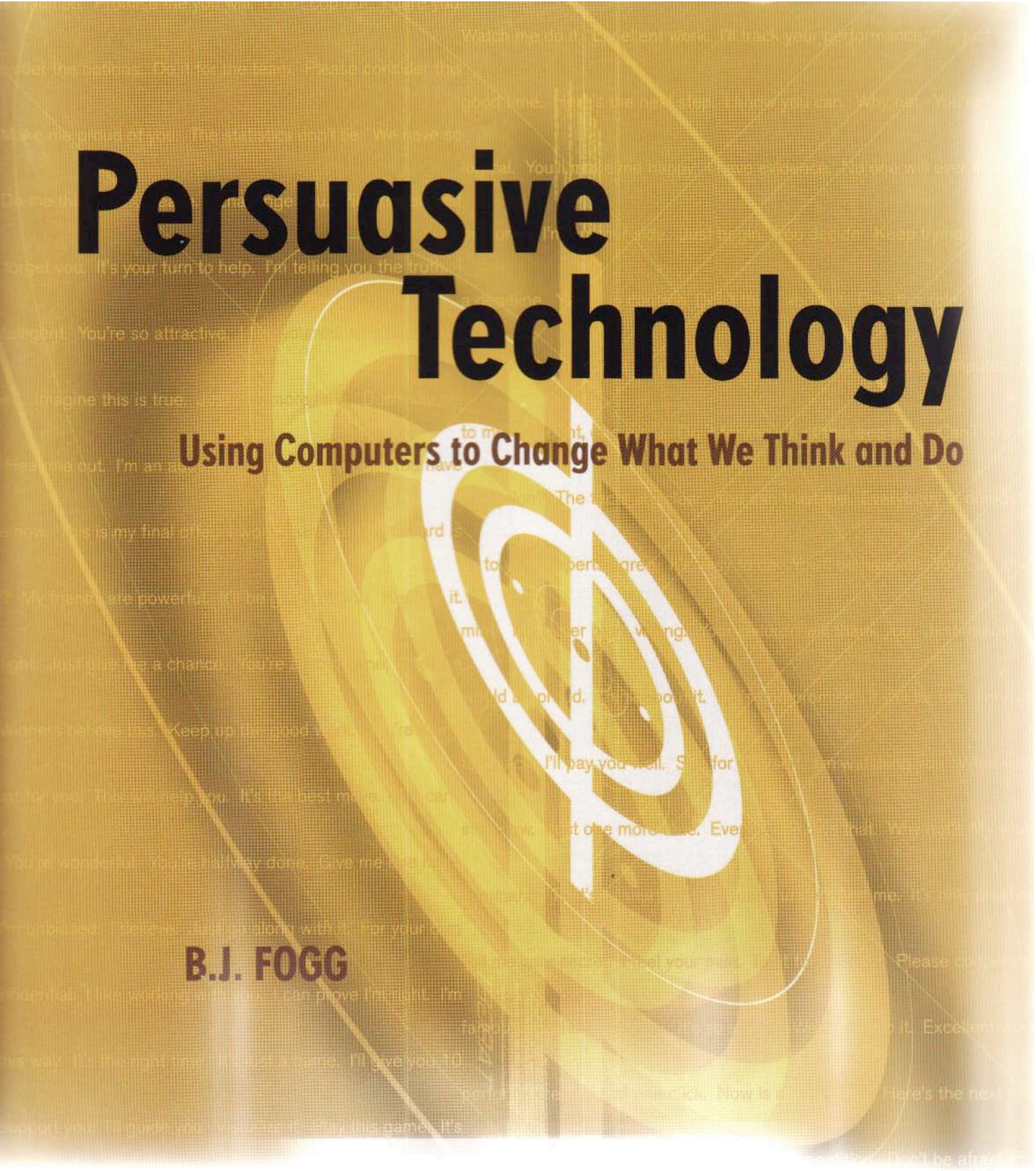
Persuasive Technology

Using Computers to Change What We Think and Do



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Appendix
Summary of Principles

Chapter 3: Computers as Persuasive Tools

Principle of Reduction

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.

Principle of Tunneling

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

Principle of Tailoring

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.

Principle of Suggestion

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

Principle of Self-Monitoring

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

Principle of Surveillance

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

Principle of Conditioning

Computing technology can use positive reinforcement to shape complex behavior or transform existing behaviors into habits.

