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This book constitutes the refereed proceedings of the First International Conference on Persuasive Technology for human well-being, PERSUASIVE 2006, held in Eindhoven, The Netherlands, in May 2006. The 31 revised full papers presented together with 1 introductory paper were carefully reviewed and selected for inclusion in the book. The papers are organized in topical sections on psychological principles of persuasive technology, persuasive technology: theory and modelling, design, applications and evaluations, ethics of persuasive technology persuasive gerontechnology, and ambient intelligence and persuasive technology.

Persuasive Technology for Human Well-Being: Setting the ScenePsychological Principles of Persuasive Technology The Six Most Powerful Persuasion Strategies (Abstract) Changing Induced Moods Via Virtual Reality Technology Adds New Principles to Persuasive Psychology: Evidence from Health Education Persuasiveness of a Mobile Lifestyle Coaching Application Using Social Facilitation Cueing Common Ecological Behaviors to Increase Environmental Attitudes Persuasive Appliances: Goal Priming and Behavioral Response to Product-Integrated Energy Feedback The Persuasive Power of Mediated Risk Experiences Social Presence as a Conduit to the Social Dimensions of Online TrustPersuasive Technology: Theory and Modelling Feeling Strangely Fine: The Well-Being Economy in Popular Games Our Place or Mine?Exploration into Collectivism-Focused Persuasive Technology Design Persuasion Artifices to Promote Wellbeing Well-Being to "Well Done!": The Development Cycle in Role-Playing Games Using Computational Agents to Motivate Diet Change Investigating Social Software as Persuasive Technology Towards an Architecture for an Adaptive Persuasive SystemPersuasive Technology: Design, Applications and Evaluations Persuasive Design: Fringes and Foundations The PowerHouse: A Persuasive Computer Game Designed to Raise Awareness of Domestic Energy Consumption Break the Habit! Designing an e-Therapy Intervention Using a Virtual Coach in Aid of Smoking Cessation Persuasive Technologies in Education: Improving Motivation to Read and Write for Children Communication and Persuasion Technology: Psychophysiology of Emotions and User-Profiling   ……Ethics of Persuasive TechnologyPersuasive GerontecnologyAmbient Intelligence and Persuasive TechnologyAuthor Index

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