

# Call for Papers

## PERSUASIVE 2009

The Fourth International Conference on Persuasive Technology

April 26-29, 2009

Claremont, California, USA

<http://www.persuasive2009.net/>



Persuasive Technology is all about using Information and Communications Technology to change what we think and do. We are just entering the era of persuasive technology, of interactive computing systems designed to change people's attitudes and behaviors. Persuasive 2009 builds on the successful prior conferences held at Eindhoven, Stanford and Oulu. The Claremont conference will assemble people from all parts of the world interested in such technologies by sharing their insights into how video games, mobile phone applications, web sites and social networking sites can be designed to motivate and influence people.

Academics and practitioners with an interest in research, theory, technologies, design, and applications related to persuasion are invited to submit their work for presentation at Persuasive 2009 to be held at the Claremont Colleges campus, in Claremont, California.

### Research themes/tracks

We invite research papers, panel ideas and tutorial topics from all researchers working in the field of persuasive technologies. The major research themes for the conference include, but are not limited to:

#### Persuasion for healthy Living

- Well-being and health behavior
- Applications for chronic disease management
- Lifestyle management technologies
- Motivational technology
- Using sensor networks for health care

#### Persuasion via social networking

- Tools to accelerate persuasion amongst peers
- Web 2.0
- Mass persuasion

#### Mobile & Ubiquitous Persuasion

- Mobile persuasion
- Designing applications for mobility
- Testing and evaluating mobile experiences

#### Gaming and Persuasion

- Persuasive game design
- Smart environments
- Virtual worlds and high-bandwidth applications (e.g., Internet2)
- Learning through Persuasion

#### Design, Human Computer Interaction

- Designing for everyday use
- User interfaces and experiences
- Emerging digital immersion technologies

#### General Persuasion

- Theory of persuasive technology
- Measurements and experimental design
- Ethics of persuasive technology
- Security and privacy
- Social and organizational issues

#### Cutting-edge topics:

- Eco / Green Persuasive Tech
- Theory & Models of Persuasive Technology
- Persuasive Design & Innovation
- Methods & Measurements in Persuasion
- Education & Learning

#### Categories of Submission:

Research Paper  
Panel Proposals  
Tutorials

#### Submission Format:

For information about the format for each submission, see [www.persuasive2009.net](http://www.persuasive2009.net)

#### Review Process

All submissions will undergo a blind peer-review process. We expect the acceptance rate for papers to be less than 50%, much like previous years. The proceedings will be published by ACM.

#### Doctoral Consortium:

We will hold a doctoral consortium on Sunday April 26<sup>th</sup>. Please contact [Matti.Rossi@hse.fi](mailto:Matti.Rossi@hse.fi) to be invited to this gathering.

#### Important Dates:

Paper submission: Jan 2, 2009.  
Author notification: February 29, 2009.  
Camera-ready: March 27, 2009  
Registration opens: Dec 1, 2008.  
Doctoral Consortium: April 26, 2009  
Conference dates: April 27-29, 2009.

#### Organizers:

*Chair:* Samir Chatterjee, Claremont Graduate University, USA

*Vice-Chair:* Parvati Dev, Innovation in Learning Inc., USA

*Doctoral Consortium Chair:* Matti Rossi, Helsinki School of Economics, Finland

*Vendor Exhibition Chair:* Gora Datta, CAL2CAL Corporation, Irvine, USA.

*Local Arrangements Team :* Alan Price, Charles Chong, Hafsa Aisi, Lorie Obal, Gita Govahi, Matt Hutter, Rita Clemons, CGU

### **Scientific Program Committee**

Harri Oinas-Kukkonen, University of Oulu  
Jeremy Bailenson, Stanford University  
Timothy Bickmore, Northeastern University  
Robert Biddle, Carleton University  
Ian Bogost, Georgia Institute of Technology  
Magnus Bång, Interactive Institute  
Samir Chatterjee, Claremont Graduate University  
Parvati Dev, Innovation in Learning Inc. USA  
Dean Eckles, Nokia Research Center  
B.J. Fogg, Stanford University  
Cindy Lerouge, St. Louis University  
Joel Milam, USC  
Vikram Parmar, Technical University of Delft  
Sajal Das, University of Texas at Arlington  
Per Hasle, University of Aalborg  
Pradeep Ray, UNSW, Australia  
Katarina Segerståhl, Stanford University  
Arunabha Mukhopadhyay, IIM-Lucknow, India  
Vance Wilson, Arizona State University  
Gondy Leroy, Claremont Graduate University

Luciano Gamberini, University of Padova  
Shuk Ying Ho, University of Melbourne  
Wijnand IJsselstein, Tech. University Eindhoven  
Stephen Intille, MIT  
John Ittelson, California State University  
Jens Elmelund Kjeldsen, University of Bergen  
Kirstin Kohler, Fraunhofer Institute  
Pål Kraft, University of Oslo  
Judith Masthoff, University of Aberdeen  
Cees Midden, Technical University Eindhoven  
Wolfgang Reitberger, University of Salzburg  
Timo Saari, Temple University  
Mirjana Spasojevic, Nokia Research Center  
Jason Tester, Institute for the Future  
Julita Vassileva, University of Saskatchewan  
Peter de Vries, University of Twente  
Julie Leth Jespersen, University of Aalborg  
Virpi Roto, Nokia, Finland

For tutorials, the following are some suggested topics but not limited to:

*Overview of persuasive technology*  
Snapshot of the field

*Behavior change theories & frameworks*  
Introduction to the major perspectives on behavior change

*Connecting attitude change and behavior change*  
Theories on the relationship between attitudes and behavior

*Changing health behavior*  
Special issues for persuasive technology and health

*Experiments 101*  
How to design and run experiments

*New tools for measurement and data collection*  
Mechanical turk, google analytics, google forms,

*The landscape of research methodologies*  
An overview of different methods, from qualitative to quantitative, individual to mass

*Persuasion through new media*  
Using virtual worlds and social networking sites

*Designing for user experience*  
Design principles, theories and applications

*Web 2.0 and persuasion*  
How Facebook and others use PT