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(Interactive Technologies) Paperback - 4 January 2003 by B.J. Fogg (Author) 3.9 out of 5 stars 20 ratings See all formats and editions Buy Persuasive Technology: Using Computers to Change What ... 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 technologie Persuasive technology -

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devices can be used to change people's attitudes and behavior. Persuasive Technology - 1st Edition 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. Persuasive Advertising Techniques You Can Use to Increase ... In 2003, he published the first book on captology, entitled Persuasive Technology: Using Computers to Change What We Think and Do. Captology is not the same thing as Behavior Design, according to BJ Fogg who is the person who coined

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both terms and created the foundation for both areas. Captology - Wikipedia Stanford Persuasive Technology Lab. Welcome to the Persuasive Technology Lab Website. We are part of H-STAR Institute and the Stanford Graduate School of Education. Persuasive Technology was a term BJ Fogg coined while conducting graduate work at Stanford University in the 1990's. He was, and still is an optimist about the value and impact ...

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