Venues

Persuasive-2013 will be held at the SMC Conference and Function Centre in the heart of Sydney at 66 Goulburn Street. Plenary sessions of the conference will be held in the Doric Room (ground floor). The Workshops and Doctoral Consortium will be held at the University of Sydney's New Law Building on the Camperdown Campus, rooms 020 and 022.

Schedule

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<th>Wednesday 3rd Apr</th>
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<th>Friday 5th Apr</th>
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<tr>
<td>University of Sydney Law School</td>
<td>SMC</td>
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<td>8:30-9:00</td>
<td>Registration</td>
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<td>9:00-10:30</td>
<td>BCSS Workshop</td>
<td>Opening and Keynote I</td>
<td>Plenary Session III</td>
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<td>10:30-11:00</td>
<td>Break</td>
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<td>11:00-12:30</td>
<td>BCSS Workshop</td>
<td>Plenary Session I</td>
<td>Plenary Session IV</td>
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<td>12:30-14:00</td>
<td>Lunch (not provided)</td>
<td>Lunch and Poster Session</td>
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<td>14:00-15:00</td>
<td>Doct. Cons. I</td>
<td>Plenary Session II</td>
<td>Keynote II and Close</td>
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<td>15:30-16:00</td>
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<td>16:00-17:00</td>
<td>Doct. Cons. II</td>
<td>Panel Discussion</td>
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<td><strong>Evening Events</strong></td>
<td>17:45 Bus Pick up at University of Sydney</td>
<td>18:15 Welcome Reception</td>
<td>18:15 Conference Dinner</td>
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Keynote Talks

Keynote I: Anthony Jameson
German Research Center for Artificial Intelligence

How Can Persuasive Technology Help People Choose for Themselves?

Persuasive technology is used when it is known in advance what the person in question should be persuaded to do. The job of helping people to choose for themselves what they want to do, in accordance with their own values, tastes, past experience, and capabilities, has been left to other types of interactive system, such as those for decision support or recommendation. But there are reasons why persuasive technology researchers might consider applying their skills to the challenge of helping users choose for themselves:

- A lot of the innovative techniques developed in persuasive technology can be adapted to yield new ways of supporting choosing. Examples are techniques for monitoring behavior, for simulating the consequences of possible actions, for enforcing commitment strategies, for mediating social influence, and for communicating with users at opportune times and places.
- While users of persuasive technology are doing what they have been persuaded to do, they often need to make nontrivial personal choices about exactly how to do it; their overall success and satisfaction will be affected by how well they make these choices.

This talk argues for these claims with reference to concepts and results from the psychology of everyday decision making, and it illustrates them with examples from past and ongoing research and practice.

Keynote II: Anind Dey
Carnegie Mellon University

Persuasive Technology or Explorative Technology?

Persuasive technology is technology that is intended to change attitudes and/or behaviors using persuasion. An issue with such technology is it pre-supposes that individuals must be convinced to change their attitude or behavior. In contrast, explorative technology is technology that is intended to help users explore and understand information about themselves to support self-reflection and to identify opportunities for behavior change. In this talk, I will describe the differences between such technologies, and argue for the need to invest more effort in explorative technologies through the discussion of a series of case studies.
Technical Program

Plenary Session I: Ethics and Applications (chair: Judith Masthoff)

- Lingering Serious Experience as Trigger to Raise Awareness, Encourage Reflection and Change Behavior. Tim Marsh and Brigid Costello.
- Examining the Efficacy of a Persuasive Technology Package in Reducing Texting and Driving Behavior. Brenda Miranda, Chimwemwe Jere, Olayan Alharbi, Sri Lakshmi, Yasser Khouja and Samir Chatterjee.
- The Scrabble of Language towards Persuasion. Cate Dowd.

Plenary Session II: Tailoring and Games (chair: Harri Oinas-Kukkonen)

- Modeling Gender Differences in Healthy Eating Determinants for Persuasive Intervention Design. Rita O. Orji, Julita Vassileva and Regan Mandryk.
- Bro-cam: Improving game experience with empathic feedback using posture tracking. Chiiew Seng Sean Tan, Johannes Schoening, Jan Schneider Barnes, Kris Luyten and Karin Coninx.
- Trusting digital chameleons: The effect of mimicry by a virtual social agent on user trust. Frank Verberne, Jaap Ham, Aditya Ponnada and Cees Midden.

Plenary Session III: Personal Data (chair: Anthony Jameson)

- Using log-data as a starting point to make eHealth more persuasive. Saskia Kelders and Julia Gemert-Pijnen.
- Invisible Work: An Ambient System for the Coordination and Reflection of Household Tasks. Wolfgang Reitberger, Martin Kastenmiller and Geraldine Fitzpatrick.
- Software Architecture for Health BCSS: Case Onnikka. Tuomas Alahäivälä and Harri Oinas-Kukkonen.

Plenary Session IV: Environment (chair: Samir Chatterjee)

- Persuading Consumers To Reduce Consumption of Electricity in the Home. Alan Smeaton and Aiden Doherty.
Panel Session: Games and Gamification to Affect Change

- Jennifer Wilson, Director, The Project Factory, Sydney
  - [http://www.theprojectfactory.com/people/jennifer-wilson](http://www.theprojectfactory.com/people/jennifer-wilson)
- Yusus Pisan, Director, Game Studio, University of Technology, Sydney
  - [http://gamesstudio.org/yusufpisan/about/](http://gamesstudio.org/yusufpisan/about/)
- Leon Young, Managing Director, 2and2 and Change2, Sydney

Short Papers (Poster Presentations Friday 1pm)

