

Call for Participation:
Persuasive Technology 2018 Workshop on Personalizing Persuasive Technologies
April 17, 2018, Waterloo, Canada.

<https://personalizedpersuasion.wordpress.com/>

Important Dates:

- ~~Feb 2, 2018~~, **Feb 16, 2018**: Submissions deadline: Submissions deadline
- Please submit your papers via [easy chair](https://easychair.org/conferences/?conf=ppt2018): <https://easychair.org/conferences/?conf=ppt2018>
- March 16, 2018: Acceptance notification
- March 26, 2018: Camera-ready version due
- April 17, 2018: Workshop

Building on the success of the 2016 and 2017 editions, this year's workshop on **Personalizing Persuasive Technologies** aims to connect diverse groups of persuasive technology and behavior change researchers and practitioners interested in personalization and tailoring of persuasive technologies to share their experiences, ideas, discuss key challenges facing the area, identify opportunities, and define a roadmap for future research in this area. We welcome submissions and ideas from any domain of persuasive technology and HCI including, but not limited to health, sustainability, games, safety and security, marketing, eCommerce, entertainment and education. Workshop papers and ideas will be archived online to be accessible to the general public.

Participants are invited to submit:

- position papers (2–4 pages)
- work-in-progress papers (2–6 pages)
- full research papers (6-12 pages)

We invite position and research papers that cover any of the topics listed below or other relevant topics:

- Frameworks and models for developing personalized persuasive technology
- Objective and subjective approaches to personalizing persuasive technologies
- Methods and Metrics for evaluating the effectiveness of personalized persuasive technology
- Long-term evaluation and evidence of long-term effect of personalized persuasive technology
- Systematically investigating and highlighting the difference between Adaptivity and Adoptivity
- Systematically investigating and highlighting the difference between system-controlled personalization and user-controlled personalization
- The relationships between individual characteristics and effectiveness of various persuasive technology features
- How to balance the cost and benefit of personalizing persuasive technology (the level of personalization required for a maximum return on investment)
- How to develop ethical and privacy-sensitive personalized persuasive technology
- What do we personalize (e.g., the persuasive strategies, approaches, or end-goals)?
- How do we personalize (e.g., subjective and objective personalization methods)?
- Who do we personalize for (e.g., personality, gender, age, persuadability, player types, emotional states, contextual/situational variables)?
- Where do we personalize - domain and context dependency of personalization approaches?
- Challenges and limitations of implementing personalized persuasive technology and solutions.
- Case studies and examples of personalized persuasive technologies.
- Success and failure stories with regard to personalized persuasive technology.
- Other relevant dimensions of personalizing persuasive technologies.

Submission will be peer-reviewed and the organizing committee will select up to 20 participants according to relevance, quality, and research diversity. All accepted papers will be shared through the workshop website and will be published and made accessible online via CEUR Workshop Proceedings (CEUR-WS.org). Finally, based on the submissions to our three subsequent workshops, we will invite authors of position papers to contribute to a special issue on personalized persuasion in a leading journal in the field. We also welcome participants who are registered for the main conference to join our workshop.

Organizers:

Rita Orji, Dalhousie University, Canada
Maurits Kaptein, University of Tilburg, Netherlands
Jaap Ham, Eindhoven University of Technology, Netherlands
Kiemute Oyibo, University of Saskatchewan, Canada
Joshua Nwokeji, Gannon University, USA