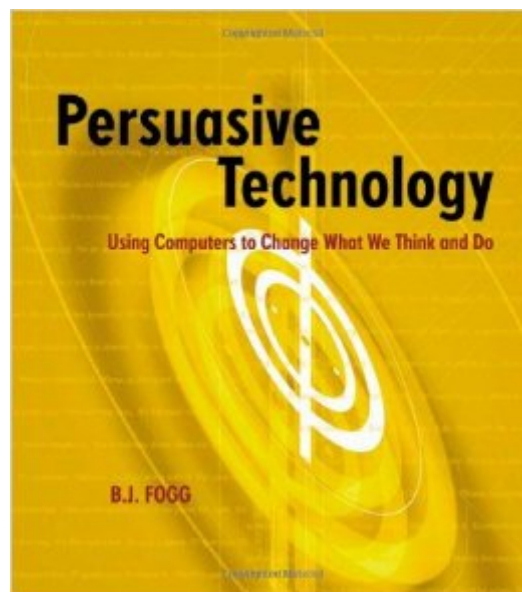


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# Persuasive Technology: Using Computers To Change What We Think And Do (Interactive Technologies)



## Synopsis

Can computers change what you think and do? Can they motivate you to stop smoking, persuade you to buy insurance, or convince you to join the Army? "Yes, they can," says Dr. B.J. Fogg, director of the Persuasive Technology Lab at Stanford University. 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. Technology designers, marketers, researchers, consumers— anyone who wants to leverage or simply understand the persuasive power of interactive technology— will appreciate the compelling insights and illuminating examples found inside. Persuasive technology can be controversial— and it should be. Who will wield this power of digital influence? And to what end? Now is the time to survey the issues and explore the principles of persuasive technology, and B.J. Fogg has written this book to be your guide. \* Filled with key term definitions in persuasive computing \* Provides frameworks for understanding this domain \* Describes real examples of persuasive technologies

## Book Information

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## Customer Reviews

It's 2003 and the initial excitement, innovation and greed that fueled the technology boom of the late 90s have all but disappeared. Yet left in their tracks are the tangible building blocks of an industry

destined to continue changing commerce, education and social activism in profound and irreversible ways. For a fresh perspective on the forces shaping next-phase software and Web development, look no further than "Persuasive Technology" by Dr. B.J. Fogg, director of the Persuasive Technology Lab at Stanford University. Surely, academic research may fail to generate the enthusiasm of erstwhile launch parties and public offerings, but Dr. Fogg's work offers a purposeful key to helping us understand, and thereby design, more effective and sustainable (read: revenue-generating) interactive technologies. Proposing a new analytical model called "captology", short for "computers as persuasive technologies", Dr. Fogg is the first to address the increasingly important role of computers in actuating attitudinal and behavioral change - in other words, the ability to persuade users to take a particular action: to buy more, play more, lose weight, quit smoking, register to win, etc. For technology researchers accustomed to the tenets of Usability - essentially the evaluation of functionality and "likability" - captology goes a significant step further, addressing the extent to which an interactive device (be it a website or mobile phone) succeeds in changing users' attitudes and behaviors. The importance of this research is unquestionable, if you can imagine (or personally relate to) an online marketer anxious to sell more goods, or a smoker who turns to a motivational website to help him/her quit.

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