Designing Interactive Systems I: Lab 6

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http://hci.rwth-aachen.de/dis

Lab Structure Changes

- Themed talks
  - Persuasive Technology
  - Game design
  - Emotional design
- Project coaching

Project Coaching Schedule

Date	Time	Group ID	Group ID
5 Dec 2011	**13:45–14:00**	9	10
	14:00–14:15	6	5
	14:15–14:30	2	8
	14:30–14:45	16	19
	14:45–15:00	7	15
12 Dec 2011	**13:45–14:00**	18	17
	14:00–14:15	3	13
	14:15–14:30	12	1
	14:30–14:45	11	14
	14:45–15:00	4	

Persuasive Technology

Using Computers to Change What We Think and Do

B.J. FOGG

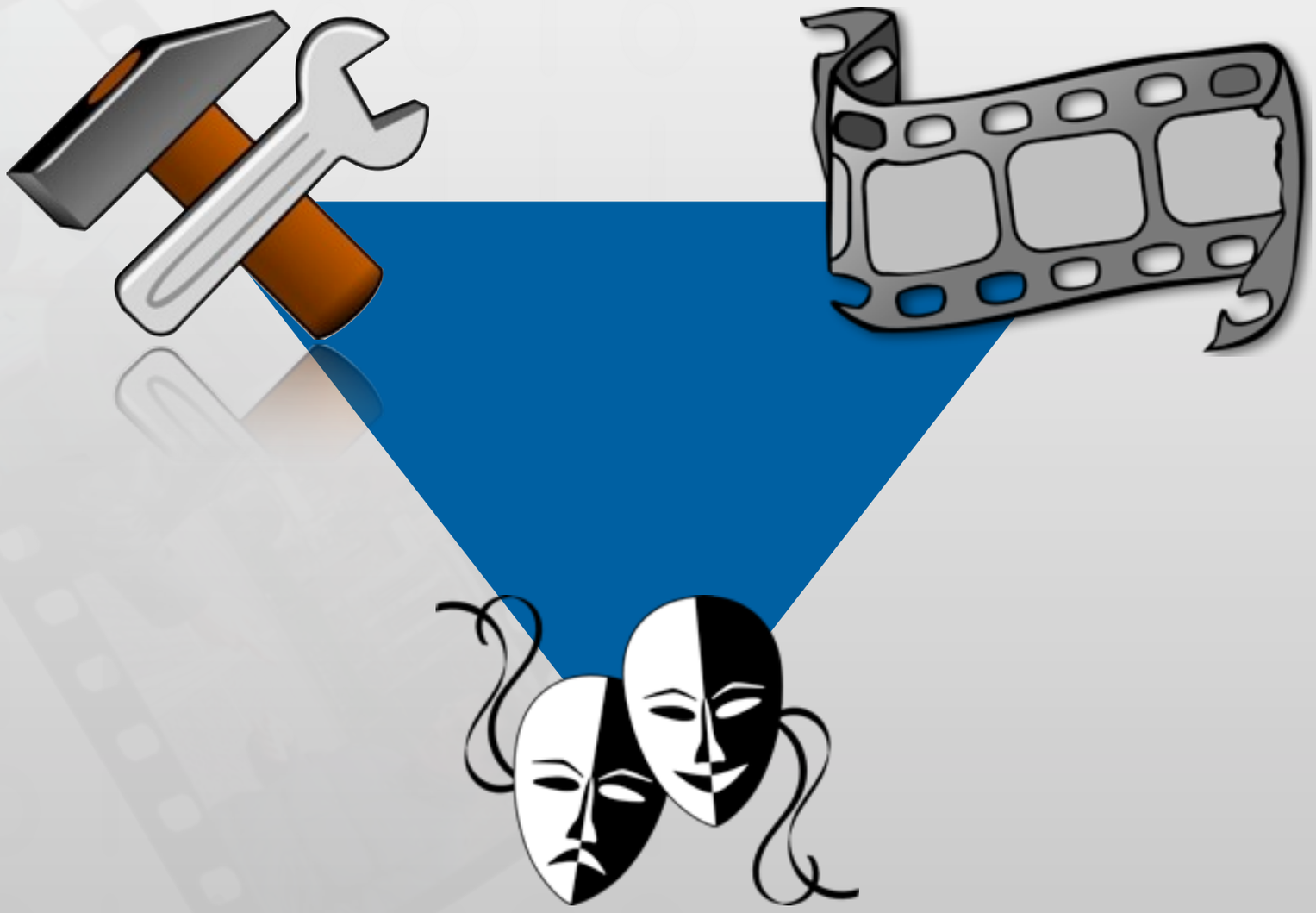
Characteristics of Persuasive Technology

- Persuasion: an attempt to change attitudes or behaviors or both
  - Without using coercion or deception
- HCI not CMC: Change resulted from the interaction between human and computer
  - Not the result from human–human communication via computer
- Intended effect of technology, not side effect
  - Not a persuasive technology, e.g., Email ⇒ People go to post office less often
- Endogenous effect: The technology itself persuades
  - Not when people use technology to persuade, e.g., giving an iPhone as a reward for quitting smoking

Strengths of Computer

- Computers are better than other media
  - Interactivity
- Computers are better than human
  - More persistent
  - Greater anonymity
  - Manage huge amount of data
  - Multiple modalities to influence
  - Scale easily
  - Ubiquitous

Human–Computer Relationship Triad



Computer as a Persuasive Tool

- Reduction: make complex tasks simpler
- Tunneling: persuading in a focused experience
- Tailoring: personalized information can persuade better
- Suggestion: intervene at the right time
- Self-monitoring: allow people to track themselves
- Surveillance: make people aware that they are being tracked
- Conditioning: positive reinforcement for desired behavior

Home · Elected Officials · Issues · Election · Media

Congressional Directory · President · Agencies · Supreme Court

Elected Officials

Find elected officials, including the president, members of Congress, governors, state legislators, local officials, and more.

