Monday 7 June 2010

08.30 – 09.15	*Registration*
09.15 – 09.30	**Conference welcome**
	Per Hasle, Dean, Royal School of Library and Information Science
09.30 – 09.45	**Opening address**
	Per Stig Møller, Danish Minister of Culture
09.45 – 10.30	**Keynote I: I Persuade, They Persuade, It Persuades!**
	Dr. Jennifer J. Preece, Professor and Dean, University of Maryland
10.30 – 11.00	*Coffee breaks*

11.00 – 12.30 **Session I: Emotions and user experience**

Pitfalls in Persuasion: How Do Users Experience Persuasive Techniques in a Web Service?
Katarina Segerståhl, Tanja Kotro, and Kaisa Väänänen-Vainio-Mattila

The Persuasive Power of Virtual Reality: Effects of Simulated Human Distress on Attitudes towards Fire Safety
Luca Chittaro and Nicola Zangrando

Designing Effective Persuasive Systems Utilizing the Power of Entanglement:
Communication Channel, Strategy and Affect
Haiqing Li and Samir Chatterjee

Chair: TBA

12.30 – 13.30	*Lunch*

13.30 – 15.00 **Session II: Ambient persuasive systems**

Animate Ob jects: How Physical Motion Encourages Public Interaction
Wendy Ju and David Sirkin

Designing for Persuasion: Toward Ambient Eco-Visualization for Awareness
Tanyoung Kim, Hwajung Hong, and Brian Magerko

Ambient Persuasive Technology Needs Little Cognitive Effort: The Differential Effects of Cognitive Load on Lighting Feedback versus Factual Feedback
Jaap Ham and Cees Midden

Chair: TBA

15.00 – 15.30	*Coffee breaks*

15.30 – 17.00 **Session III: Persuasive Design**

Practical Findings from Applying the PSD Model for Evaluating Software Design Specifications
Teppo Räisänen, Tuomas Lehto, and Harri Oinas-Kukkonen

Successful Persuasive Technology for Behavior Reduction: Mapping to Fogg's Gray Behavior Grid
Susan Shepherd Ferebee

Behavior Wizard: A Method for Matching Target Behaviors with Solutions
B.J. Fogg and Jason Hreha

Chair: TBA

16.30 – 17.15 **Keynote II: Technology for Changing Feelings**
Professor Rosalind W. Picard, Sc.D., Massachusetts Institute of Technology

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Tuesday 8 June 2010

09.15 – 10.00 **Keynote III: Behavior Change Support Systems: A Research Model and Agenda**
Professor, PhD Harri Oinas-Kukkonen, University of Oulu

10.00 – 10.30 **Session IV: Persuasion profiles**
Individual Differences in Persuadability in the Health Promotion Domain
Maurits Kaptein, Joyca Lacroix, and Privender Saini

Chair: TBA

10.30 – 11.00	*Coffee breaks*

11.00 – 12.30 **Session V: Designing for health**
Happier Together: Integrating a Wellness Application into a Social Network Site
Sean A. Munson, Debra Lauterbach, Mark W. Newman, and Paul Resnick

Personality and Persuasive Technology: An Exploratory Study on Health-
Promoting Mobile Applications
Sajanee Halko and Julie A. Kientz

Persuasive Features in Six Weight Loss Websites: A Qualitative Evaluation
Tuomas Lehto and Harri Oinas-Kukkonen

Chair: TBA

12.30 – 13.30	*Lunch*

13.30 – 15.00 **Session VI: Psychology of persuasion**
Using Persuasive Design Principles in Motivational Feeling towards Children Dental Anxiety (CDA)
Sobihatun Nur-Abdul Salam, Wan Ahmad Jaafar-Wan Yahaya, and Azil lah-Mohd Ali

The Dominant Robot: Threatening Robots Cause Psychological Reactance, Especially When They Have Incongruent Goals
M.A.J. Roubroeks, J.R.C. Ham, and C.J.H. Midden
Facilitation of Goal-Setting and Follow-Up in an Internet Intervention for Health and Wellness
Kirsikka Kaipainen, Elina Mattila, Marja-Liisa Kinnunen, and Ilkka Korhonen

Chair: TBA

15.00 – 15.30	*Coffee breaks*

15.30 – 17.00 **Session VII: Embodied and conversational agents**
Persuasive Dialogue Based on a Narrative Theory: An ECA Implementation
Marc Cavazza, Cameron Smith, Daniel Charlton, Nigel Crook, Johan Boye, Stephen Pulman, Karo Moilanen, David Pizzi, Raul Santos de la Camara, and Markku Turunen

Persuasive Conversational Agent with Persuasion Tactics
Tatsuya Narita and Yasuhiko Kitamura

Embodied Agents, E-SQ and Stickiness: Improving Existing Cognitive and Affective Models
Pablo Brice de Diesbach

Chair: TBA

17.00 – 17.45 **Panel overview and discussion**

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Wednesday 9 June 2010

09.30 – 10.00 **Session VIII: Economic incentives**
Activity-Based Micro-pricing: Realizing Sustainable Behavior Changes through Economic Incentives
Tetsuo Yamabe, Vili Lehdonvirta, Hitoshi Ito, Hayuru Soma, Hiroaki Kimura, and Tatsuo Nakajima

Chair: TBA

10.00 – 12.00 **Special Session: Poster Presentations**

12.00 – 13.00	*Lunch*

13.00 – 13.30 **Session IX: Feedback and Response**
What Makes Social Feedback from a Robot Work? Disentangling the Effect of Speech, Physical Appearance and Evaluation
Suzanne Vossen, Jaap Ham, and Cees Midden

Enhancing Human Responses to Climate Change Risks through Simulated Flooding Experiences
Ruud Zaalberg and Cees Midden

Chair: TBA

13.30 – 14.45 **Session X: Future of persuasive technology**
Design Dimensions Enabling Divergent Behaviour across Physical, Digital, and Social Library Interfaces
Lennart Björneborn

Generating Directions for Persuasive Technology Design with the Inspiration
Card Workshop
Janet Davis

Selecting Effective Means to Any End: Futures and Ethics of Persuasion Profiling
Maurits Kaptein and Dean Eckles

Chair: TBA

14.45 – 15.00 **Closing the conference by Per Hasle**

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SOCIAL EVENTS

Sunday 6 June 2010 , 18.00 – 19.30:
Informal welcome reception
Restaurant Påfuglen in Tivoli, Vesterbrogade, Copenhagen V

Monday 7 June 2010, 18.00 – 19.00
Welcome reception at Copenhagen City Hall
Copenhagen City Hall, Copenhagen V

Tuesday 8 June 2010, 19.00 – 24.00
Copenhagen Canal Tours and Conference Dinner
Guests will be picked up by Copenhagen Canal Tours at the Royal Library at 19.00 and sailed through Copenhagen Harbor to Amaliehaven followed by a short walk to the Odd Fellow Palæ in the heart of Copenhagen (Bredgade 28, Copenhagen K)

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SPECIAL WORKSHOP

Thursday 10 June, 2010:

On June 10, the Stanford Persuasive Technology Lab is organizing a full day of optional workshops that will include sessions on persuasion profiling, using social media for persuasion and more.

These interactive sessions will help you learn, practice and refine using persuasion in new ways and give time for discussion of persuasive technology projects.

More details and workshop session leaders will be posted shortly.

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