

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

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Computers as persuasive technology or "captology" is an interdisciplinary field that draws on theories and methods of psychology, human behavior studies, communication and human -computer interaction to inform the design of persuasive experiences delivered through interactive and computational technologies.

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### **Persuasive Technology - 1st Edition**

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.

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### **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.

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Persuasive technology using computers to change what we think and do. Ubiquity, Volume 2002 Issue December, December 1 - December 31, 2002 | BY B. J. Fogg

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

Captology is the study of computers as persuasive technologies. This includes the design, research, ethics and analysis of interactive computing products (computers, mobile phones, websites, wireless technologies, mobile applications, video games, etc.) created for the purpose of changing people's attitudes or behaviors. BJ Fogg...

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