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applications of persuasive
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*Persuasive Technology: Using
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This chapter focuses on the use of

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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 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.

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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,

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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.

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and Do Ph.D. B.J. Fogg (Auth.) It is
rare for books to define a new
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Using Computers to Change What We Think

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

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Interactions with computers and media can have an effect on someone's behavior and attitude.

And Do Interactive

Persuasive Advertising Techniques

You Can Use to Increase ...

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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

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people's attitudes and behavior.

Change What We Think

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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

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