

Persuasive Systems Design, Evaluation and Research with the PSD Model

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Tutorial description

Deep understanding of user behavior has become a key for successful design in our contemporary IT environments [1]. A growing number of information technology systems and services are being developed to change users' attitudes or behavior or both. Despite the fact that attitudinal theories from social psychology have been quite extensively applied to the study of user intentions and behavior, these theories have been developed, for instance, for predicting user acceptance of the information technology rather than providing systematic analysis and design methods for developing persuasive software solutions.

This tutorial will introduce a conceptual framework for designing and evaluating persuasive systems, known as the Persuasive Systems Design (PSD) model [2]. The PSD describes the process of designing and evaluating persuasive systems and describes what kind of software functionality may be found in the final product. It also highlights underlying assumptions behind any persuasive system and ways to analyze contexts for persuasion. The PSD model helps select and design the persuasive features, and categorizes them into primary task, computer-human dialogue, system credibility, and social influence. This tutorial will also present research results from a wide variety of PSD related projects.

The PSD model can be applied for developing both full-fledged behavior change support systems [3, 4] and somewhat lighter persuasive applications [cf. 5, 6]. Areas such as fostering health [7], promoting sustainable/green behaviors [8], and perhaps also e-selling [9] can benefit from these approaches greatly. The topics addressed in this tutorial are expected to play a central role for advancing future IT design related business and economy. **Speaker bio** Harri Oinas-Kukkonen, PhD, is Professor of information systems in the University of Oulu, Finland. His main research interests are behavior change, persuasive systems design, social influence, innovation creation and the next generation of the web. His research has been published in major scientific computer science and other journals.

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