

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

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“persuasive design” to get us hooked ... Persuasive Technology: Using Computers to Change What We Think and Do (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 ... "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... Read Full Overview Persuasive Technology: Using Computers... book by B.J. Fogg 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. 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 ... Fogg, B. J. Persuasive technology: using computers to change what we think and do. Morgan Kaufmann Publishers, Boston, 2003. THIS IS THE REFERENCE STYLE FOR AN ARTICLE WHICH APPEARS IN AN EDITED

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