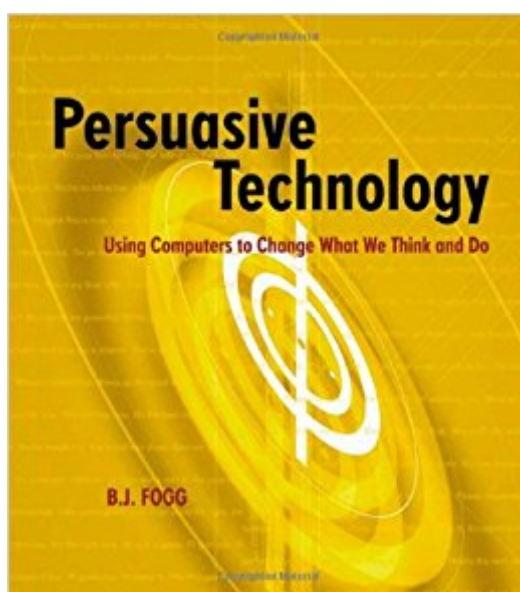


The book was found

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



Synopsis

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

Book Information

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Customer Reviews

It is rare for books to define a new discipline or fundamentally change how we think about technology and our jobs. This book does all of this. You MUST read this book, whether to grow your

business or to teach your children how to overcome manipulation.--Jakob Nielsen, Principal, Nielsen Norman Group
Today's technology is used to change attitudes and behavior. This powerful, yet easy-to-read book addresses the issues critically, with insight, and in depth. B.J. Fogg has created an important new discipline, one that is of vital importance to everyone. --Donald A. Norman, Northwestern University, Co-founder, The Nielsen Norman Group
Any medium has the potential to do great good or harm. Learn how to use design to intervene and make our interaction with technology more humane. A must read for those who are serious about designing the future.--Clement Mok, Designer and CEO of CMCD

Defines an emerging field that studies the overlap of computers and persuasion

First off, this book has good, solid psychology behind it - and human psychology isn't dated. The ability to understand how technology can be used to persuade people to behave in certain ways, to elicit behaviors, and that technology can be used as a tool, as a social actor or as a medium for information is pretty solid and "timeless" material. Where the book falls short today is that it was written nearly 12 years ago. Many of the technology elements have been addressed or surpassed. The directional understanding of the author, especially in the area of mobile technology, looks prescient. However, these insights were far more relevant in 2002 than 2013. If you are in the process of software design or gamification, this book will provide some decent background, but there are many newer and better texts out there. What was probably a 5 star book in 2002 is 3 stars today.

An excellent introduction to CAPTology, the study of Computers As Persuasive Technologies. Fogg takes us through the core principles (42 in all) of using computers as persuasive agents, and the research he and others have done which underpins those principles. In the process he provides a fascinating look at cutting-edge and potential future applications of computer and mobile technologies (such as location-linked reminder systems) that could enhance our lives. However, he does not dismiss the darker uses of the technology and the very real ethical issues it raises. Towards the end of the book, he argues that studying computer-human persuasion can provide new insights into human-human persuasion, and the crossover in many of the principles discussed is readily apparent. I took away from this book a new awareness of how systems used in my organisation could be enhanced to make things better for our customers, as well as a deeper understanding of persuasion in general. I would also recommend "The Media Equation", which

discusses some of the same issues as well as similar issues related to television.

Sometimes seems a bit out of touch, but if you look closely, the basic insights are the important ones for anything beyond pure recipes

Anyone who enjoys technology should enjoy this book. I would even recommend that it be a college course in any technology program. I bought the book for factual reading, but enjoyed it over all and finished it in about 3 days. BJ Fogg has some great ideas and theories and is a true leader in this subject matter. As technology becomes more integrated in our lives the knowledge of this subject matter will become more important. Highly recommend!

It helped me a lot with my master thesis. The book is really well organized and written. The content is perfectly clear even if you're not a native English speaker

BJ is most interesting to read.

I was hoping for less textbook and more insights. This is a good primer for what BJ is doing now. I look forward to his next book.

If you want to know about Persuasive components, this book has it all. Added mobile persuasive components are worth reading.

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