

Reduction technology

Persuading through simplifying

Using computing technology to reduce complex behavior to simple tasks increases the benefit/cost ratio of the behavior and influences users to perform the behavior



Tunneling technology

Guided persuasion

Using computing technology to guide users through a process or experience provides opportunity to persuade along the way



Tailoring technology

Persuasion through customization

Information provided by computing technology will be more persuasive if it is tailored to the individual's needs, interests, personality, usage context, or other factors relevant to the individual



Suggestion Technology

Intervening at the right time

A computing technology will have greater persuasive power if it offers suggestions at opportune moments



Self-monitoring technology

Taking the medium out of tracking

Applying computer technology to eliminate the tedium of tracking performance or status helps people to achieve predetermined goals or outcomes.



Example

Heart rate monitors are devices that monitor a person's heart rate during exercise

Heart rate monitors help people modify their physical behavior so their heart rate stays within a predetermined zone

Surveillance technology

Persuasion through observation

Applying computer technology to observe others' behavior increases the likelihood of achieving a desired outcome



Example

Hygiene guard is a system which monitors hand washing in employee restrooms to make sure employees follow hygiene rules. It makes use of sensors in the employee's ID badge and in the restroom

*Note: surveillance must always be overt!

Virtual rehearsal

Creating spaces for persuasive experiences

Providing a motivating simulated environment in which to rehearse a behavior can enable people to change their attitudes or behavior in the real world



Example

Drivers simulations allow aspiring drivers to get used to the dynamics of driving without exposing them to the dangers of actual driving

Virtual rewards

Providing experiences in everyday context

Computer simulations that reward target behaviors in a virtual world, such as giving virtual rewards for exercising, can influence people to perform the target behavior more frequently and effectively in the real world



Example

The fitness VR rowing machine depicts the user in a boat rowing past scenery, distance markers and landmarks.

You can also race against a virtual competitor, who helps set a pace for you.

Principle of similarity

Computers as social actors

People are more readily persuaded by computing technology products that are similar to themselves in some way



Explanation

When perceived as social actors, computers can leverage principles of social influence. A social actor can be persuasive by:

1. Rewarding people with positive feedback
2. Modeling a target behavior or attitude
3. Providing social support

Principle of reciprocity

Computers as social actors

People will feel the need to reciprocate when computing technology has done a favor for them



Explanation

When perceived as social actors, computers can leverage principles of social influence. A social actor can be persuasive by:

1. Rewarding people with positive feedback
2. Modeling a target behavior or attitude
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Social Cues

That infer social presence

- 1. Physical:** Face, eyes, body, movement
 - 2. Psychological:** Preferences, humor, personality, feelings, empathy, "I'm sorry"
 - 3. Language:** Interactive language use, spoken language, language recognition
 - 4. Social dynamics:** turn taking, cooperation, praise
 - 5. social roles:** doctor, teammate, opponent, teacher
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