Alexander Meschtscherjakov
Boris De Ruyter · Verena Fuchsberger
Martin Murer · Manfred Tscheligi (Eds.)

Persuasive Technology

11th International Conference, PERSUASIVE 2016
Salzburg, Austria, April 5–7, 2016
Proceedings

Springer

Contents

Methods and Models

Games and Gamification

Interventions for Behavior Change

Design Strategies and Techniques