Preface to the Adjunct Proceedings of the 19th International Conference on Persuasive Technology

Kiemute Oyibo [1], Wenzhen Xu [2], Elena Vlahu-Gjorgievska [3]

[1] York University, Ontario, Canada
[2] Hitotsubashi University, Tokyo, Japan
[3] University of Wollongong, Wollongong, Australia

1. Introduction

Persuasive technology is an interactive system intentionally designed to change attitudes and behaviors through persuasive and social-influence strategies grounded in psychological and behavior-change theories, but without coercion, manipulation, or deception [1]. Pioneered by Fogg [2] in the early 2000s, the field of persuasive technology has grown over the years, with its theories, methodologies, frameworks, applications, recommendations and guidelines applied in several domains such as health [3], education [4], safety [5], e-commerce [6], and energy conservation [7] to promote beneficial behavior change. In the last two decades, the International Conference on Persuasive Technology (PERSUASIVE, for short) has brought together researchers and practitioners from academia and industry worldwide to present and share their work, network, discuss, and chart the way forward with regard to advancing the field and ensuring persuasive technologies are developed and applied in an ethically responsible way. The scope of the conference includes, but not limited to, persuasive systems design, behavior change support systems, perception and interaction with persuasive interfaces, interactive and persuasive agents, application of machine learning and artificial intelligence to persuasive technology design and development, personalization, gamification, and ethical design, to mention but a few [8]. The 18th International Conference on Persuasive Technology (PERSUASIVE 2023) [1] in the previous year took place in Europe. It was held in Eindhoven University of Technology, Eindhoven, The Netherlands, on April 19-21, 2023 (https://2023.persuasivetech.org/) [9]. In 2024, the 19th International Conference on Persuasive Technology (PERSUASIVE 2024) [2] moved to Oceania. It was hosted by University of Wollongong, Wollongong, Australia on April 10-12, 2024 (https://2024.persuasivetech.org/). This preface focuses on the adjunct proceedings of the conference. While the accepted full papers have been published in the Lecture Notes in Computer Science by Springer (the main proceedings) [10], the adjunct proceedings cover the accepted workshop papers, industrial track papers, doctoral consortium papers, posters, and extended abstracts.

2. Workshop and Extend Abstracts

The workshops of PERSUASIVE 2024 were held both in person and virtual, with attendees from different continents including Asia, Europe, North America, and Oceania. A total of nine workshop papers, three industrial track papers, two doctoral consortium papers, one poster, and eight extended abstracts from the main proceedings were included in the adjunct proceedings. The three workshops, held in conjunction with the main conference, include the following:

- The 1st International Workshop on Algorithmic Behavior Change Support (ALBECS 2024), organized by Nele Albers, Amal Abdulrahman, Deborah Richards, Bibhas Chakraborty, Caroline Figueroa, Ananya Bhattacharjee, Linwei He, Mark A. Neerincx, Joseph Jay Williams, Nezih Younsi, Tibor Bosse, Annemiek Linn, Crystal Smit, and Willem-Paul Brinkman. https://albecs-workshop.github.io/

- The 1st International Workshop on Data Design Education and Practice (DDEP 2024), organized by Yuichi Washida, Minyuan Ma, Michael Björn, Tseng-Ping Chiu, Nanami Furue, Wenzhen Xu. https://hddrc.net/ddep/
- The 7th International Workshop on Personalizing Persuasive Technologies (PPT 2024), organized by Ifeoma Adaji, Kiemute Oyibo, Rita Orji, Jaap Ham, and Alaa Alslaity. https://personalizedpersuasive2024.wordpress.com/

The first, second, and third workshops accepted four, three, and two papers, respectively. The included papers were peer-reviewed by experts in the respective fields in a blind or double-blind review process. Each of the papers got at least two reviews, with the track editors carefully assessing the reviews and comments made by the reviewers and deciding the final list of papers to be included in the adjunct proceedings. Each group of workshop editors has provided a preface to the respective papers published in the proceedings, including the program committee, the review process, and the summary of the published papers.

3. Conclusion

In this preface, we introduced the workshop and other track papers published in the Adjunct Proceedings of the 19th International Conference on Persuasive Technology. We as editors are grateful to all those who worked behind the scenes to make the publication of the proceedings a success. They include the organizers of the workshops and main conference, program committee, track editors, and sponsors of the PERSUASIVE 2024 conference, i.e., the University of Wollongong and the Office of the Chief Scientist and Engineer, New South Wales Government, Australia. We would also like to thank CEUR-WS.org for giving us the platform to publish the proceedings and making it available to the public.

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