Contents

Individual Differences

Tailoring Web Pages for Persuasion on Prevention Topics: Message Framing, Color Priming, and Gender ........................................... 3
Luca Chittaro

Supporting Users in Setting Effective Goals in Activity Tracking ........... 15
Katja Herrmann, Jürgen Ziegler, and Aysegül Dogangün

Persuasive and Culture-Aware Feedback Acquisition .......................... 27
Malik Almaliki and Raian Ali

Theoretical Reflections

Crowd-Designed Motivation: Combining Personality and the Transtheoretical Model ................................................................. 41
Roelof A.J. de Vries, Khiét P. Truong, and Vanessa Evers

The EDIE Method – Towards an Approach to Collaboration-Based Persuasive Design ................................................................. 53
Sandra Burri Gram-Hansen

Persuasive Backfiring: When Behavior Change Interventions Trigger Unintended Negative Outcomes ................................................. 65
Agnis Stibe and Brian Cugelman

Captology and Technology Appropriation: Unintended Use as a Source for Designing Persuasive Technologies ................................. 78
Alina Krischkowsky, Bernhard Maurer, and Manfred Tscheligi

Prevention and Motivation

Self-Reflecting and Mindfulness: Cultivating Curiosity and Decentering Situated in Everyday Life ......................................................... 87
Ralph Vacca and Christopher Hoadley

Alcohol Behaviour Change: Lessons Learned from User Reviews of iTunes Apps ................................................................. 99
Omar Mubin, Abdullah Al Mahmud, and Muhammad Ashad Kabir
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Persuasive Strategies to Improve Driving Behaviour of Elderly Drivers by a Feedback Approach</td>
<td>110</td>
</tr>
<tr>
<td>Perrine Ruer, Charles Gouin-Vallerand, and Evelyne F. Vallières</td>
<td></td>
</tr>
<tr>
<td>Creating Awareness of Sleep-Wake Hours by Gamification</td>
<td>122</td>
</tr>
<tr>
<td>Ezgi Ilhan, Bahar Sener, and Hüseyin Hacihabiboğlu</td>
<td></td>
</tr>
<tr>
<td>Methods and Models</td>
<td></td>
</tr>
<tr>
<td>Cicero: Middleware for Developing Persuasive Mobile Applications</td>
<td>137</td>
</tr>
<tr>
<td>Antonello D’Aloia, Matteo Lelli, Duckki Lee, Sumi Helal, and Paolo Bellavista</td>
<td></td>
</tr>
<tr>
<td>Formalization of Computational Human Behavior Models for Contextual Persuasive Technology</td>
<td>150</td>
</tr>
<tr>
<td>Tylar Murray, Eric Hekler, Donna Spruijt-Metz, Daniel E. Rivera, and Andrew Raij</td>
<td></td>
</tr>
<tr>
<td>The Persuasive Potential Questionnaire (PPQ): Challenges, Drawbacks, and Lessons Learned</td>
<td>162</td>
</tr>
<tr>
<td>Alexander Meschtscherjakov, Magdalena Gärtner, Alexander Mirnig, Christina Rödel, and Manfred Tscheligi</td>
<td></td>
</tr>
<tr>
<td>Persuasive Practices: Learning from Home Security Advisory Services</td>
<td>176</td>
</tr>
<tr>
<td>Mateusz Dolata, Tino Comes, Birgit Schenk, and Gerhard Schwabe</td>
<td></td>
</tr>
<tr>
<td>Persuasive Patterns in Q&amp;A Social Networks</td>
<td>189</td>
</tr>
<tr>
<td>Ifeoma Adaji and Julita Vassileva</td>
<td></td>
</tr>
<tr>
<td>Games and Gamification</td>
<td></td>
</tr>
<tr>
<td>Utilizing a Digital Game as a Mediatory Artifact for Social Persuasion to Prevent Speeding</td>
<td>199</td>
</tr>
<tr>
<td>Bernhard Maurer, Magdalena Gärtner, Martin Wuchse, Alexander Meschtscherjakov, and Manfred Tscheligi</td>
<td></td>
</tr>
<tr>
<td>Smile Catcher: Can Game Design Lead to Positive Social Interactions?</td>
<td>211</td>
</tr>
<tr>
<td>Niaja Farve and Pattie Maes</td>
<td></td>
</tr>
<tr>
<td>More than Sex: The Role of Femininity and Masculinity in the Design of Personalized Persuasive Games</td>
<td>219</td>
</tr>
<tr>
<td>Marc Busch, Elke Mattheiss, Michaela Reisinger, Rita Orji, Peter Fröhlich, and Manfred Tscheligi</td>
<td></td>
</tr>
<tr>
<td>A Gamified Solution to Brief Interventions for Nightlife Well-Being</td>
<td>230</td>
</tr>
</tbody>
</table>
Long-Term Effects of Computerized Simulations in Protracted Conflicts:
The Case of Global Conflicts ................................................................. 242

Ronit Kampf

Interventions for Behavior Change

Understanding Changes in the Motivation of Stroke Patients Undergoing
Rehabilitation in Hospital ................................................................. 251

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 ...................................... 263

Arlette van Wissen, Charlotte Vinkers, and Aart van Halteren

Improving Adherence in Automated e-Coaching: A Case from Insomnia
Therapy .......................................................................................... 276

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 .... 288

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 ....................................................................................... 303

Shengnan Lu, Jaap Ham, and Cees Midden

Investigating Politeness Strategies and Their Persuasiveness for a Robotic
Elderly Assistant .............................................................................. 315

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

RightOnTime: The Role of Timing and Unobtrusiveness in Behavior
Change Support Systems ................................................................. 327

Piiastiina Tikka and Harri Oinas-Kukkonen

Persuasive Information Security: Techniques to Help Employees Protect
Organizational Information Security .................................................. 339

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

Lock Up the Lighter: Experience Prototyping of a Lively Reflective Design
for Smoking Habit Control ............................................................. 352

Kenny K.N. Chow
Erratum to: Self-Reflecting and Mindfulness: Cultivating Curiosity and Decentering Situated in Everyday Life. 

Ralph Vacca and Christopher Hoadley

Author Index
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