PERSUASIVE Technology
LIMASSOL CYPRUS

20th International Conference on Persuasive Technology 2025
May 5-7, 2025, Limassol, Cyprus

CALL FOR PAPERS

In a world in which technology is increasingly present in people's lives, and changing human behavior and attitudes is often the key to solving many societal and personal problems, studying how technology might be used to influence humans (in their behavior, attitudes and information processing), is paramount.

Persuasive Technology is a vibrant interdisciplinary research field, focusing on the design, development and evaluation of interactive technologies aimed at influencing people's attitudes and/or behaviors through persuasion, but not through coercion or deception. The research community aims at enriching people's lives in various domains such as health and sustainability by supporting people in setting and achieving their own goals, thus helping them change their behavior.

The 2025 conference will be hosted in Limassol, Cyprus at the 5* St. Raphael Resort and Marina. The previous successful conferences have been organized in Wollongong, Limassol, Eindhoven, Stanford, Oulu, Claremont, Copenhagen, Columbus, Linköping, Sydney, Padua, Chicago, Salzburg, Amsterdam, and Waterloo. The conference series seeks to bring together researchers and practitioners from industry and academia working with various topics of persuasive technology.

We welcome the following categories of papers and extended abstracts:

- Technical papers that introduce novel persuasive technology approaches and solutions alongside evidence of their potential.
- Empirical studies which seek to provide evidence and explanation of methods, principles and theories in persuasive systems.
- Conceptual-theoretical papers which primarily seek to contribute to the general understanding of the field's core themes and specificities.
- Other papers, e.g. literature reviews or experience reports.

SUBMISSION TYPES

- **Regular Papers**
- **Extended Abstracts**
- **Poster Presentations**
- **Demonstrations and Artefacts**
- **Doctoral Consortium Papers**
- **Workshops and Tutorial Proposals**

IMPORTANT DATES

Paper submission:
Submission deadline: **January** 03, 2025 **(AoE)**
Decision notification: **February 15, 2025**
Camera ready submission: **February 28, 2025**

Workshop and tutorial proposals:
Submission deadline: January 10, 2025 **(AoE)**
Decision notification: January 17, 2025

Workshop papers, posters, demos, artefacts, and doctoral consortium submission:
Submission deadline: **March 1, 2025 (AoE)**
Decision notification: **March 15, 2025**
Camera ready: **March 28, 2025**

Registration:
Author registration deadline for the main track: ~~**February 28, 2025**~~ March 7, 2025
Author registration deadline for the rest of the categories: **March 28, 2025**
Early bird registration: **April 5, 2025**

PUBLICATION

Accepted papers of the main track (both Full and Short) will be published by Springer in a volume of the Lecture Notes in Computer Science series (https://www.springer.com/gp/computer-science/lncs). Workshop and demo descriptions, extended abstracts, abstracts from posters, and doctoral consortium abstracts will be published as an adjunct CEUR proceedings.

For further information

https://2025.persuasivetech.org/