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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

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mobile devices can be used
to change people's attitudes
and behavior.

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This chapter focuses on the
use of computers as
persuasive tools. It
describes the seven types of
persuasive technology tools,

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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 is
broadly defined as
technology that is designed
to change attitudes or
behaviors of the users

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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

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potentially be used in any area of human-human or human-computer interaction. Most self-identified persuasive technology research focuses on interactive, computational technologie

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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

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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

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(Auth.) It is rare for books to define a new discipline or fundamentally change how we think about technology and our jobs.

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

In Fogg's book, *Persuasive Technology: Using Computers to Change What We Think and Do*, he outlines seven

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persuasive technology tools.
He argues that people
respond to computers as if
they are people. Therefore,
he claims that through
interactions with computers
and media can have an effect
on someone's behavior and

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attitude.

What We Think And Do

Persuasive Advertising

Techniques You Can Use to

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Fogg has coined the phrase
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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,

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software applications, and mobile devices can be used to change people's attitudes and behavior.

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"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

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