2026 PERSUASIVE HAKODATE, JAPAN

21st International Conference on Persuasive Technology

March 11-13 2026, Future University Hakodate

PERSUASIVE TECHNOLOGY *is an interdisciplinary field that explores how interactive technologies can ethically and effectively influence human behavior and attitudes.* ***PERSUASIVE 2026*** *will be held in* ***Hakodate****, Japan, a historic port city known for its rich cultural heritage and scenic landscapes. Hosted by Future University Hakodate, the conference provides an inspiring setting for cross- disciplinary exchange and innovation in persuasive technologies. This year, the event will be co located with the* ***8th International Conference on Activity and Behavior Computing (ABC2026)****, offering attendees a unique opportunity to connect with related research communities and expand their perspectives on technology and behavior.*

Call for Submissions

We invite high-quality submissions across a variety of formats that reflect the latest advancements and insights in persuasive technology and related areas. Submissions may address, but are not limited to: Behavior Change Support Systems – Technologies for encouraging and maintaining desired behaviors AI and Personalization – Intelligent and adaptive persuasive strategies: Ethics, Trust, and Privacy Designing responsible and trustworthy systems.

Topics of Interest

Submissions may address, but are not limited to:

- *Behavior Change Support Systems*
  Technologies for encouraging and maintaining desired behaviors
- *AI and Personalization:*
  Intelligent and adaptive persuasive strategies:
  Ethics, Trust, and Privacy Designing responsible and trustworthy systems.
- *Health, Sustainability, and Learning:*
  Applications in public, environmental, and educational domains
- *Gamification & Engagement:*
  Techniques to motivate and sustain user engagement
- *Evaluation & Theory – Methods for assessing and modeling persuasive effects*
  Interfaces, Agents & Environments – Interactive systems, IoT, and smart spaces

Publication

Accepted full and short papers will be published in the ***Springer Lecture Notes in Computer Science (LNCS)*** *series. Other accepted contributions - including* ***Late Breaking Results (LBRs)****, Posters, Demos, Extended Abstracts, Doctoral Consortium papers, and Workshop papers - will appear in the* ***Springer Communications in Computer and Information Science (CCIS)*** *series. Selected papers will be invited for extended versions to be submitted to a special issue of* ***Behaviour and Information Technology Journal (Taylor & Francis)****.*

Organizing Committee

General Chair: *Kaoru Sumi - Future University Hakodate, Japan*

Program Chairs: *Roberto Legaspi - KDDI, Japan*
Raian Ali - Hamad Bin Khalifa University, Qatar

Late Breaking Results (LBR) Chairs:
Rhodora Abadia - University of South Australia, Australia
Ala Yankouskaya - Bournemouth University, UK

Doctoral Consortium Chairs: *Yutaka Arakawa - Kyushu University, Japan*
Harri Oinas-Kukkonen - University of Oulu, Finland
Khin Than Win - University of Wollongong, Australia

Demo, Poster & Artefacts Chairs: *Antonio Garcia-Cabot - University of Alcala, Spain*
Yugo Nakamura - Kyushu University, Japan

Workshops & Tutorials Chairs: *Kiemute Oyibo - York University, Canada*
Thomas James Tiam - Lee - De La Salle University, Philippines

Proceedings Chairs: *Elena Vlahu - Gjorgievska - University of Wollongong, Australia*
Tadashi Okoshi - Keio University, Japan
Ahmed Salem - Future University Hakodate, Japan

Publicity Chairs: *Ifeoma Adaji - University of British Columbia, Canada*
Yasuyuki Sumi - Future University Hakodate, Japan

Liaison Coordinator: *Guillaume Lopez - Aoyama Gakuin University, Japan*

Important dates

Full/Short Papers:
Submission Deadline: ***November 7, 2025***
Notification of Acceptance: ***December 20, 2025***

(Full & Short papers for abstracts submitted by Nov 7 will be accepted until November 13, 2025 (AOE).)

Workshop & Tutorial Proposals:
Submission Deadline: ***October 15, 2025***
Notification of Acceptance: ***October 31, 2025***

Late Breaking Results (LBR):
Submission Deadline: ***January 11, 2026***
Notification of Acceptance: ***January 26, 2026***

Posters / Demos / Doctoral Consortium
Submission Deadline: ***January 11, 2026***
Notification of Acceptance: ***January 26, 2026***

Steering Committee

Khin Than Win - University of Wollongong, Australia
Raian Ali - Hamad Bin Khalifa University, Qatar
Luca Chittaro - University of Udine, Italy
Roberto Legaspi - KDDI Research, Japan
Harri Oinas-Kukkonen - University of Oulu, Finland
Kiemute Oyibo -York University, Canada

Organiser:

FUTURE UNIVERSITY HAKODATE

https://2026.persuasivetech.org

easy CONFERENCES