Search By ZIP Code:

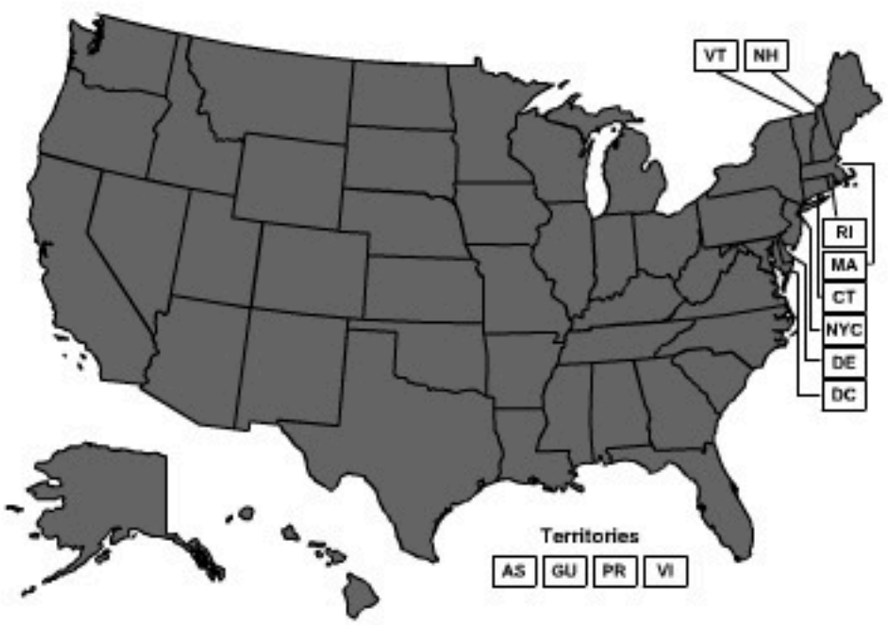
95448 GO

Local Official Search Options

Search By Last Name:

Congress: State: Local: Any State GO

Select State GO



Tell A Friend

powered by CQ Roll Call ©2011

Compose Your Own Letter

1 COMPOSE MESSAGE

Select recipients and desired delivery method for each:

	Email	Printed Letter
Governor Jerry Brown (D-CA)	●	○
Senator Noreen Evans (D-CA 2nd)	●	○
Assemblymember Wesley Chesbro (D-CA 1st) **	●	○

Check All Uncheck All

**** This Member accepts e-mail only from people who live in their district or state. If you are not a constituent, your message will be forwarded to your representative.**

Subject:

Please support good school

Issue Area:

Certain webform targets require an Issue Area so your message can be directed to the correct staff-person.

Education

Editable text:

(edit or add your own text - 9966 characters left)

Send this message to the Congress.

Tip: Cutting-and-pasting? Save as plain text first.

Reduction: CapWiz

Simplifying the process of writing to elected officials

change.org Victories Tips & Guides Start a Petition Login | Register

Stop KFC from Destroying Our Forests

SIGN THIS PETITION

First Name

Last Name

Email

Address

City

Country Select Outside U.S.

Post Code

Why are you signing? Add a reason (optional)

SIGN

Signatures

4,301 out of 5,000

Petitioning

President (+ 1 other)

Created By

Dogwood Alliance

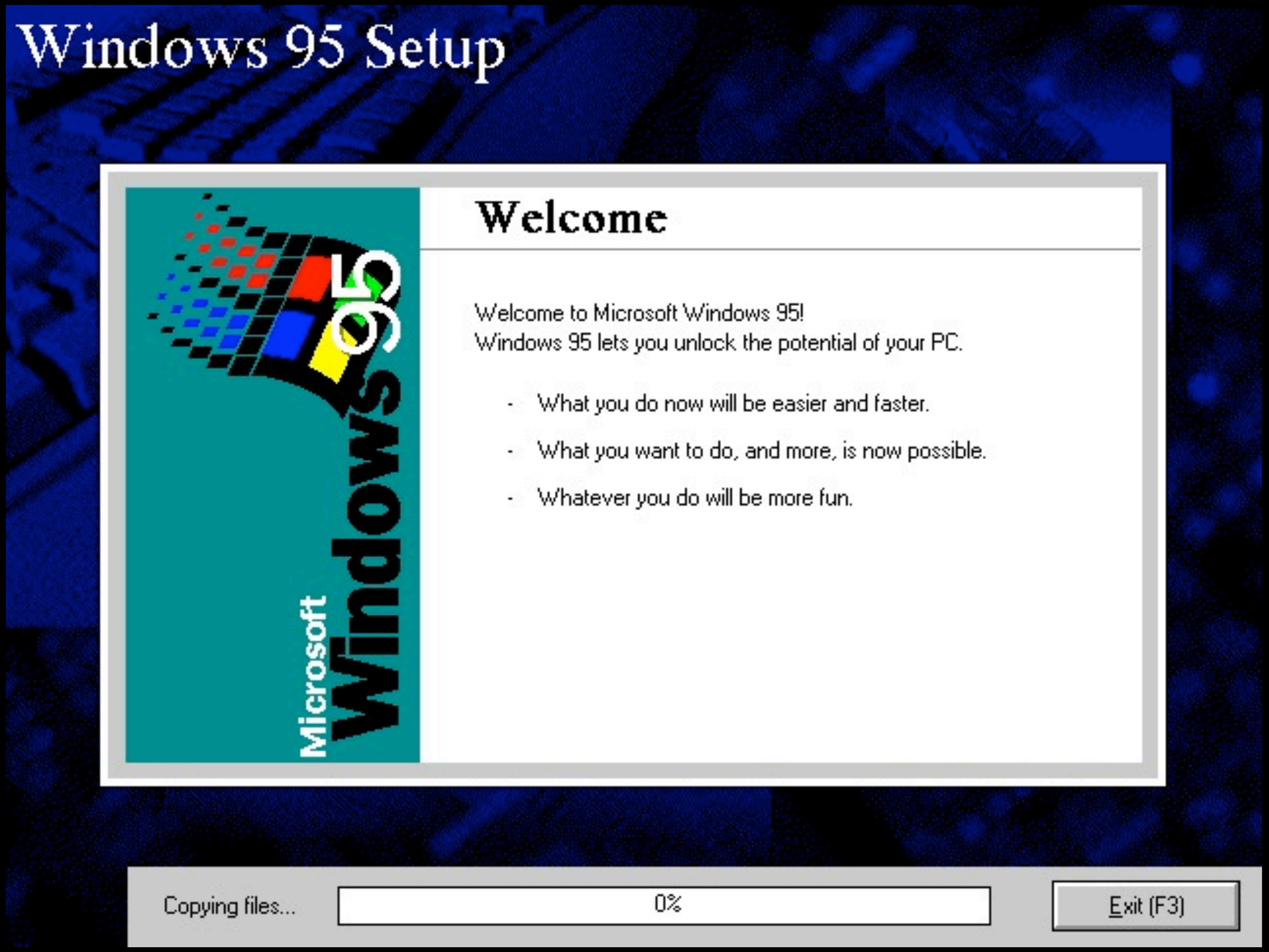
About this Petition | Petition Letter | Petition Updates

