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Nota di contenuto	Determining the Determinants of Health Behaviour Change through an Online Social Network / Noreen Kamal and Sidney Fels -- Empowering Independent Living for People with Autism: Designing Supportive, Low-Cost, Interactive E-Health Environments / Winslow Burleson, Naomi Newman and Ryan Brotman -- Persuasive Sensing: A Novel In-Home Monitoring Technology to Assist Elderly Adult Diabetic Patients / Samir Chatterjee, Jongbok Byun, Akshay Pottathil, Miles N. Moore and Kaushik Dutta, et al. -- Turning the Classic Snake Mobile Game into a Location-Based Exergame that Encourages Walking / Luca Chittaro and Riccardo Sioni -- Phone Row: A Smartphone Game Designed to Persuade People to Engage in Moderate-Intensity Physical Activity / Matthijs Jan Zwinderman, Azadeh Shirzad, Xinyu Ma, Prina Bajracharya and Hans Sandberg, et al. -- Developing Persuasive Technology for ASD Challenged Teenagers / Morten Aagaard and Peter Øhrstrøm -- Talk to Act: How Internet Use Empowers Users to Participate in Collective Actions Offline / Sandy Schumann, Olivier Klein and Karen Douglas --

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Does a Hyperlink Function as an Endorsement? / Eric DiMuzio and S. Shyam Sundar --
Comparative Analysis of Recognition and Competition as Features of Social Influence Using Twitter / Agnis Stibe and Harri Oinas-Kukkonen.

Sommario/riassunto

This book constitutes the proceedings of the 7th International Conference on Persuasive Technology, PERSUASIVE 2012, held in Linköping, Sweden, in June 2012. The 21 full papers presented together with 5 short papers were carefully reviewed and selected from numerous submissions. In addition three keynote papers are included in this volume. The papers cover the typical fields of persuasive technology, such as health, safety and education.
