UMAP 2017 Fifty Shades of Personalization - Workshop on Personalization in Serious and Persuasive Games and Gameful Interactions: Organizers' Welcome

It is our great pleasure to welcome you to the *UMAP 2017 Fifty Shades of Personalization - Workshop on Personalization in Serious and Persuasive Games and Gameful Interactions*. Serious games (games for purposes other than entertainment) as well as persuasive games (games for promoting desirable behavior without coercion) are increasingly adopted by scholars and have also found their way into industry. Elements of games are also increasingly used to design gameful interactions (this is also referred to as gamification). Serious and persuasive approaches focus on imparting knowledge and raising awareness about topics or issues, and also fostering attitude or behavior change in a desirable direction, for example towards a healthier lifestyle.

In an era when we are used to highly individualized, personal and ubiquitous interactions and with the possibility to collect an enormous amount of information about people's behaviors, habits and attitudes, personalization has increased much in significance since it became a topic in Human-Computer Interaction. Not only do we have advanced opportunities to personalize serious and persuasive games and gameful interactions, we have also scientific evidence that this is highly useful. Studies show that these technologies are more effective in educating users about certain topics and in supporting them in behavioral and attitudinal change, as well as in raising awareness and engaging them in specific topics, when they are personalized in contrast to employing a one-size-fits-all approach.

Although personalization of serious and persuasive games and gameful interactions is a vibrant and highly promising area and has become an important researched field, many aspects of it are still underexplored. Thus, there is common understanding on the importance of personalization itself, but also an ongoing debate and a growing number of research on the approaches used for personalization: Will we use subjective or objective variables for personalization? Will we use continuous (such as traits) or categorical (such as types) dimensions? Will we personalize according to specific interactions (e.g. game dynamics) or ends of the interaction (e.g. different goals)? Will we rely on an a priori personalization or will we be able to personalize in real-time? The various shades of personalization in serious games and gameful interactions will be the central aspect of the workshop and will form the basis for participants' discussions.

In the workshop, we discuss and advance these questions with the specialized audience targeted by the UMAP conference and foster a community of academic and industrial stakeholders in this field. In past editions of the workshop at CHI PLAY 2015 and Persuasive Technology 2016 and 2017, we could identify the lack of comparisons between existing personalization approaches. In this workshop, we aim to explicitly focus on complementary approaches.

We accepted seven paper submissions from all around the world covering topics from the identification of relevant user characteristics for personalization to the technical implementation of specific personalized solutions. Each submission went through a thorough peer-review process and was assessed by at least two reviewers on a single blind review basis. The submissions were evaluated based on their scientific quality and relevance to the workshop and turned out to perfectly fit the intended workshop. The papers, which form the basis for discussions in the workshop, are the following:

- Ifeoma Adaji and Julita Vasseliva: "*A Gamified System for Influencing Healthy E-Commerce Shopping Habits*"
- Ana Ciocarlan, Judith Masthoff and Nir Oren: "*Qualitative Study into Adapting Persuasive Games for Mental Wellbeing to Personality, Stressors and Attitudes*"
- Ahmed Fadhil and Adolfo Villafiorita: "*An Adaptive Learning with Gamification and Conversational UIs: The Rise of CiboPoliBot*"
- Kiemute Oyibo, Rita Orji and Julita Vassileva: "*Investigation of the Social Predictors of Competitive Behavior and the Moderating Effect of Culture*"
- Gustavo F. Tondello, Rita Orji and Lennart E. Nacke: "*Recommender Systems for Personalized Gamification*"
- Soojeong Yoo, Callum Parker and Judy Kay: "*Designing a Personalised VR Exergame*"
- Rita Orji, Kiemute Oyibo and Gustavo F. Tondello: "*A Comparison of System-Controlled and User-Controlled Personalization Approaches*"

A high number of papers are related to the health area (Adaji et al., Ciocarlan et al., Fadhil et al., Yoo et al., Orji et al.), as they specifically focus on promoting healthy lifestyles or wellbeing. The papers include qualitative (e.g. focus groups, Ciocarlan et al.) as well as quantitative research approaches (e.g. online questionnaires, Oyibo et al. and Orji et al.) to investigate personalization. A recurring topic in the papers is the inclusion of or comparison between different persuasive strategies (Adaji et al., Oyibo et al., Orji et al.) and the relevance of user characteristics, such as personality (Ciocarlan et al.) or cultural background (Oyibo et al.). The papers also include designs, frameworks and approaches for the implementation of personalization (Adaji et al., Tondello et al., Yoo et al.) serving as reference for researchers and developers of personalized solutions.

We believe that the program provides a good balance between several trending topics and approaches in personalization of serious and persuasive games and gameful interaction. In a highly interactive workshop format, we collect, discuss and reflect on various personalization approaches to create a new and unified personalization framework. A special focus is on contrasting complementary approaches (e.g. implicit vs. explicit measures of user characteristics, qualitative vs. quantitative research methods) with disruptive and gameful methods, such as discussion battles and roleplay.

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Fifty Shades of Personalization - Workshop on Personalization in Serious and Persuasive Games and Gameful Interactions Organization

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