

Preface

Emergent technologies allow gathering larger amounts of data from multiple sources, e.g., multi-sensor data and self-tracking data, that can be used for customization and personalization purposes. So far, the capacities of technologies to change behaviors and to continuously monitor the progress and effects of interventions are not yet being used to its full potential. The BCSS workshop series is the primary meeting for researchers and practitioners interested in how interactive technologies and services can influence people's attitudes and support positive behavior change.

This volume comprises the workshop proceedings of the 4th International Workshop on Behavior Change Support Systems (BCSS'16): *Epic for Change, the Pillars for Persuasive Technology for Smart Societies*, that took place on April 5, 2016 in Salzburg, Austria, in conjunction with the 11th International Conference on Persuasive Technology (PERSUASIVE 2016). BCSS 2016 proceedings include peer-reviewed long and short papers. This interactive workshop acts as a forum where multidisciplinary researchers, practitioners and experts from a variety of scientific domains, such as information sciences, psychology, human-computer interaction, industrial design and medicine present their work, discuss and position new avenues for data driven persuasive coaching systems, e.g. to personalize healthcare. We present the pillars for persuasive technology and a holistic concept: *EPIC for Change*.

EPIC refers here to:

Engagement: creating experience, flow using persuasive strategies and triggers in development, using positive psychology concepts.

Personalization: how to personalize technologies to personalities and to differences in cultures?

Integration: how to create technologies that are implementable in practice, environments and that are adaptable to people (humanizing environments, geoinformatics)?

Connectivity: e.g., how to develop social networks for self-organizing communities?

Change: refers to individuals, communities and society, creating smart environments with persuasive technology for solving societal challenges.

We deeply acknowledge the conscientious work of the Program Committee members and the additional reviewers, who helped us to assure the quality of the accepted papers. We would also like to thank Liisa Kuonanoja for the preparation of the proceedings. We hope that you find the papers in this volume of workshop proceedings interesting and stimulating. Full workshop proposal is published in the adjunct proceedings of the main conference Persuasive Technology 2016 (Kulyk et al., 2016).

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Epic for Change, the Pillars for Persuasive Technology for Smart Societies

References

Kulyk O., Siemons, L., Oinas-Kukkonen, H., van Gemert-Pijnen, L. Fourth International Workshop on Behavior Change Support Systems (BCSS'16): *Epic for Change, the Pillars for Persuasive Technology for Smart Societies*. In: Adjunct Proceedings of the 11th International Conference Persuasive Technology (PERSUASIVE 2016), Salzburg, Austria, April 5-7 (2016).