- Where to place my ambient persuasive display? Insights from a 6-month study. Patricia M. Kluckner, Astrid Weiss and Manfred Tscheligi.
- I didn't know that virtual agent was angry at me: Investigating effects of gaze direction on emotion recognition and evaluation. Peter Ruijten, Cees Midden and Jaap Ham.
- Toward the Design of a Dashboard to Promote Environmentally Sustainable Behavior among Office Workers. Ray Yun, Bertrand Lasternas, Azizan Aziz, Vivian Loftness, Peter Scupelli, Anthony Rowe, Ruchie Kothari, Flore Marion and Jie Zhao.
- Improving the Design of Online Applications for social benefit through A Behaviour Change Model. Kathryn Gough and Jillian Hamilton.
- Social Stairs: taking the Piano Staircase towards long-term behavioral change. Michel Peeters, Carl Megens, Elise van den Hoven, Caroline Hummels and Aarnout Brombacher.
- Personalized Persuasive Technology – Development and validation of scales for measuring persuadability. Marc Busch, Johann Schrammel and Manfred Tscheligi.

Doctoral Consortium

Session I

- Persuasion for In-home Technology Intervened Healthcare of Chronic Disease: Case of Diabetes Type 2. Sakib Jalil.
- Hypothesis evaluation based on ubicomp sensing: moving from researchers to users. Farahnaz Yekeh.
- Does One Size Fit All? Personalizing Persuasive Games for Health by Gamer Types. Rita O. Orji.
Session II

- Applying the Behavior Grid for Improving Safety in Industrial Environments. Johannes de Boer.
- The Design of Persuasive System for Sustainability in the Workplace. Ray Yun.

Social Events

Welcome Reception
The Welcome Reception will be held on Wednesday the 3rd of April at the Hotel CBD Bar (Club Bar 3rd floor) from 6.15pm to 9.00pm. Hotel CBD is is located in Sydney CBD (52 King street) and a bus will take the participants at 5.45pm from the University of Sydney to the venue. If you are coming to the reception directly from your hotel, directions from the conference venue to the Hotel CBD are shown below. Finger food and a selection of Australian beers and wines, as well as soft drinks will be provided.

Conference Dinner
The conference dinner will take place on a Tall Ship in Sydney’s magnificent harbor. Buffet style dinner and drinks will be provided for this 3 hour cruise. The boat, the Soren Larsen, will be awaiting us at Aquarium Wharf (directions from the conference venue to the Wharf are
shown below, approx. 1.5 km) at 6.15pm for a 6.30pm departure. The Soren Larsen is a 53 year old, restored Tall Ship that continues to sail the world. We have exclusive access to the boat, its informative crew and the adventurous amongst us can even climb the mast! The cruise will take us under the infamous Harbor Bridge, providing spectacular views of the Opera House from the water and a host of other sights. We suggest that you bring warm clothing for the cruise, as it is likely to be cooler on board than it would be on land. Don’t forget your camera!

Figure 2: (B) Aquarium Wharf

Restaurants & Cafes
The workshop and conference venues are centrally located in Sydney’s CBD. The CBD provides an array of restaurants of Australian and International cuisine to chose from. Morning and afternoon tea with light refreshments will be provided throughout the conference. Lunch will be provided as part of the Poster Session on Friday only.

Many cafes and restaurants are located in the vicinity of the SMC Conference Centre (marked in purple in the middle of the first map) and on Glebe Point road, 500m away from the Law School Building (marked in pink at the bottom-left part of the second map) and there is a food court at Broadway shopping center.

Useful Links

Conference Site: http://www.pt2013.csiro.au
Online Proceedings: http://link.springer.com/book/10.1007/978-3-642-37157-8//page/1
Adjunct Proceedings: http://ceur-ws.org/Vol-973/
SMC Conference Centre: http://www.smfcfc.com.au
University of Sydney: http://sydney.edu.au
New Law School Map: http://goo.gl/sPUJA

Taxi numbers: 131451, 131017, 133100
Organisation

Conference Chairs

- Shlomo Berkovskv, NICTA, Australia
- Jill Freyne, CSIRO, Australia

Workshops Chair

- Jaap Ham, Eindhoven University of Technology, The Netherlands

Publicity Chair

- Sarvnaz Karimi, CSIRO, Australia

Scientific Program Committee

- Johan Åberg, Linköping University, Sweden
- Magnus Bang, Linköping University, Sweden
- Robert Biddle, Carleton University, Canada
- Samir Chatterjee, Claremont Graduate University, USA.
- Brian Cugelman, University of Wolverhampton, UK
- Peter de Vries, University of Twente, The Netherlands
- Nadja Decarolis, Università degli Studi di Bari, Italy
- Rosta Farzan, University of Pittsburgh, USA
- Alexander Felfernig, Graz University of Technology, Austria
- Susan Ferebee, University of Phoenix, USA
- BJ Fogg, Stanford University, USA
- Floriana Grasso, University of Liverpool, UK
- Rosanna E. Guadagno, University of Alabama, USA
- Anton Gustafsson, IT-University of Goteborg, Sweden
- Curtis Haugtvedt, The Ohio State University, USA
- Stephen Intille, MIT, USA
- M.Sriram Iyengar, The University of Texas, USA
- Maurits Kaptein, TU Eindhoven, The Netherlands
- Tom MacTavish, Illinois Institute of Technology, USA
- Paul Mc Kevitt, University of Ulster, UK
- Cees Midden, TU Eindhoven, The Netherlands
- Peter Øhrstrøm, Aalborg University, Denmark
- Harri Oinas-Kukkonen, University of Oulu, Finland
- Martha Russell, Stanford University, USA
- Anna Spagnolli, University of Padova, Italy
- Oliviero Stock, FBK-IRST, Italy
- Nava Tintarev, University of Aberdeen, UK
- Julita Vassileva, University of Saskatchewan, Canada
- Fahri Yetim, University of Siegen, Germany