

Preface to the Adjunct Proceedings of the 17th International Persuasive Technology Conference*

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Persuasive technology is an interactive system intentionally designed to change behavior and attitude through persuasion and social influence in an ethically responsible way. Its theories, methodologies, frameworks, and applications are applied in areas of health, safety, environment, conservation, e-commerce, education, to mention but a few. In the last two decades, the Persuasive Technology conference has brought together researchers and practitioners from academia and industry worldwide to share their work, network and discuss how to move the field forward. The scope of the conference includes, but not limited to, persuasive systems design, behavior change support systems, interaction with persuasive systems and interfaces, interactive agents in persuasive systems, artificial intelligence for persuasive technology, personalization, and gamification for persuasion. Last year, the 16th International Conference on Persuasive Technology (aka PERSUASIVE 2021) [1] was held in the United Kingdom on April 12-14, 2021. Due to the COVID-19 pandemic, the conference was virtual, hosted by Bournemouth University. For the same reason, the 17th International Conference on Persuasive Technology (PERSUASIVE 2022) [2] was virtual and was hosted by Hamad Bin Khalifa University, Doha, Qatar on March 29-31, 2022 (<https://persuasivetech.org/>). Three workshops and one poster session were involved in the Adjunct Proceedings, which include 15 papers (10 full papers and 5 short papers). The workshops include the following:

- 6th International Workshop on Personalizing Persuasive Technologies (PPT 2022) [3], organized by Ifeoma Adaji, Kiemute Oyibo, Rita Orji, Jaap Ham, & Oladapo Oyebode:
<https://personalizedpersuasion2022.wordpress.com/>

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- 10th International Workshop on Behavior Change Support Systems (BCSS 2022) [4], organized by Laurence Alpay, Piiastiina Tikka, & Sanaul Haque: <https://bcssworkshop.wordpress.com/bcss-submissions-2022/>
- 1st International Workshop on Digital Nudging and Digital Persuasion (DNDP 2022) [5], organized by Md Sanaul Haque, Ana Caraban, Ashok Tripathi, Daire O’Broin, Joseph Ke-Hoe, & Jari Porras: <https://iwdndworkshop.wordpress.com/>

Each of the three workshops received and accepted four papers, totalling 12 papers altogether. The poster track received four papers and accepted three of them. The 15 accepted papers were from single and co-authors from four continents including Africa (Nigeria), Asia (Bangladesh, Iran, and Japan), Europe (France, Austria, Denmark, Finland, Italy, and Portugal), and North America (Canada).

The included papers were 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 workshop and poster track editors carefully assessing the reviews and comments made by the reviewers and deciding the final list of papers to be included in the proceedings. Each group of workshop editors has provided a preface to the papers published in their workshop, including the program committee, the review process, and the summary of the respective papers. We as editors of the volume are grateful to all of the organizers of the workshops and poster track, reviewers, and sponsors of the PERSUASIVE 2022 conference, including Hamad Bin Khalifa University and Qatar National Research Fund.

References

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5. Haque, M. D., Caraban, A., Tripathi, A., O’Broin, D., Kehoe, J., & Porras, J. (2022). Preface to the First International Workshop on Digital Nudging and Digital Persuasion (DNDP 2022), In the Adjunct Proceedings of the 17th International Conference on Persuasive Technology, PERSUASIVE 2022, Virtual Event, March 29-31, 2022, pp.1-4.