

Persuasive Technology

This book constitutes the refereed proceedings of the 18th International Conference on Persuasive Technology, PERSUASIVE 2023, held in Eindhoven, The Netherlands, April 19–21, 2023.

The 24 full papers and 2 short papers included in this book were carefully reviewed and selected from 69 submissions. They were organized in topical sections as follows: Persuasive Technologies in Virtual and Augmented Reality; Persuasive Strategies; Persuasive Design and Applications; Methods for Tailoring and Personalisation; Artificial Persuasive Agents; Gamification; and Personal Factors in Persuasion.

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