



**DOCTORAL CONSORTIUM
JUNE 5-6, 2010
PROGRAM**

Saturday, June 5, 2010

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| 09.00 – 09.15 | Introduction to the DC and Day 1 /Robert Biddle and Marianne Lykke |
| 09.15 – 09.45 | General introduction to persuasive Design /Robert Biddle |
| 10.00 – 11.30 | Lightening talks /5 minutes presentations of students and their work (2 slides per student) |
| 11.30 – 12.30 | Using digital media to change health behaviour /Per Kim Nielsen, Danish Cancer Society |
| 12.30 – 13.30 | Lunch |
| 13.30 – 14.00 | Persuasive information architecture /Marianne Lykke |
| 14.15 – 16.00 | Workshop: Persuasive technologies at work /All |
| 16.00 – 16.30 | Persuasive Skyping /B.J. Fogg, Stanford University |
| 16.30 – 21.00 | Bike trip through Copenhagen, including dinner /All |

Sunday, June 6, 2010

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| 09.00 – 09.15 | Introduction to Day 2 /Robert Biddle and Marianne Lykke |
| 09.15 – 10.00 | The Game(s) of Persuasion: When Computer Games Seduces or Sucks /Thomas Vigild, IT University |
| 10.15 – 12.15 | Workshop: Barriers for social technologies - and persuasive design /Lennart Björneborn, Royal School of Library and Information Science |
| 12.15 – 13.00 | Lunch |
| 13.00 – 13.45 | PSD: A Model for Persuasive Systems Design /Harri Oinas-Kukkonen, Oulu University |
| 13.45 – 14.30 | Persuasive design in a cultural context /Rilla Khaled, IT University of Copenhagen |
| 14.45 – 16.45 | Workshop: Challenges in persuasive design research /All |
| 16.45 – 17.00 | Wrapping-up /Robert Biddle and Marianne Lykke /All |
| 18.00 – 19.30 | Informal reception in Tivoli for the main conference: Persuasive Technology 2010 |