Why This Is Important

KFC's paper packaging is directly contributing to the destruction of our Southern forests. While other fast food chains are working hard to use less, use more recycled paper, and ensure that their paper packaging is not coming from the world's endangered forests, KFC continues to make its famous buckets from the few remaining special places in our region.

Reduction: Online Petition

Only take single step to sign



Tunneling: Software Installation

Windows 95 persuades with system features during the installation

Tunneling: Apple Ecosystem

Change software distribution practice by starting form music

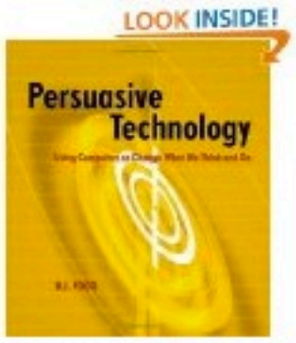
amazon.com

Hello, Chat. We have recommendations for you. (Not Chat?)

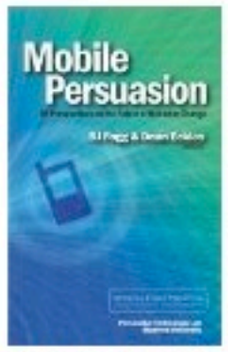
Chat's Amazon.com | Today's Deals | Gifts & Wish Lists | Gift Cards

More Items to Consider

You viewed | Customers who viewed this also viewed

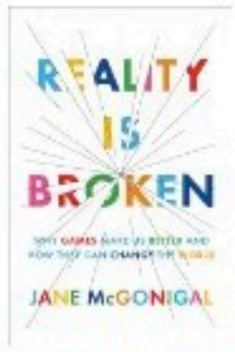


Persuasive Technology: Using...
› B. J. Fogg
Paperback
~~$52.95~~ $35.26



Mobile Persuasion: 20 Perspectives of...
BJ Fogg, Dean Eckles, Ian Bogost, ...
Paperback

Texting 4 Health: A Simple, Powerful...
Editor-BJ Fogg, Editor-Richard Adler
Paperback



Reality Is Broken: Why Games Make Us...
› Jane McGonigal
Hardcover
~~$26.95~~ $15.48

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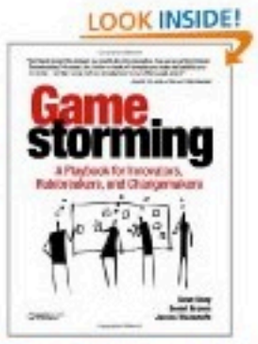
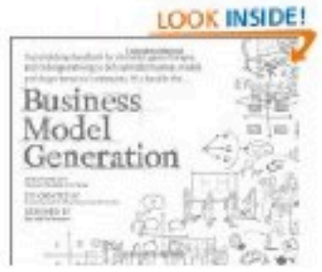
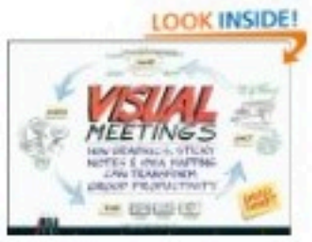


Gamestorming: A Playbook for...
› Sunni Brown, Dave Gray, James Macanufo
Paperback
~~$29.99~~ $18.80



Business Model Generation: A Handbook...
› Alexander Osterwalder, Yves Pigneur
Paperback
~~$[illegible]~~ $[illegible]



Visual Meetings: How Graphics, Sticky...
› David Sibbet
Paperback
~~$29.95~~ $18.78

Resonate: Present Visual Stories that...
› Nancy Duarte
Paperback
~~$29.95~~ $15.27

