Special Issue on Personalization and Persuasion

Personalized systems aim to enhance users’ experience by taking into account the individual user’s interests, needs, or other relevant properties. Systems based on persuasive technologies aim to modify users’ attitudes, motivation, intentions, or behavior through persuasion and social influence. The coupling of personalization and persuasion has great potential to enhance the impact of both types of technology.

Most persuasive applications employ a “one-size-fits-all” approach to persuasive delivery, but their impact can be increased if characteristics of users are taken into account (e.g., their preferences for particular forms of persuasion). Similarly, the acceptance and effectiveness of personalization (e.g., recommendation of interface adaptations) may be increased if it is supported with state-of-the-art persuasive technology.

This special issue invites submissions in the intersection of the areas of personalization and persuasion, which examine some combination of these two types of technology. Such combinations can be realized in a variety of domains and applications: from natural language techniques for personalized generation of persuasive content through persuasive explanations in recommender systems and e-commerce services to personalized and persuasive aspects of user interfaces and application functionalities.

The dimensions listed below indicate the range of work that is relevant to the special issue.

Important Dates

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<tr>
<td>By February 15th, 2011</td>
<td>Submission of manuscripts</td>
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<td>By May 15th, 2011</td>
<td>Notification about decisions on initial submissions</td>
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<td>By August 15th, 2011</td>
<td>Submission of revised manuscripts</td>
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<td>By October 15th, 2011</td>
<td>Notification about decisions on revised manuscripts</td>
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<td>By November 1st, 2011</td>
<td>Submission of manuscripts with final minor changes</td>
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<tr>
<td>Starting December, 2011</td>
<td>Publication of the special issue on the TiiS website and subsequently in the ACM Digital Library and as a printed issue</td>
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Guest Editors

Shlomo Berkovsky, CSIRO, Australia
(contact: Shlomo.Berkovsky@csiro.au)
Jill Freyne, CSIRO, Australia
Harri Oinas-Kukkonen, University of Oulu, Finland

How to Submit

Manuscripts will be submitted via the ScholarOne Manuscripts site of ACM TiiS. The web address and all other necessary information will be found in the instructions for authors on the TiiS website (tiis.acm.org).

Call for Papers

Aspects of Personalized Persuasive Systems

- Advances in either personalization or persuasive technology required by their combination
- User experience: explanation, privacy, ethical issues, predictability, and user control
- Evaluations in research or practice

Platforms

- Web-based systems, mobile systems, smart environments, pervasive/wearable computing

Forms of Personalization That Can Be Enhanced With Persuasive Technologies

- User interface adaptation, recommendation, personalized content generation, personalized information presentation or visualization

Ways in Which Personalization Can Enhance Persuasion

- Automatic matching of persuasive techniques to particular users
- Tailoring of persuasion to the user’s current context
- …

Relationships Between Persuasion and Personalization

- Personalization in the service of persuasive technology
- Persuasive technology in the service of personalization
- …

Application Domains

- E-commerce, e-learning and intelligent learning environments, multimedia, user support, cultural heritage, health care, …