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Nota di contenuto	<p>Tailoring Web Pages for Persuasion on Prevention Topics: Message Framing, Color Priming and Gender -- Supporting Users in Setting Effective Goals in Activity Tracking -- Persuasive and Culture-aware Feedback Acquisition -- Crowd-Designed Motivation: Combining Personality and the Trans-theoretical Model -- The EDIE Method - Towards an Approach to Collaboration-Based Persuasive Design -- Persuasive Backfiring: When Behavior Change Interventions Trigger Unintended Negative Outcomes -- Captology and Technology Appropriation: Unintended Use as a Source for Designing Persuasive Technologies -- Self-Reflection and Mindfulness States: Designing Mobile Tools for Cultivating Curiosity and Decentering Situated in Everyday Life -- Alcohol Behaviour Change: Lessons Learned from User Reviews of iTunes Apps -- Persuasive Strategies to Improve Driving Behaviour of Elderly Drivers by a Feedback Approach -- Creating Awareness of Sleep-Wake Hours by Gamification -- Cicero: Middleware for Developing Persuasive Mobile Applications -- Formalization of Computational Human Behavior Models for Contextual Persuasive Technology -- The Persuasive Potential Questionnaire (PPQ): Challenges, Drawbacks, and Lessons Learned -- Persuasive Practices: Learning from Home Security Advisory Services -- Persuasive Patterns in Q&A Social Networks -- Utilizing a Digital Game as a Mediatory Artifact for Social Persuasion to Prevent Speeding -- Smile Catcher: Can Game Design Lead To Positive Social Interactions -- More than Sex: The Role of Femininity and Masculinity in the Design of Personalized Persuasive Games -- A Gamified Solution to Brief Interventions for Nightlife Well-Being -- Long-Term Effects of Computerized Simulations in Protracted Conflicts: The Case of Global Conflicts -- Understanding Changes in the Motivation of Stroke Patients Undergoing Rehabilitation in Hospital -- Developing a Virtual Coach for Chronic Patients: A User Study on the Impact of Similarity, Familiarity and Realism -- Improving Adherence in Automated e-Coaching -- Online Peer Groups as a Persuasive Tool to Combat Digital Addiction -- Red Radiators Versus Red Tulips: The Influence of Context on the Interpretation and Effectiveness of Color-Based Ambient Persuasive Technology -- Investigating Politeness Strategies and Their Persuasiveness for a Robotic Elderly Assistant -- RightOnTime: The Role of Timing and Unobtrusiveness in Behavior Change Support Systems -- Persuasive Information Security: Techniques to Help Employees Protect Organizational Information Security -- Lock Up the Lighter: Experience Prototyping of a Lively Reflective Design for Smoking Habit Control. .</p>
Sommario/riassunto	<p>This book constitutes the refereed proceedings of the 11th International Conference on Persuasive Technology, PERSUASIVE 2016, held in Salzburg, Austria, in April 2016. The 27 revised full papers and 3 revised short papers presented were carefully reviewed and selected from 73 submissions. The papers are grouped in topical sections on individual differences, theoretical reflections, prevention and motivation, methods and models, games and gamification, interventions for behavior change, and design strategies and techniques.</p>