



**DOCTORAL CONSORTIUM
JUNE 5-6, 2010
PROGRAM**

Saturday, June 5, 2010

09.00 – 09.15	Introduction to the DC and Day 1 /Robert Biddle and Marianne Lykke
09.15 – 09.45	General introduction to persuasive Design /Robert Biddle
10.00 – 11.30	Lightening talks /5 minutes presentations of students and their work (2 slides per student)
11.30 – 12.30	Using digital media to change health behaviour /Per Kim Nielsen, Danish Cancer Society
12.30 – 13.30	Lunch
13.30 – 14.00	Persuasive information architecture /Marianne Lykke
14.15 – 16.00	Workshop: Persuasive technologies at work /All
16.00 – 21.00	Bike trip through Copenhagen, including dinner /All

Sunday, June 6, 2010

09.00 – 09.15	Introduction to Day 2 /Robert Biddle and Marianne Lykke
09.00 – 11.00	Workshop: Barriers for social technologies - and persuasive design /Lennart Björneborn, Royal School of Library and Information Science
11.15 – 12.15	Design for behavior change /B.J. Fogg, Stanford University
12.15 – 13.00	Lunch
13.00 – 13.45	PSD: A Model for Persuasive Systems Design /Harri Oinas-Kukkonen, Oulu University
13.45 – 14.30	Persuasive design in a cultural context /Rilla Khaled, IT University of Copenhagen
14.45 – 16.45	Workshop: Challenges in persuasive design research /All
16.45 – 17.00	Wrapping-up /Robert Biddle and Marianne Lykke /All
18.00 – 19.30	Informal reception in Tivoli for the main conference: Persuasive Technology 2010