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## ABSTRACT

Interest in the role of technology in behavior change has been growing over the recent years. Social network users are exposed to massive information while they are reading their newsfeed and interacting with their friends. Attracting people's limited attention has been a critical question in online persuasive technology. Previous works have demonstrated that messages are more attractive in a graphical form than plain text, however, whether the comic messages can persuade the reader and engage behavior change remains unknown. This paper presents a research on the persuasiveness of comic style messages. We showed that people perceive a message as more persuasive when it is in a comic form than in plain text. Then, we further investigated how different elements in a comic message could influence the persuasive power of the message.

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## INTRODUCTION

### RELATED WORK

Message Framing and Persuasion

The Power of Comics

Communicating through Comics

Algorithmic generated Comics

### METHOD

System Design

Experimental Design

Procedure

Measures

### RESULT

### DISCUSSION

Limitations

Future Work

### CONCLUSIONS

### ACKNOWLEDGMENTS

### REFERENCES

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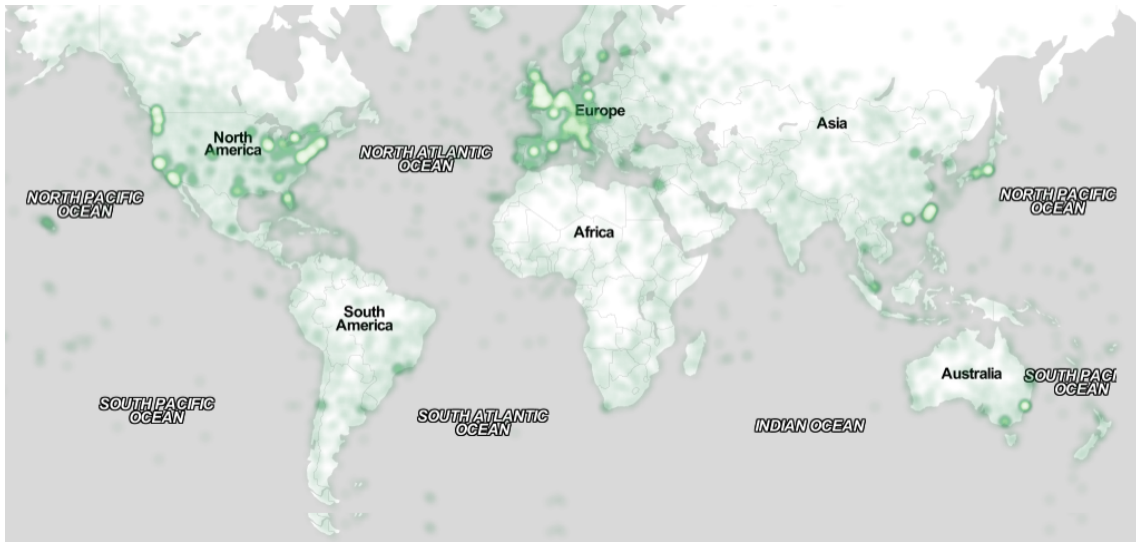


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## CONCLUSION

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## ACKNOWLEDGMENTS

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