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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

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applications, and mobile devices can be
used to change people's attitudes and
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An excellent introduction to CAPTology,
the study of Computers As Persuasive
Technologies. Fogg takes us through the

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core principles (42 in all) of using computers as persuasive agents, and the research he and others have done which underpins those principles.

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38. B. J. Fogg, Charismatic Computers: Creating More Likable and Persuasive Interactive Technologies by Leveraging Principles from Social Psychology, doctoral dissertation, Stanford University 1997. Google Scholar Digital Library; 39.

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His book is entitled Computer Power and
Human Reason(San Francisco: W. H.
Freeman, 1976). Google Scholar

**Persuasive technology: using
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This chapter focuses on the use of
computers as persuasive tools. It
describes the seven types of persuasive

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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.

Persuasive Technology | ScienceDirect

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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. Such technologies are regularly used in sales, diplomacy, politics, religion, military training, public health, and management, and may potentially be

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used in any area of human-human or
human-computer interaction. Most self-
identified persuasive technology
research focuses on interactive,
computational technologie

Persuasive technology - Wikipedia

Big tech now employs mental health
experts to use persuasive technology, a

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new field of research that looks at how
computers can change the way humans
think and act.

Tech companies use “persuasive design” to get us hooked ...

Persuasive Technology: Using
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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.

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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 acronym for computers as persuasive technologies) to capture the domain of research, design, and applications of persuasive computers. In this thought-

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Computers to Change What We ...

Fogg starts by defining Captology (Computers As Persuasive Technologies) and goes on to explain in depth how computers can be used to manipulate and influence our attitudes and behaviour. Whilst at first this may seem an unlikely claim, the more you think about it, the more you realise that he is

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Persuasive Technology Can Exploit the
Positive Reputation of Computers When
it comes to persuasion, computers also
benefit from their traditional reputation
of being intelligent and fair, making

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them seem credible sources of
information and advice.

The Ethics of Persuasive Technology | Introduction ...

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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 ...

Stanford Persuasive Technology Lab

Fogg has coined the phrase "Captology"

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