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Nota di contenuto	Technology That Motivates Health Behavior -- Persuasion, Task Interruption and Health Regimen Adherence -- Promoting Physical Activity Through Internet: A Persuasive Technology View -- Digital Therapy: The Coming Together of Psychology and Technology Can Create a New Generation of Programs for More Sustainable Behavioral Change -- Designing Persuasion: Health Technology for Low-Income African American Communities -- Persuading People with Video Games

-- Fine Tuning the Persuasion in Persuasive Games -- Captivating Patterns – A First Validation -- New Form Factors for Persuasive Technology -- Promoting New Patterns in Household Energy Consumption with Pervasive Learning Games -- iParrot: Towards Designing a Persuasive Agent for Energy Conservation -- The Pet Plant: Developing an Inanimate Emotionally Interactive Tool for the Elderly -- Surrounded by High-Tech Persuasion -- Distributed User Experience in Persuasive Technology Environments -- The PerCues Framework and Its Application for Sustainable Mobility -- Persuasive Technologies Should Be Boring -- Controlling People by Using Digital Punishment -- Electronic Monitoring of Offenders: Can a Wayward Technology Be Redeemed? -- Logical Modeling of Deceptive Negative Persuasion -- Surveillance, Persuasion, and Panopticon -- Technology That Motivates Groups to Unify -- Support Services: Persuading Employees and Customers to Do what Is in the Community's Best Interest -- Improving Cross-Cultural Communication Through Collaborative Technologies -- Group Reactions to Visual Feedback Tools -- Can Brotherhood Be Sold Like Soap...Online? An Online Social Marketing and Advocacy Pilot Study Synopsis -- How Peers Influence You Online -- Social Comparisons to Motivate Contributions to an Online Community -- Can Companies Initiate Positive Word of Mouth? A Field Experiment Examining the Effects of Incentive Magnitude and Equity, and eReferral Mechanisms -- Source Salience and the Persuasiveness of Peer Recommendations: The Mediating Role of Social Trust -- New Insights Into Web Persuasion -- An Examination of the Influence of Involvement Level of Web Site Users on the Perceived Credibility of Web Sites -- Embedded Persuasive Strategies to Obtain Visitors' Data: Comparing Reward and Reciprocity in an Amateur, Knowledge-Based Website -- The Behavior Chain for Online Participation: How Successful Web Services Structure Persuasion -- Persuasive Agents on the Screen -- Exploring Persuasive Potential of Embodied Conversational Agents Utilizing Synthetic Embodied Conversational Agents -- The Importance of Interface Agent Visual Presence: Voice Alone Is Less Effective in Impacting Young Women's Attitudes Toward Engineering -- Embodied Agents on a Website: Modelling an Attitudinal Route of Influence -- Using Digital Images to Persuade -- Is it Me or Is it what I say? Source Image and Persuasion -- Digital Television as Persuasive Technology -- Persuasion Via Mobile Phones -- The Use of Mobile Phones to Support Children's Literacy Learning -- Toward a Systematic Understanding of Suggestion Tactics in Persuasive Technologies -- Insights Into Persuasion Principles -- Modelling a Receiver's Position to Persuasive Arguments -- Persuasive Recommendation: Serial Position Effects in Knowledge-Based Recommender Systems -- Perspectives on Persuasive Technology -- Persuade Into What? Why Human-Computer Interaction Needs a Philosophy of Technology -- Classical Rhetoric and a Limit to Persuasion -- Persuasion Theories and IT Design.

Sommario/riassunto

Persuasive technology is the general class of technologies that purposefully apply psychological principles of persuasion – principles of credibility, trust, reciprocity, authority and the like – in interactive media, in the service of changing their users' attitudes and behavior. Only one year ago, in 2006, the first international conference in this area, PERSUASIVE 2006 was hosted in Eindhoven. The conference was entirely geared towards communicating the progress made in the area of persuasive technology, and towards presenting recent results in theory, design, technology and evaluation. It brought together a wide range of research fields, including social psychology, HCI, computer science, industrial design, engineering, game design, communication science, and human factors, and the formula worked: plans for a

follow-up were made immediately upon its conclusion. PERSUASIVE 2007, the second international conference on persuasive technology, was hosted by Stanford University, April 26–27. The program featured a large number of presentations, both oral and in poster format, on new findings, new conceptualizations and designs, and new reflections on persuasion through technology. Sponsored by the National Science Foundation, this conference featured the best new insights into how video games, mobile phone applications, and Web sites can be designed to motivate and influence people.
