.C. Kaptein

Understanding How Message Receivers’ Communication Goals are Applied in Online Persuasion................................. 39
  E. Vance Wilson

Empowering Individuals

What Makes You Bike? Exploring Persuasive Strategies to Encourage Low-Energy Mobility .................................................. 53
  Matthias Wunsch, Agnis Stibe, Alexandra Millonig, Stefan Seer,
  Chengzhen Dai, Katja Schechtner, and Ryan C.C. Chin

Preliminary Evaluation of Virtual Cycling System Using Google Street View .................................................. 65
  Shota Hirose and Yasuhiko Kitamura

Bet4EcoDrive: Betting for Economical Driving .......................... 71
  Caroline Atzl, Alexander Meschtscherjakov, Stefan Vikoler,
  and Manfred Tscheligi

Persuasive Technology Based on Bodily Comfort Experiences:
The Effect of Color Temperature of Room Lighting on User Motivation to Change Room Temperature ................................. 83
  Shengnan Lu, Jaap Ham, and Cees Midden

BrightDark: A Smartphone App Utilizing e-fotonovela and Text Messages to Increase Energy Conservation Awareness .............. 95
  Olayan Alharbi and Samir Chatterjee

Designing and Analyzing Swing Compass: A Lively Interactive System Provoking Imagination and Affect for Persuasion ............... 107
  Kenny K.N. Chow, D. Fox Harrell, and Wong Ka Yan
Does Trigger Location Matter? The Influence of Localization and Motivation on the Persuasiveness of Mobile Purchase Recommendations .......................... 121
Frank Basten, Jaap Ham, Cees Midden, Luciano Gamberini, and Anna Spagnolli

Understanding Communities

Adaptive Reminders for Safe Work ................................. 135
Matthias Hartwig, Philipp Scholl, Vanessa Budde, and Armin Windel

“For Your Safety”: Effects of Camera Surveillance on Safety Impressions, Situation Construal and Attributed Intent .......................... 141
Thomas J.L. Van Rompay, Peter W. De Vries, and Manon T. Damink

Gender, Age, and Responsiveness to Cialdini’s Persuasion Strategies ... 147
Rita Orji, Regan L. Mandryk, and Julita Vassileva

Using Individual and Collaborative Challenges in Behavior Change Support Systems: Findings from a Two-Month Field Trial of a Trip Planner Application .................................................. 160
Johann Schrammel, Sebastian Prost, Elke Mattheiss, Efthimios Bothos, and Manfred Tscheligi

Towards a Framework for Socially Influencing Systems: Meta-analysis of Four PLS-SEM Based Studies .............................. 172
Agnis Stibe

Attention – Influencing Communities of Practice with Persuasive Learning Designs ................................................ 184
Sandra Burri Gram-Hansen and Thomas Ryberg

Ethical Challenges in Emerging Applications of Persuasive Technology ... 196
Jelte Timmer, Linda Kool, and Rinie van Est

Empowering Communities

Influencing Retirement Saving Behavior with Expert Advice and Social Comparison as Persuasive Techniques .............................. 205
Junius Gunaratne and Oded Nov

A System Development Life Cycle for Persuasive Design for Sustainability .................................................. 217
Moyen M. Mustaquim and Tobias Nyström
Conforming to an Artificial Majority: Persuasive Effects of a Group of Artificial Agents ........................................... 229
  Cees Midden, Jaap Ham, and Joey Baten

A System’s Self-referential Persuasion: Understanding the Role of Persuasive User Experiences in Committing Social Web Users ....... 241
  Michael Oduor and Harri Oinas-Kukkonen

Advancing Typology of Computer-Supported Influence: Moderation Effects in Socially Influencing Systems ............................. 253
  Agnis Stibe

Author Index .......................................................... 265
Persuasive Technology
10th International Conference, PERSUASIVE 2015, Chicago, IL, USA, June 3-5, 2015, Proceedings
MacTavish, Th.; Basapur, S. (Eds.)
2015, XIII, 265 p. 58 illus., Softcover
ISBN: 978-3-319-20305-8