

## Persuasive Technology Using Computers To Change What We Think And Do Interactive Technologies

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Fogg has coined the phrase "Captology"(an acronym for computers as persuasive technologies) to capture the domain of research, design, and applications of persuasive computers.In this thought-provoking book, based on nine years of research in captology, Dr. Fogg reveals how Web sites, software applications, and mobile devices can be used to change people's attitudes and behavior.

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An excellent introduction to CAPTology, the study of Computers As Persuasive Technologies. Fogg takes us through the core principles (42 in all) of using computers as persuasive agents, and the research he and others have done which underpins those principles.

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38. B. J. Fogg, Charismatic Computers: Creating More Likable and Persuasive Interactive Technologies by Leveraging Principles from Social Psychology, doctoral dissertation, Stanford University 1997. Google Scholar Digital Library; 39. His book is entitled Computer Power and Human Reason(San Francisco: W. H. Freeman, 1976). Google Scholar

### **Persuasive technology: using computers to change what we ...**

This chapter focuses on the use of computers as persuasive tools. It describes the seven types of persuasive technology tools, such as reduction, tunneling, tailoring, suggestion, self-monitoring, surveillance, and conditioning. Each type of tool applies a different strategy to change attitudes or behaviors.

### **Persuasive Technology | ScienceDirect**

Persuasive technology is broadly defined as technology that is designed to change attitudes or behaviors of the users through persuasion and social influence, but not through coercion. Such technologies are regularly used in sales, diplomacy, politics, religion, military training, public health, and management, and may potentially be used in any area of human-human or human-computer interaction. Most self-identified persuasive technology research focuses on interactive, computational technologie

### **Persuasive technology - Wikipedia**

Big tech now employs mental health experts to use persuasive technology, a new field of research that looks at how computers can change the way humans think and act.

### **Tech companies use “persuasive design” to get us hooked ...**

Persuasive Technology: Using Computers to Change What We Think and Do (Interactive Technologies) Paperback – 4 January 2003. by B.J. Fogg (Author) 3.9 out of 5 stars 20 ratings. See all formats and editions.

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**Persuasive Technology: Using Computers to Change What We ...**

Fogg starts by defining Captology (Computers As Persuasive Technologies) and goes on to explain in depth how computers can be used to manipulate and influence our attitudes and behaviour. Whilst at first this may seem an unlikely claim, the more you think about it, the more you realise that he is correct.

**Persuasive Technology: Using Computers to Change What We ...**

Persuasive Technology Can Exploit the Positive Reputation of Computers When it comes to persuasion, computers also benefit from their traditional reputation of being intelligent and fair, making them seem credible sources of information and advice.

**The Ethics of Persuasive Technology | Introduction ...**

Stanford Persuasive Technology Lab. Welcome to the Persuasive Technology Lab Website. We are part of H-STAR Institute and the Stanford Graduate School of Education. Persuasive Technology was a term BJ Fogg coined while conducting graduate work at Stanford University in the 1990's. He was, and still is an optimist about the value and impact ...

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(2020). A Quantitative Measurement Model for Persuasive Technologies Using Storytelling via a Virtual Narrator. International Journal of Human-Computer Interaction: Vol. 36, No. 17, pp. 1585-1604.

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