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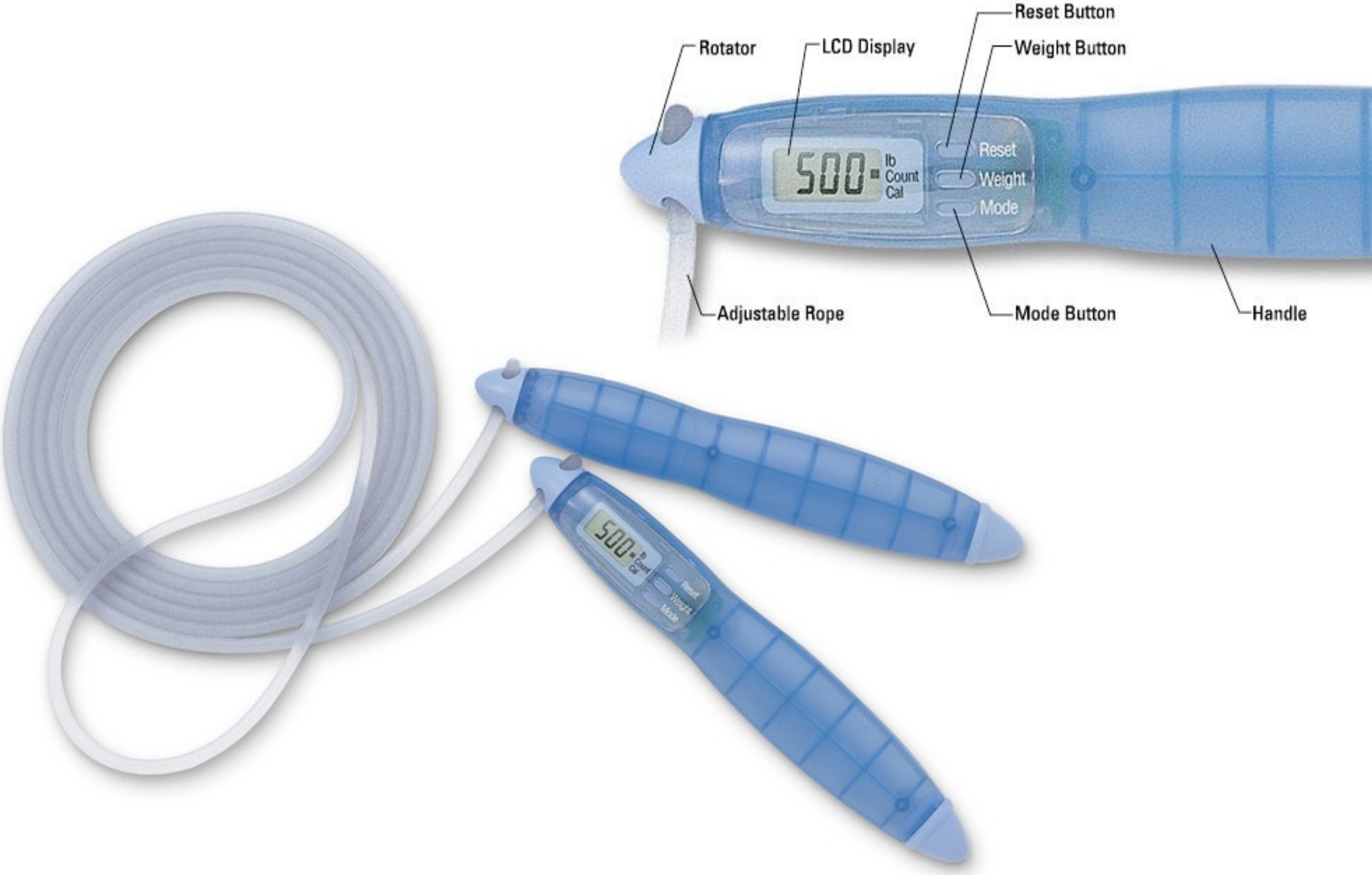
Tailoring: Recommendation on Amazon.com

