

Typologies of persuasive strategies and content: a formalization using argumentation

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Abstract. *Persuasion* is an active research topic in artificial intelligence (AI), human-computer interaction (HCI), and social sciences. When persuasive technology has been designed, some HCI guidelines have commonly used disregarding the current AI state of the art, for example, ignoring *autonomy* and *proactive* AI behavior. In this paper, a systematic review of HCI persuasive strategies and their corresponding content is *mapped* to a formal AI approach using argumentation theory. We also present experimental results using as context a mobile application for behavior change in the Swedish context.

This paper presents three contributions

Keywords: Persuasive technology · argumentation theory · persuasive dialogue · persuasive strategies.

Full list of references

The following pages, present a complete list of the papers that was used during the systematic literature review process.

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