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The Fogg Behavior Model: Landing Page Design Best Practices to Increase Conversion Rate  
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Fogg has coined the phrase  
"Captology" (an acronym for computers as  
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domain of research, design, and  
applications of persuasive computers. In  
this thought-provoking book, based on

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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 ...

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

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 technologies

Persuasive technology - Wikipedia

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



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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.

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

Persuasive Technology. Using Computers to Change What We Think and Do Ph.D. B.J. Fogg (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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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-

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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.

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 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 attitude.

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Fogg has coined the phrase

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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.

Amazon.com: Persuasive Technology: Using Computers to ...  
"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...

Persuasive Technology: Using

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Computers... book by B.J. Fogg  
Persuasive Technology: Using Computers  
to Change What We Think and Do: Fogg,  
B.J.: Amazon.sg: Books

An overview of the study of  
"captology"--the study of computers as  
persuasive technologies--examines the  
integration of behavior altering techniques  
and information technology.

This book constitutes the refereed  
proceedings of the First International  
Conference on Persuasive Technology for  
human well-being, PERSUASIVE 2006.  
The 31 revised full papers presented  
together with 1 introductory paper are  
organized in topical sections on  
psychological principles of persuasive  
technology, persuasive technology: theory

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and modelling, design, applications and evaluations, ethics of persuasive technology persuasive gerontechnology, and ambient intelligence and persuasive technologies.

This book constitutes the proceedings of the 5th International Conference on Persuasive Technology, PERSUASIVE 2010, held in Copenhagen Denmark in June 2010. The 25 papers presented were carefully reviewed and selected from 80 submissions. In addition three keynote papers are included in this volume. The topics covered are emotions and user experience, ambient persuasive systems, persuasive design, persuasion profiles, designing for health, psychology of persuasion, embodied and conversational agents, economic incentives, and future directions for persuasive technology.

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This book constitutes the thoroughly refereed post-proceedings of the Second International Conference on Persuasive Technology for Human Well-Being, PERSUASIVE 2007, held in Palo Alto, CA, USA, in April 2007. The 37 revised full papers presented were carefully reviewed and selected from numerous submissions for inclusion in the book. The papers are organized in topical sections and cover a broad range of subjects.

This book constitutes the proceedings of the 7th International Conference on Persuasive Technology, PERSUASIVE 2012, held in Linköping, Sweden, in June 2012. The 21 full papers presented together with 5 short papers were carefully reviewed and selected from numerous submissions. In addition three keynote papers are included in this volume. The papers cover the typical fields of persuasive

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technology, such as health, safety and education.

This book constitutes the refereed proceedings of the 9th International Conference on Persuasive Technology, PERSUASIVE 2014, held in Padua, Italy, in May 2014. The 27 revised full papers and 12 revised short papers presented were carefully reviewed and selected from 58 submissions. In addition to the themes of persuasive technology dealt with in the previous editions of the conference, this edition highlighted a special theme, i.e. persuasive, motivating, empowering videogames.

This book constitutes the refereed proceedings of the Third International Conference on Persuasive Technology, PERSUASIVE 2008, held in Oulu, Finland, in June 2008. The 17 revised full

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papers and 12 revised short papers presented together with 3 keynote papers were carefully reviewed and selected from 63 submissions. The papers are organized in topical sections on social network systems, knowledge management, applications, conceptual frameworks, perspectives on persuasive technology, peer-to-peer and social networks, self-persuasion and timing, well-being applications, and theoretical considerations.

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



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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

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\*Provides frameworks for understanding this domain \*Describes real examples of persuasive technologies

This volume constitutes the refereed proceedings of the International Conference on Digital Enterprise and Information Systems, held in London during July 20 - 22, 2011. The 70 revised full papers presented were carefully reviewed and selected. They are organized in topical sections on cryptography and data protection, embedded systems and software, information technology management, e-business applications and software, critical computing and storage, distributed and parallel applications, digital management products, image processing, digital enterprises, XML-based languages, digital libraries, and data mining.

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## Persuasive Technology

This book constitutes the refereed proceedings of the 13th International Conference on Persuasive Technology, PERSUASIVE 2018, held in Waterloo, ON, Canada, in April 2018. The 21 revised full papers and 4 short papers presented were carefully reviewed and selected from 59 submissions. The papers demonstrate how persuasive technologies can help solve societal issues. They explore new frontiers for persuasive technology, such as personalized persuasion, new sensor usage, uses of big data, and new ways of creating engagement through gaming or social connection, focusing on a variety of technologies (e.g., web, wearables, AI, and smart environments). The papers are organized in the following topical sections: social means to persuasion; nudging and just-in-time interventions; design principles and practices; persuasive games;

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