Personalized info ⇒ more attention + easier to be persuaded

Suggestion: Kustom Signal's SMART

Opportune suggestion ⇒ greater persuasive power



Self-monitoring: Tanita Jump Rope

Tracking self performance helps achieving predetermined goals

Surveillance: Hygiene Guard Hand Washing Surveillance

When people aware that they are monitored, they change the behavior

Conditioning: Sound and visual effects in games

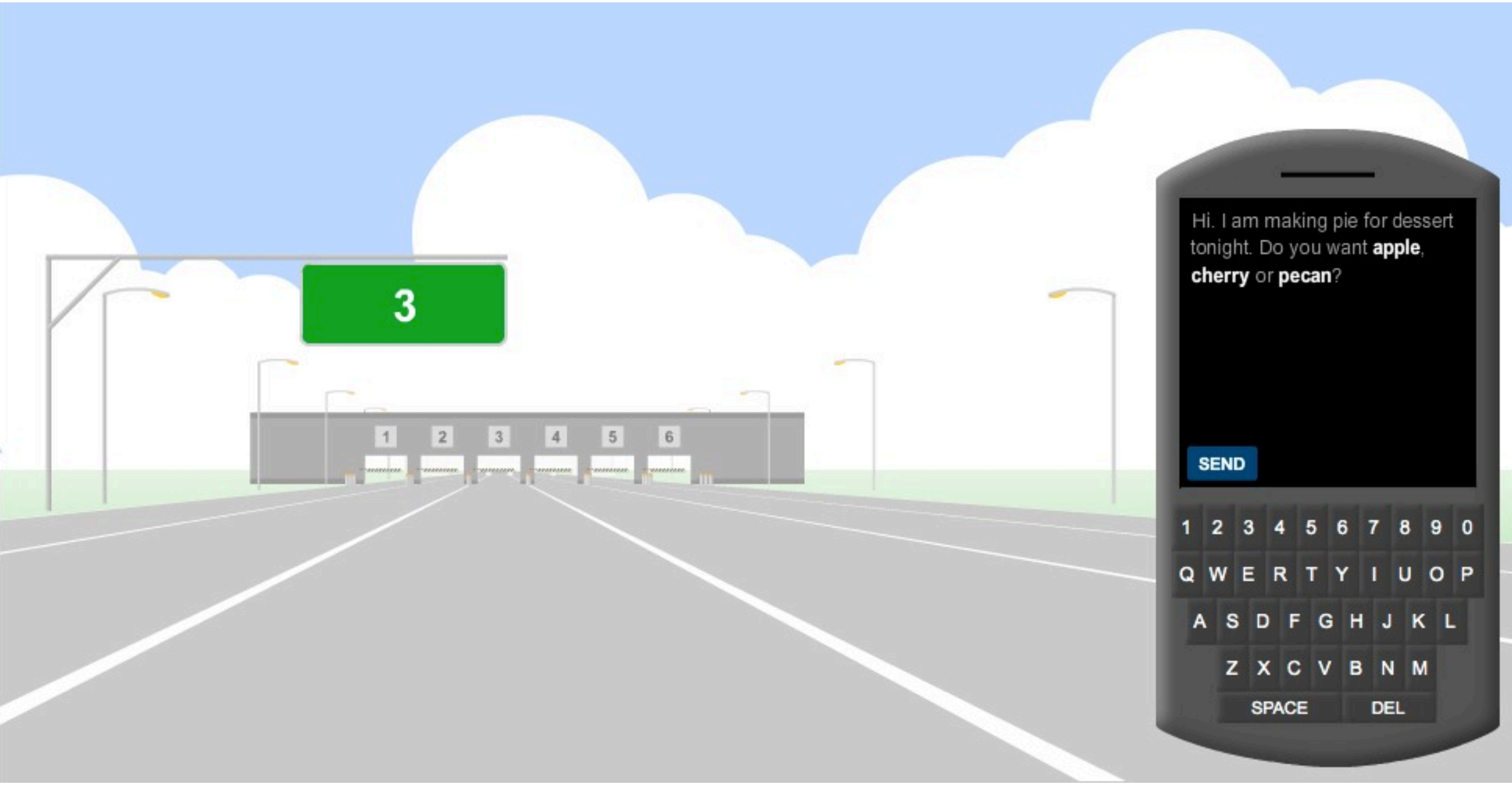
Give positive reinforcements to turn existing behavior into habits

Computer as Persuasive Media

- Bridge cause/effect gap: Experience it right here, right now
- Virtual rehearsal: A safe place to try dangerous stuff
- Augmenting the real life: Simulating clear impact in the real life

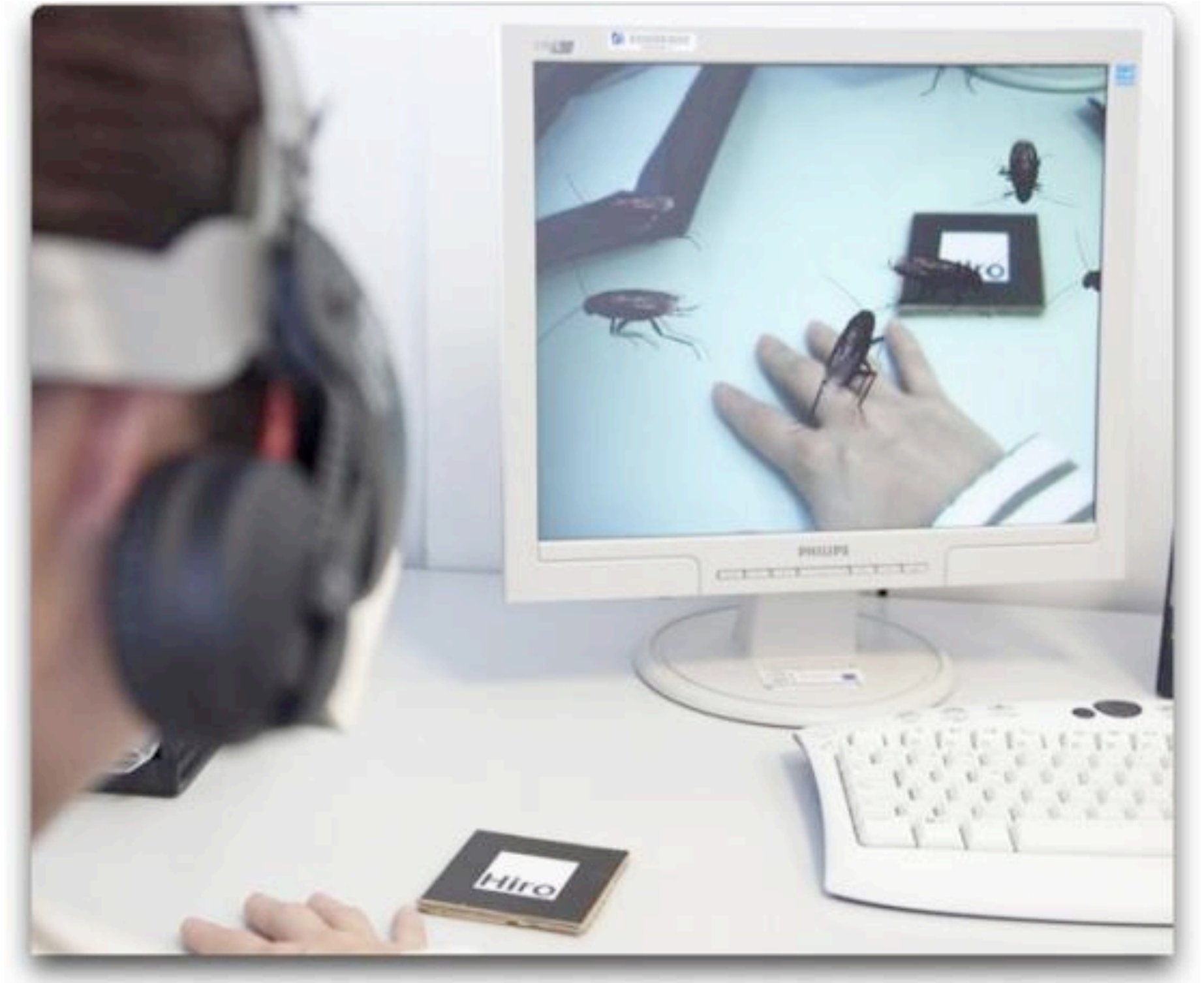
Bridge the Gap Between Cause and Effect: HIV Roulette

Frees users from real-world consequence. Close the space/time gaps between cause and effect.

