

# Preface to Adjunct Proceedings of the 18th International Persuasive Technology Conference

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## 1. Introduction

Persuasive Technology is an interdisciplinary research field that focuses on the design, development, and evaluation of interactive technologies that aim to change users' attitudes and behavior in an ethically responsible way. Persuasive technologies are applied to change attitudes and behavior in diverse domains including health, ecommerce, education, sustainability, and transportation.

PERSUASIVE, the International Conference on Persuasive Technology is the leading venue for cutting-edge research, methodological perspectives, and novel designs on persuasive technologies. PERSUASIVE brings together international researchers and practitioners from industry and academia who are working in the field of behavior design to discuss the latest persuasive theories, strategies, applications, and artifacts. Over the last decade, PERSUASIVE was held in Sydney, Padua, Chicago, Salzburg,

Amsterdam, Waterloo, Limassol, Aalborg, Bournemouth, and Doha. Due to COVID19, the 2020-2022 editions, at Aalborg, Bournemouth, and Doha, were organized online.

PERSUASIVE 2023 was the 18th edition of the conference and was hosted on April 19-21, 2023, by Eindhoven University of Technology, Eindhoven, The Netherlands. The 18th edition was organized as in a hybrid format (i.e., physical & virtual) to allow participation of majority of community members. While the accepted full papers have been published in the Lecture Notes in Computer Science by Springer, this volume covers workshops, posters, demos, and doctoral consortium papers. The workshop proposals that were accepted for the conference included:

- 11th International Workshop on Behaviour Change Support Systems (BCSS 2023)
- 2nd International Workshop on Digital Nudging and Digital Persuasion (DNDP 2023)
- 7th International Workshop on Personalizing Persuasive Technologies (PPT2023)
- Persuasive AI
- Using AI Methods for Health Behavior Change

However, BCSS 2023 and PPT 2023 workshop papers have not been included in these proceedings. We are grateful to everyone who contributed to making the conference a success, particularly, the authors, reviewers, chairs, organizers, and Eindhoven University of Technology which hosted the conference this year. We hope you enjoy the submissions presented in the adjunct proceedings.

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