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This chapter focuses on the use of 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.

Persuasive Technology | ScienceDirect

Persuasive technology is broadly defined as technology that

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

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Persuasive Technology. Using Computers to Change What We Think and Do Ph.D. B.J. Fogg (Auth.) It is rare for books to define a new discipline or fundamentally change how we think about technology and our jobs.

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Persuasive technology : using computers to change what we

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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

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"Yes, they can," says Dr. B.J. Fogg, director of the

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