



## Call for Papers

# Persuasive Urban Mobility Workshop

June 3, 2015, Chicago, IL, USA

<http://cp.media.mit.edu/events/pum2015>

### SCOPE

Persuasive technologies can be applied in the field of mobility to help reduce greenhouse gas emissions and provide health benefits and cost savings, as in the case of encouraging people to use low-energy modes of transportation. To facilitate such behavioral shifts, various persuasive techniques can be investigated and technologies deployed, such as targeted smartphone apps or ubiquitous sensing systems.

The Persuasive Urban Mobility workshop brings together international experts in urban modes of transportation to exchange experiences, discuss limitations, and elaborate on new concepts for encouraging behavior change in mobility. It is an excellent opportunity for participants to submit and present their work to obtain valuable feedback for further research.

### AGENDA

- Keynote: Soft measures for mobility behavior change
- Workshop on mobility behavior determinants
  - Behavior models for mobility
  - Variables for evaluating mobility behavior change
- (Lunch Break)
- Keynote: Persuasive Technologies in challenging contexts
- Presentation of case studies and experiences
  - Persuasion profiles in mobility contexts
  - Games and mobility behavior
  - Persuading to bike
- Discussion: Can we stop climate change by persuasion?
- Finishing Thoughts

### KEY DATES

Submission Deadline (extended): May 22, 2015  
Authors Notification: May 28, 2015  
Workshop Date: June 3, 2015

### PAPER FORMAT

Position papers should be 1 page in length. Research-in-progress papers should be limited to 4 pages. Full research papers must be in English and must not exceed 12 pages. Research-in-progress and full research papers should be formatted in Springer's LNCS format.

### PAPER SUBMISSION

Upload submissions here:

<https://easychair.org/conferences/?conf=pum2015> or email to: [pum2015@mit.edu](mailto:pum2015@mit.edu)

### ORGANIZERS

Changing Places (CP) Group, MIT Media Lab

Kent Larson, *Principal Research Scientist @ CP*  
Ryan C. C. Chin, *Managing Director at City Science Initiative*  
Katja Schechtner, *Visiting Scholar @ CP*  
Agnis Stibe, *Postdoctoral Associate in the Persuasive Urban Mobility project*  
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Austrian Institute of Technology (AIT)

Stefan Seer, *Scientist in Crowd Dynamics*  
Alexandra Millonig, *Scientist in Human Factors*  
Matthias Wunsch, *PhD Candidate in the Persuasive Urban Mobility project*

**Adjunct to The 10<sup>th</sup> International Conference on Persuasive Technology**

**June 4-5, 2015, Chicago, IL, USA**

<http://persuasive2015.org>