Persuasive Technology is all about using Information and Communications Technology to change what we think and do. We are just entering the era of persuasive technology, of interactive computing systems designed to change people’s attitudes and behaviors. Persuasive 2009 builds on the successful prior conferences held at Eindhoven, Stanford and Oulu. The Claremont conference will assemble people from all parts of the world interested in such technologies by sharing their insights into how video games, mobile phone applications, web sites and social networking sites can be designed to motivate and influence people.

Academics and practitioners with an interest in research, theory, technologies, design, and applications related to persuasion are invited to submit their work for presentation at Persuasive 2009 to be held at the Claremont Colleges campus, in Claremont, California.

**Research themes/tracks**

We invite research papers, panel ideas and tutorial topics from all researchers working in the field of persuasive technologies. The major research themes for the conference include, but are not limited to:

**Persuasion for healthy Living**
- Well-being and health behavior
- Applications for chronic disease management
- Lifestyle management technologies
- Motivational technology
- Using sensor networks for health care

**Persuasion via social networking**
- Tools to accelerate persuasion amongst peers
- Web 2.0
- Mass persuasion

**Mobile & Ubiquitous Persuasion**
- Mobile persuasion
- Designing applications for mobility
- Testing and evaluating mobile experiences

**Gaming and Persuasion**
- Persuasive game design
- Smart environments
- Virtual worlds and high-bandwidth applications (e.g., Internet2)
- Learning through Persuasion
Design, Human Computer Interaction
- Designing for everyday use
- User interfaces and experiences
- Emerging digital immersion technologies

General Persuasion
- Theory of persuasive technology
- Measurements and experimental design
- Ethics of persuasive technology
- Security and privacy
- Social and organizational issues

Cutting-edge topics:
- Eco / Green Persuasive Tech
- Theory & Models of Persuasive Technology
- Persuasive Design & Innovation
- Methods & Measurements in Persuasion
- Education & Learning

Categories of Submission:

- Research Paper
- Panel Proposals
- Tutorials

Submission Format:

For information about the format for each submission, see www.persuasive2009.net

Review Process
All submissions will undergo a blind peer-review process. We expect the acceptance rate for papers to be less than 50%, much like previous years. The proceedings will be published by ACM.

Doctoral Consortium:
We will hold a doctoral consortium on Sunday April 26th. Please contact Matti.Rossi@hse.fi to be invited to this gathering.

Important Dates:
- Camera-ready: March 27, 2009
- Registration opens: Dec 1, 2008.
- Doctoral Consortium: April 26, 2009

Organizers:
Chair: Samir Chatterjee, Claremont Graduate University, USA
Vice-Chair: Parvati Dev, Innovation in Learning Inc., USA
Doctoral Consortium Chair: Matti Rossi, Helsinki School of Economics, Finland
Vendor Exhibition Chair: Gora Datta, CAL2CAL Corporation, Irvine, USA.
Local Arrangements Team: Alan Price, Charles Chong, Hafsa Aisi, Lorie Obal, Gita Govahi, Matt Hutter, Rita Clemons, CGU
For tutorials, the following are some suggested topics but not limited to:

**Overview of persuasive technology**
Snapshot of the field

**Behavior change theories & frameworks**
Introduction to the major perspectives on behavior change

**Connecting attitude change and behavior change**
Theories on the relationship between attitudes and behavior

**Changing health behavior**
Special issues for persuasive technology and health

**Experiments 101**
How to design and run experiments

**New tools for measurement and data collection**
Mechanical turk, google analytics, google forms,

**The landscape of research methodologies**
An overview of different methods, from qualitative to quantitative, individual to mass

**Persuasion through new media**
Using virtual worlds and social networking sites

**Designing for user experience**
Design principles, theories and applications

**Web 2.0 and persuasion**
How Facebook and others use PT