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Soggetti	Computers and civilization Computer networks Application software User interfaces (Computer systems) Human-computer interaction Artificial intelligence Computers and Society Computer Communication Networks Computer and Information Systems Applications User Interfaces and Human Computer Interaction Artificial Intelligence
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Nota di contenuto	-- Personalized Persuasion. -- Design of a Personalised AI Coaching Assistant for Occupational Health and Safety. -- Analysing user feedback on Commerical diet tracking app. -- Personalized Social Proof for Persuasive Human-Robot Interaction. -- Personalized Digital Interventions for Behavior Change: Insights from the MoM App Study. -- Theory and Exploration. -- Exploring the Potential and Limitations

of Large Language Models to Control the Behavior of Embodied Persuasive Agents. -- Insights into the Design of Ethical and Trustworthy Persuasive Technologies. -- Effect of Competitive and Cooperative Learning Contexts in Controversial Information Search: Preliminary Results. -- The Heuristic Evaluation of Manipulative Interfaces. -- Digital Persuasion: Understanding the Impact of Online Influencers on Public Opinion. -- Design and Solutions. -- LifeLink: The Design and Evaluation of an mHealth App for Caregivers Supporting Individuals with Suicidality. -- Bridging Research and Practice in Persuasive Mobile Stress Management Apps: A 21-Year Comparative Analysis and Novel Design Framework. -- Designing Behavior Change Support Systems for Recovery from Addictions: Mapping Software Features with Counseling Strategies. -- Investigation of the Eye Donor Aust app's Persuasiveness. -- MyHealthCore: Towards A Community-Engaged HIV Prevention Persuasive mHealth App for Black Communities in Canada. -- Emotions and Behaviour. -- Health Risk Management Using Persuasive Technology: A Scoping Review. -- Evaluation of an Emotion-Aware Persuasive Framework Based on Peripheral Interaction for Reducing Physical Strain in Office Environments. -- On People's Susceptibility to Persuasive Techniques in Social Engineering: Is It About the Technique or Their Readiness to Be Persuaded. -- Behavior Change Games. -- AMRageddon v1: The Design and Usability Evaluation of a Digital Escape Room Game for Antimicrobial Resistance Education through Persuasive technology. -- PetBuddy: An Examination of Augmented Reality Mobile Health Game for Promoting Physical Activity. -- The Motivational Appeal of Persuasive Strategies in a Healthy Eating Behaviour Change Game. -- Personality and Individual Differences. -- (Un)sustainable Personalities: The Role of Personality When Persuading To Adopt Sustainable Behaviours. -- Non binary-people are harder to persuade: evidence and insights. -- Gamified vs. Non-Gamified Language Learning: the Role of Working Memory and Gaming Disorder.

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#### Sommario/riassunto

This book constitutes the refereed proceedings of the 20th International Conference on Persuasive Technology, PERSUASIVE 2025, held in Limassol, Cyprus, during May 5–7, 2025. The 17 full papers and 6 short papers included in this book were carefully reviewed and selected from 49 submissions. They are organized in topical sections as follows: Personalized Persuasion; Theory and Exploration; Design and Solutions; Emotions and Behaviour; Behavior Change Games; Personality and Individual Differences.

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