Ali / Lugrin / Charles

Persuasive Technology

16th International Conference, PERSUASIVE 2021, Virtual Event, April 12-14, 2021, Proceedings

This book constitutes the refereed post-conference proceedings of the 16th International Conference on Persuasive Technology, PERSUASIVE 2021, held as a virtual event, in April 2021.

The 17 full papers presented in this book together with 8 short papers were carefully reviewed and selected from 67 submissions. The papers are grouped in topical sections as follows: persuasive affective technology; digital marketing, ecommerce, etourism and smart ecosystems; and persuasion and education.

This book constitutes the refereed post-conference proceedings of the 16th International Conference on Persuasive Technology, PERSUASIVE 2021, held as a virtual event, in April 2021.The 17 full papers presented in this book together with 8 short papers were carefully reviewed and selected from 67 submissions. The papers are grouped in topical sections as follows: persuasive affective technology; digital marketing, ecommerce, etourism and smart ecosystems; and persuasion and education.



53,49 €
49,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9783030794590
Medium: Buch
ISBN: 978-3-030-79459-0
Verlag: Springer
Erscheinungstermin: 23.06.2021
Sprache(n): Englisch
Auflage: 1. Auflage 2021
Serie: Information Systems and Applications, incl. Internet/Web, and HCI
Produktform: Kartoniert
Gewicht: 522 g
Seiten: 330
Format (B x H): 155 x 235 mm