Chapter 4: Computers as Persuasive Media: Simulation

Principle of Cause and Effect

Simulations can persuade people to change their attitudes or behaviors by enabling them to observe immediately the link between cause and effects.

Principle of Virtual Rehearsal

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

Principle of Virtual Rewards

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.

Principle of Simulations in Real-World Contexts

Portable simulation technologies designed for use during everyday routines can highlight the impact of certain behaviors and motivate behavior or attitude change.

Chapter 5: Computers as Persuasive Social Actors

Principle of Attractiveness

A computing technology that is visually attractive to target users is likely to be more persuasive as well.

Principle of Similarity

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

Principle of Praise

By offering praise, via words, images, symbols, or sounds, computing technology can lead users to be more open to persuasion.

Principle of Reciprocity

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

Principle of Authority

Computing technology that assumes roles of authority will have enhanced powers of persuasion.

Chapter 6: Credibility and Computers

Principle of Trustworthiness

Computing technology that is viewed as trustworthy (truthful, fair, and unbiased) will have increased powers of persuasion.

Principle of Expertise

Computing technology that is viewed as incorporating expertise (knowledge, experience, and competence) will have increased powers of persuasion.

Principle of Presumed Credibility

People approach computing technology with a preconceived notion about credibility, based on general assumptions about what is and is not believable.

Principle of Surface Credibility

People make initial assessments of the credibility of computing technology based on firsthand inspection of surface traits like layout and density of ads.

Principle of Reputed Credibility

Third-party endorsements, especially from respected sources, boost perceptions of credibility of computing technology.

Principle of Earned Credibility

Credibility can be strengthened over time if computing technology performs consistently in accordance with the user's expectations.

Principle of (Near) Perfection

Computing technology will be more persuasive if it never (or rarely) commits what users perceive as errors.

Chapter 7: Credibility and the World Wide Web

Principle of "Real-World Feel"

A Web site will have more credibility if it highlights the people or organization behind the content and services it provides.

Principle of Easy Verifiability

Credibility perceptions will be enhanced if a Web site makes it easy for users to check outside sources to verify the accuracy of site content.

Principle of Fulfillment

A Web site will have increased credibility when it fulfills users' positive expectations.

Principle of Ease-of-Use

A Web site wins credibility points by being easy to use.

Principle of Personalization

Web sites that offer personalized content and services get a boost in credibility.

Principle of Responsiveness

The more responsive to users, the greater the perceived credibility of a Web site.

Chapter 8: Increasing Persuasion through Mobility and Connectivity

Principle of Kairos

Mobile devices are ideally suited to leverage the principle of kairos—offering suggestions at opportune moments—to increase the potential to persuade.

Principle of Convenience

Interactive experiences that are easy to access (ideally, just a click away on a mobile device) have greater opportunity to persuade.

Principle of Mobile Simplicity

Mobile applications that are easy to use will have greater potential to persuade.

Principle of Mobile Loyalty

Mobile applications that are perceived to serve the needs and wishes of the owner first, rather than those of an outside party, will have greater persuasive powers.

Principle of Mobile Marriage

Mobile applications designed to persuade should support an intensive, positive relationship (many interactions or interactions over a long time period) between the user and the product.

Principle of Information Quality

Computing technology that delivers current, relevant, and well-coordinated information has greater potential to create attitude or behavior change.

Principle of Social Facilitation

People are more likely to perform a well-learned target behavior if they know they are being observed via computing technology, or if they can discern via technology that others are performing the behavior along with them.

Principle of Social Comparison

People will have greater motivation to perform a target behavior if they are given information, via computing technology, about how their performance compares with the performance of others, especially others who are similar to themselves.

Principle of Normative Influence

Computing technology can leverage normative influence (peer pressure) to increase the likelihood that a person will adopt or will avoid performing a target behavior.

Principle of Social Learning

A person will be more motivated to perform a target behavior if he or she can use computing technology to observe others performing the behavior and being rewarded for it.

Principle of Competition

Computing technology can motivate users to adopt a target attitude or behavior by leveraging human beings' natural drive to compete.

Principle of Cooperation

Computing technology can motivate users to adopt a target attitude or behavior by leveraging human beings' natural drive to cooperate.

Principle of Recognition

By offering public recognition (individual or group), computing technology can increase the likelihood that a person or group will adopt a target attitude or behavior.