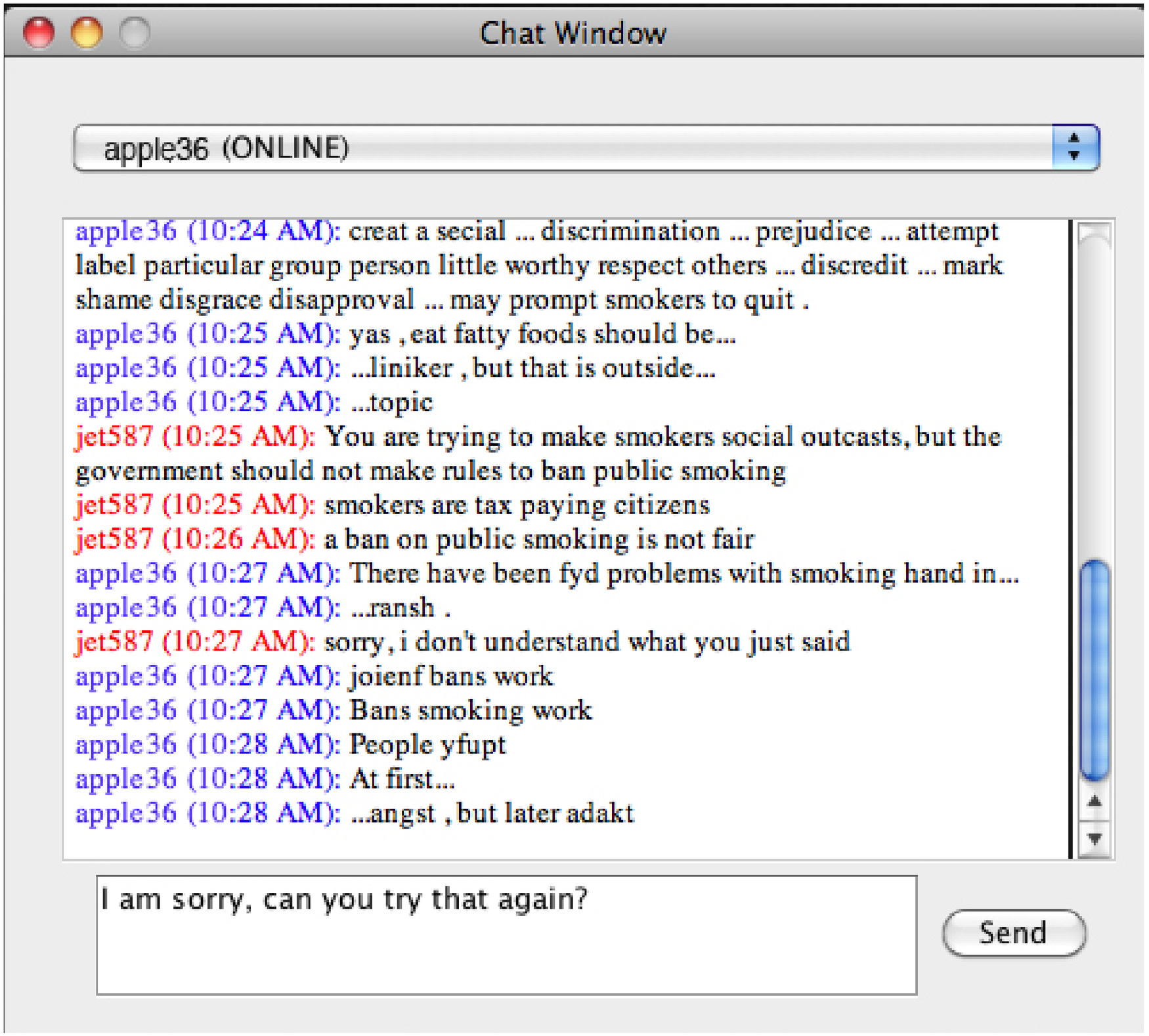


Virtual Rehearsal: Gauging Your Distraction

A simulation from NYTimes showing how your reaction time is affected by external distractions



Virtual Rehearsal: Spider and Cockroach Phobia Simulator



Virtual Rehearsal: Aphasia Characteristics Emulation Software

Use software to distort the language during chatting. [Hailpern et al., CHI '11; ASSETS '11]

Augmenting the Real Life: RealCare Pregnancy Suits and Baby

Computer as a Persuasive Social Actor

- Physical cues: Attractive on-screen characters are more persuasive
- Psychological cues: humor, personality, feeling
- Language cues: convey social presence, praise
- Social dynamics: turn taking, peer pressure, praise, reciprocity
- Social roles: authority, teammate

