Welcome to the 4th PEACOX Newsletter

The aim of this newsletter is to inform scientists, developers, experts and interested audience working in the field of personal transportation, and the public on achievements and results reached within the EU-funded PEACOX project.

In this edition:

- First functional PEACOX application prototype
- 1st PEACOX field trials in Vienna
- New publication: Personalized Persuasive Technology – Development and Validation of Scales for Measuring Persuadability, published at the international conference on *Persuasive Technology* in Sydney, Australia.

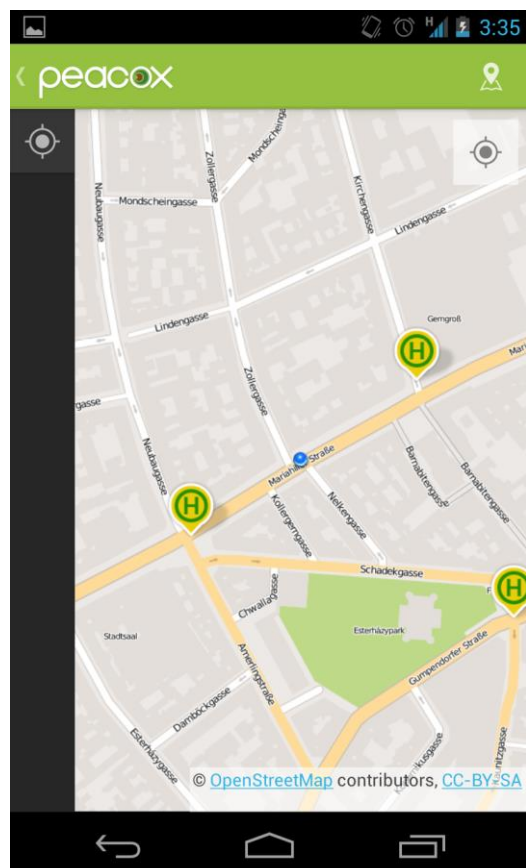**First functional PEACOX application prototype**

We are pleased to announce that the first functional prototype of the PEACOX application is finished and running. The application offers efficient, environmentally friendly, and multi-modal mobile route planning within the Vienna Region (Vienna, Lower Austria and Northern Burgenland) and gives precise feedback about the estimated CO_2 consumption of the respective routes. It integrates automated travel mode detection based on real-time GPS data into the trip planning and thereby minimizes the need for explicit user input.

If you would like to install and test the PEACOX Application prototype please open the following link on your mobile phone:

http://test.fluidtime.com/data/ec/peacox/android/ec_peacox_0.1.7.apk

(Android version 4.0 or higher required)

Please be aware of high battery consumption and possibly high data consumption (up to 500 MB) of the application. We are currently working on improving the power consumption of the application.

1st PEACOX field trials in Vienna

Currently, 85 users are testing the first functional PEACOX application prototype in an 8-week field trial in Vienna. The users are advised to use the application regularly and participate in contextual interviews, online-surveys and user workshops during the trial period. In the field trial, user experiences as well as self-reported mobility behaviour, attitudes towards transport modes, and reasons for transport mode choices will be examined. Moreover, the influence of CO_2 feedback on user behaviour and the role of habits will be investigated. Based on the results of the field trial the prototype will be revised and upgraded. This second prototype will be tested in a second round of field trials in Vienna and Dublin in 2014.

New publication: Personalized Persuasive Technology – Development and Validation of Scales for Measuring Persuadability

Persuasive technology is used to affect human behaviour and attitudes. Innovative methods have been used to evaluate the effect of these persuasive technologies. Individual differences in the susceptibility to persuasive strategies are called persuadability. To create personalized persuasive technology (which is expected to have greater impact than not-personalized technology) and to select appropriate persuasive strategies, it is necessary to estimate the susceptibility of a person to different persuasive strategies.

In a recent study, Busch and colleagues (from the PEACOX lead partner CURE) developed and validated an inventory for measuring persuadability to selected persuasive strategies. The development of the initial inventory was successful by means of internal consistency and item-scale

correlation for the persuasive strategies rewards, competition, social comparison, trustworthiness and social learning. The inventory can be used to estimate susceptibility to persuasive strategies to personalize persuasive technology according to the users' personality based on self-reports. This can help system designers to make informed design decisions and to adapt persuasive technology.

The study findings were presented at the Persuasive Technology Conference in Sydney in April 2013. The Study can be found in the conference proceedings under: http://link.springer.com/chapter/10.1007%2F978-3-642-37157-8_6

Busch, M., Schrammel, J., & Tscheligi, M. (2013). Personalized Persuasive Technology – Development and Validation of Scales for Measuring Persuadability. *Persuasive Technology 2013*. Sydney, Australia.

PEACOX project - contact

For more information about the PEACOX project take a look at the project website at http://www.project-peacox.eu or contact the project administrator.

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