DESIGNING PERSUASIVE SYSTEMS FOR USER ENGAGEMENT IN COLLABORATIVE INTERACTION

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Description
Social influence concepts have great potential to positively affect the behaviors and attitudes of individuals. Drawing on socio-psychological theories, this study explores how social influence design principles alter user engagement in collaborative interaction during public events. Based on a theory-driven research model, a persuasive information system comprising social influence design principles of cooperation, social learning, and social facilitation was implemented and examined with a sample of 101 participants. The results reveal interactions between the design principles and their capacity to explain the persuasiveness of the system, which further substantially predicts the actual engagement of participants in collaborative interaction and their intention to use such systems in the future. Both cooperation and social learning are significantly correlated to perceived persuasiveness, and the cooperation also noticeably moderates the effect of social facilitation on social learning. These findings are potentially instrumental in achieving a richer understanding of how best to further harness social influence for enhanced user engagement through novel socio-technical environments and for the future development of persuasive systems.

Information systems can facilitate social influence when augmented with relevant persuasive design principles. People can experience social influence not only from others around them, but likewise through information systems that are equipped with persuasive design principles. Practitioners can already design their own systems based on the framework or they can develop new approaches, for example by redesigning some of the social influence features. Businesses can easily utilize the existing infrastructure, that is, public screens, to establish similar systems on their premises and collect feedback from their customers immediately. Organizations can launch these systems in their work environment to facilitate internal discussions. Persuasion - Richard Sedley. Five. User Generated Content - Clare O’... The object of study is an empirical analysis of collaborative software development involving user participation and social media (Get Satisfaction tools). Get Satisfaction is a customer engagement platform with tools that go beyond socializing by centering interaction around a shared artifact (a software product to be developed). Interaction analysis is an interdisciplinary method for empirical investigation of the interactions of human beings with each other and with objects in their environment. Conversational turn taking is the unit of analysis we use in our interaction analysis.