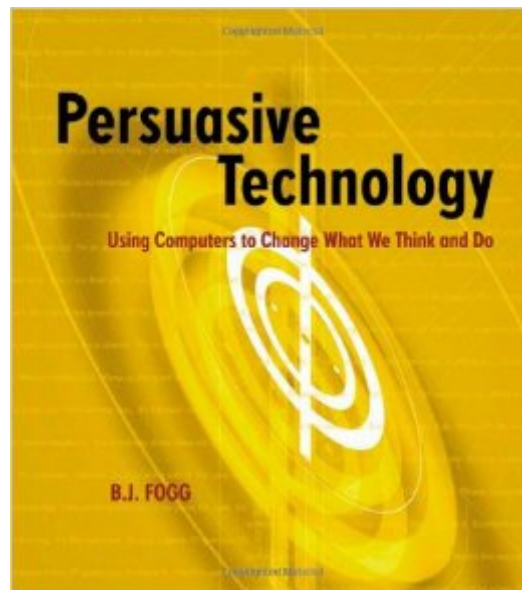


The book was found

# 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

Series: Interactive Technologies

Paperback: 312 pages

Publisher: Morgan Kaufmann; 1 edition (December 30, 2002)

Language: English

ISBN-10: 1558606432

ISBN-13: 978-1558606432

Product Dimensions: 7.5 x 0.6 x 9.2 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars [See all reviews](#) (44 customer reviews)

Best Sellers Rank: #91,744 in Books (See Top 100 in Books) #14 in [Books > Computers & Technology > Computer Science > AI & Machine Learning > Machine Theory](#) #26 in [Books > Textbooks > Computer Science > Artificial Intelligence](#) #43 in [Books > Computers & Technology > Computer Science > Human-Computer Interaction](#)

## 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.

[Download to continue reading...](#)

Persuasive Technology: Using Computers to Change What We Think and Do (Interactive Technologies) Great Big World of Computers - History and Evolution : 5th Grade Science Series: Fifth Grade Book History Of Computers for Kids (Children's Computer Hardware Books) Sketching User Experiences: Getting the Design Right and the Right Design (Interactive Technologies) Rapid Contextual Design: A How-to Guide to Key Techniques for User-Centered Design (Interactive Technologies) Forms that Work: Designing Web Forms for Usability (Interactive Technologies) Colleges That Change Lives: 40 Schools That Will Change the Way You Think About Colleges How Successful People Think: Change Your Thinking, Change Your Life Blockchain: The Comprehensive Guide to Mastering the Hidden Economy: (Blockchain Technology, Fintech, Financial Technology, Smart Contracts, Internet Technology) Digital Planet: Tomorrow's Technology and You, Complete (10th Edition) (Computers Are Your Future) Digital Planet: Tomorrow's Technology and You, Introductory (10th Edition) (Computers Are Your Future) How Computers Work: The Evolution of Technology, 10th Edition Be the Change! Change the World. Change Yourself. UNIX AWK and SED Programmer's Interactive Workbook (UNIX Interactive Workbook) Justin Bieber: JB Interactive Love Quiz (Interactive Quiz Books, Trivia Games & Puzzles all with Automatic Scoring) Interactive Japanese (Berlitz Interactive) Parallel Programming:

Techniques and Applications Using Networked Workstations and Parallel Computers (2nd Edition)  
Fintech: Financial Technology Beginner Guide CherryTree Style(Fintech Book,Fintech  
Disruption,Fintech Blockchain,fintech programming,Financial Technologies, Fintech ebook) Smart  
Policies for Workplace Technologies: Email, Blogs, Cell Phones & More (Smart Policies for  
Workplace Technology) Making Parents: The Ontological Choreography of Reproductive  
Technologies (Inside Technology) Business Process Change : Reengineering Concepts, Methods  
and Technologies

[Dmca](#)