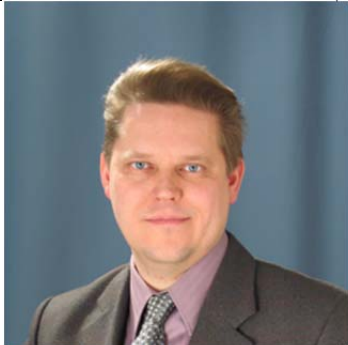




Number	T - 25		
Name	Persuasive Systems Design		
Co-Chairs			
	Harri Oinas-Kukkonen <b>(primary contact)</b> University of Oulu	E. Vance Wilson Worcester Polytechnic Institute	Khin Than Win University of Wollongong
	<a href="http://www.oasis oulu.fi/hok/">http://www.oasis oulu.fi/hok/</a>	<a href="http://www.wpi.edu/academics/facultydir/evw.html">www.wpi.edu/academics/facultydir/evw.html</a>	<a href="http://www.uow.edu.au/~win">www.uow.edu.au/~win</a>
Descriptor	<p>The study of users' attitudes and behaviour has a long history in information systems (IS) research. But beside general attitude and behaviour-related theories, there is also attitude and/or behaviour change related theories in psychology. These have been used to some extent in IS research, but these change related theories are not very well known among IS researchers, however.</p> <p>Persuasive technology is a young and vibrant research area, focusing on how interactive technologies may be used to create, maintain, or change human thought and behaviour. Combining reference disciplines such as social psychology and communication with cutting-edge technologies brings about a special flavour characteristic of the track. A key here is design of Persuasive Systems that are capable of nudging their users or perhaps even provision of full-fledged Behaviour Change Support Systems for health and sustainable behaviours.</p> <p>Themes of the conference include analysis, design, evaluation, metrics, argumentation, emotions, social and organizational issues, methodological and theoretical issues, and ethical considerations related to persuasive systems.</p>		
Track Associate Editors	<a href="#">List of Track Associate Editors</a>		