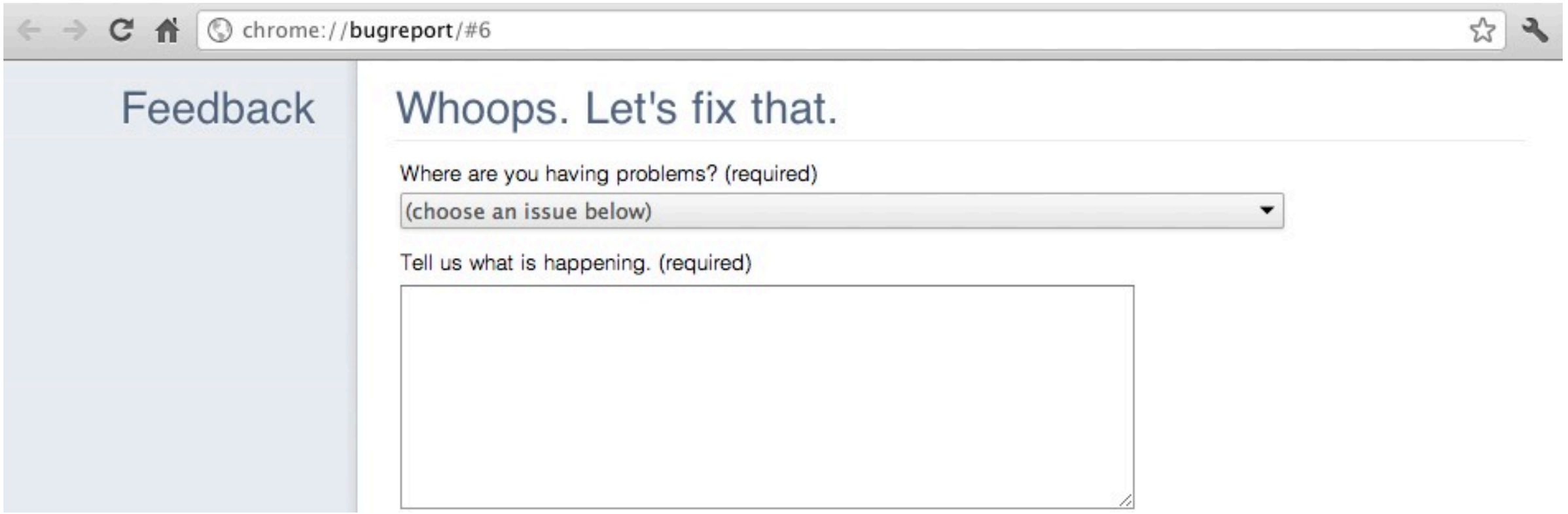
Aw, Snap!

Something went wrong while displaying this webpage. To continue, reload or go to another page.

If you're seeing this frequently, try these suggestions.

Psychological Cue: Google Chrome Crash Page

Give a message that convey empathy



Language cue: Chrome Bug Report

Convey social presence through the language

ces via:

City:

State / Region:

Zip / Postal:

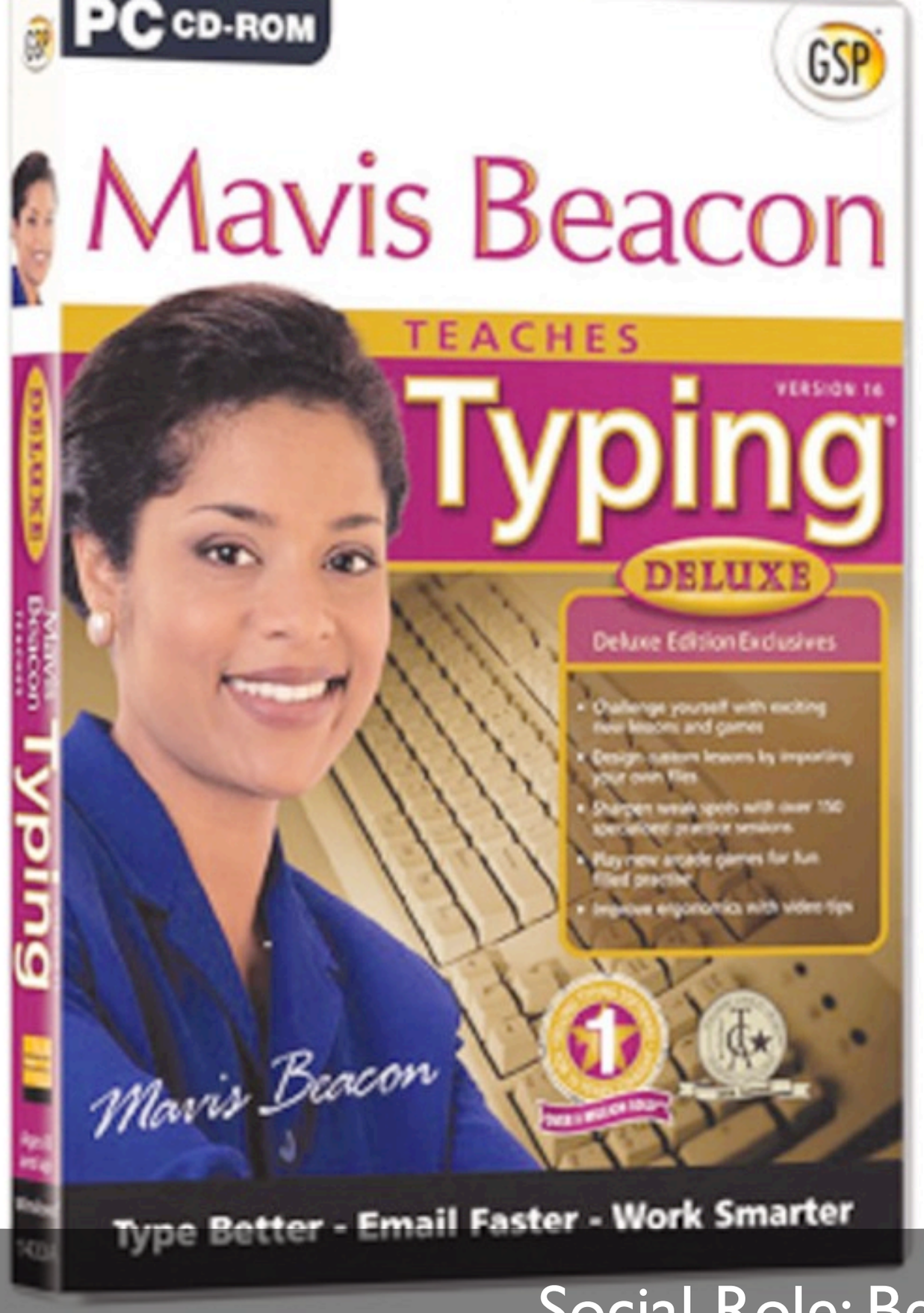
ct releases,
cial offers
have
y policy.

