

1. Record Nr.	UNINA9910484593803321
Titolo	Persuasive Technology [[electronic resource] ] : Third International Conference, PERSUASIVE 2008, Oulu, Finland, June 4-6, 2008, Proceedings // edited by Harri Oinas-Kukkonen, Per Hasle, Marja Harjumaa, Katarina Segerståhl, Peter Øhrstrøm
Pubbl/distr/stampa	Berlin, Heidelberg : , : Springer Berlin Heidelberg : , : Imprint : Springer, , 2008
ISBN	3-540-68504-9
Edizione	[1st ed. 2008.]
Descrizione fisica	1 online resource (XIV, 287 p.)
Collana	Information Systems and Applications, incl. Internet/Web, and HCI ; ; 5033
Disciplina	153.8/520285
Soggetti	User interfaces (Computer systems) Special purpose computers Computer communication systems Application software Artificial intelligence Data mining User Interfaces and Human Computer Interaction Special Purpose and Application-Based Systems Computer Communication Networks Computer Appl. in Social and Behavioral Sciences Artificial Intelligence Data Mining and Knowledge Discovery
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Keynote Papers -- Affective Loop Experiences – What Are They? -- Fine Processing -- Mass Interpersonal Persuasion: An Early View of a New Phenomenon -- Social Network Systems -- Online Persuasion in Facebook and Mixi: A Cross-Cultural Comparison -- Website Credibility, Active Trust and Behavioural Intent -- Network Awareness, Social Context and Persuasion -- Knowledge Management -- Persuasion in Knowledge-Based Recommendation -- Persuasive Technology Design – A Rhetorical Approach -- Benevolence and

Effectiveness: Persuasive Technology's Spillover Effects in Retail Settings -- Applications -- Persuasive Technology for Shaping Social Beliefs of Rural Women in India: An Approach Based on the Theory of Planned Behaviour -- Enabling Calorie-Aware Cooking in a Smart Kitchen -- perFrames: Persuasive Picture Frames for Proper Posture -- Persuasion for Stronger Passwords: Motivation and Pilot Study -- Conceptual Frameworks -- Six Patterns for Persuasion in Online Social Networks -- A Systematic Framework for Designing and Evaluating Persuasive Systems -- Digital Therapy: Addressing Willpower as Part of the Cognitive-Affective Processing System in the Service of Habit Change -- Perspectives on Persuasive Technology -- The Persuasive Power of Human-Machine Dialogue -- Designing Persuasive Dialogue Systems: Using Argumentation with Care -- Categorization as Persuasion: Considering the Nature of the Mind -- A Qualitative Study of Culture and Persuasion in a Smoking Cessation Game -- Peer-to-Peer and Social Networks -- Exploring the Acceptability of Delayed Reciprocity in Peer-to-Peer Networks -- How to Build a Persuasive Web Application -- "Hey World, Take a Look at Me!": Appreciating the Human Body on Social Network Sites -- Self-persuasion and Timing -- Digital Therapy: The Role of Digital Positive Psychotherapy in Successful Self-regulation -- Finding Kairos in Quitting Smoking: Smokers' Perceptions of Warning Pictures -- Exploring the Persuasiveness of "Just-in-time" Motivational Messages for Obesity Management -- Well-Being Applications -- BLB: A Persuasive and Interactive Installation Designed to Improve Well-Being -- A Case Study on an Ambient Display as a Persuasive Medium for Exercise Awareness -- Technology that Persuades the Elderly -- Theoretical Considerations -- Design with Intent: Persuasive Technology in a Wider Context -- The Influence of Gender and Involvement Level on the Perceived Credibility of Web Sites -- Embodied Agents on Commercial Websites: Modeling Their Effects through an Affective Persuasion Route.

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