Register Later

Register Now

Social Dynamics: "Register Later"

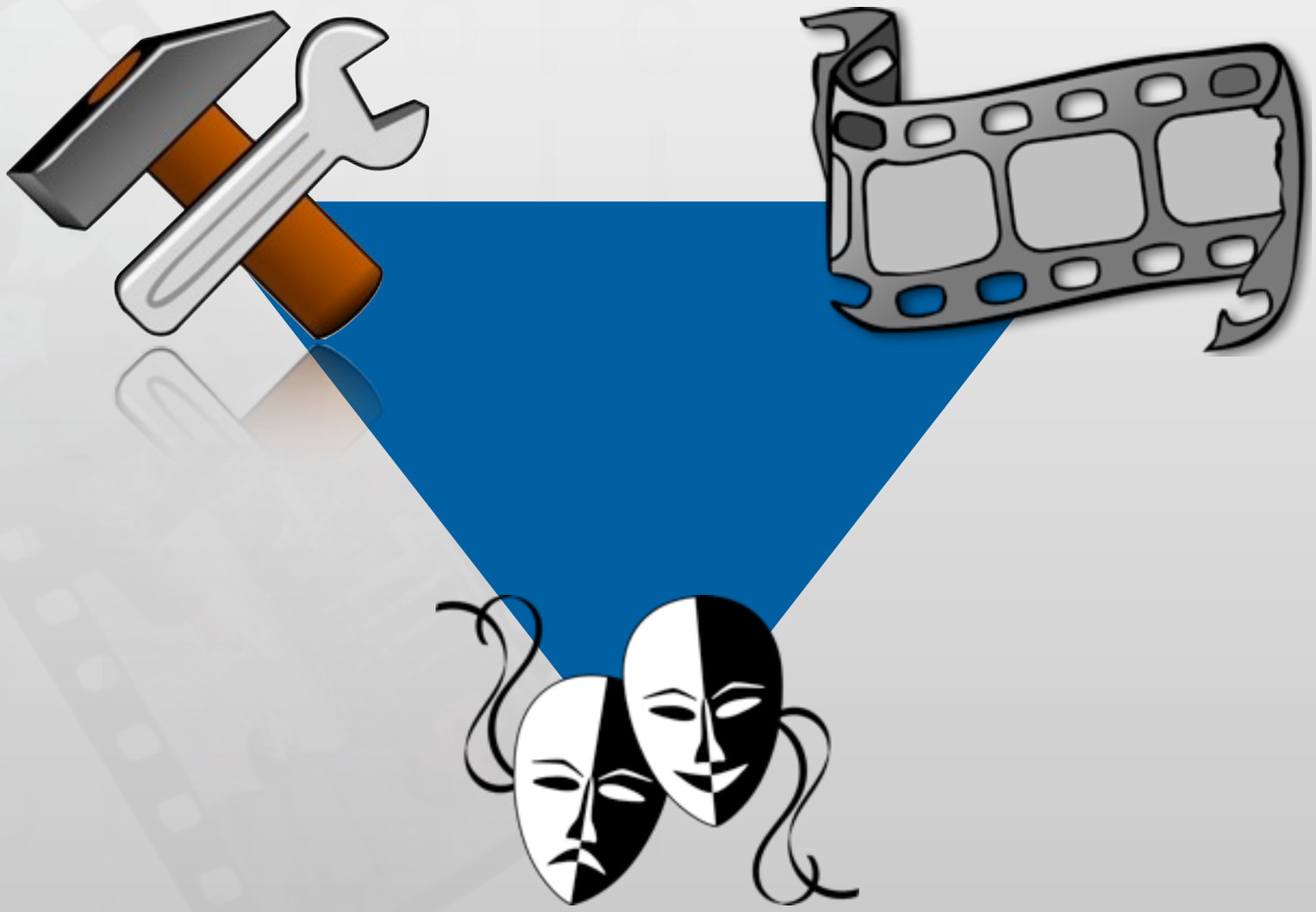
Instead of "no", the user made commitment to reconsider registration



Social Role: Being an authority

People trust the computer that has tutor or doctor

Summary



Resource

- Book: Fogg Persuasive Technology: Using Computers to Change What We Think and Do (2003)

- Papers

- Fogg et al. *Motivating, Influencing, and Persuading Users*. (2007) http://bjfogg.com/hci.pdf

  Abridged version of the book

- Oinas-Kukkonen and Harjumaa. *A Systematic Framework for Designing and Evaluating Persuasive Systems* (2008) http://www.springerlink.com/content/h7n7k22740h6003p/

  Table of principles and corresponding examples

- Fogg. *Creating Persuasive Technologies: An Eight-Step Design Process* (2009) http://dx.doi.org/10.1145/1541948.1542005

  Design process

Project Coaching Schedule

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