Technological Interventions

Persuasive Technology

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applied to a broad range of behaviors

eco-feedback

Reflect (Froehlich et al), Kill-a-watt, UbiFit Garden (Consolvo et al)
applied to a broad range of behaviors

collaboration tools

<table>
<thead>
<tr>
<th>Rank</th>
<th>Team</th>
<th>Members</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>GitHub</td>
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<td>Nodejitsu</td>
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<td>Heroku</td>
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</tr>
<tr>
<td>4th</td>
<td>8th Light</td>
<td></td>
<td>267</td>
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</tbody>
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Github badges, Wikipedia Barnstars, leaderboard exampl
applied to a broad range of behaviors

health and wellness

My Fitness Buddy, Piano Stairs (TheFunTheory.com), Nike+, Kickit
applied to a broad range of behaviors

and more

Chore Wars, Balance (Munson et al), Kickstarter pie, Persuasive Technology (Fogg)
some high level principles

*Kairos*: intervene at the right time and place.

*Some principles from Fogg, Persuasive Technology: Using Computers to Change What We Think and Do (2002)*
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*Similarity and liking.*
but...

most of the expertise has been developed for ongoing behaviors, rather than one-off behaviors.
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Veiled Viral Marketing (Derek Hansen)

Socially Bounded Anonymity

“One of your friends who wishes to remain anonymous…”
Fact Check: HPV

Get the facts you need to protect yourself and others from Human Papillomavirus (HPV), a leading cause of cervical cancer and genital warts.

Think you know the facts about HPV?
Put your knowledge to test by taking this short quiz. Afterwards, don’t forget to share this important app with your friends. Not comfortable sharing stuff about an STD? Don’t worry, we’ve got you covered – just choose the option to send it anonymously. Then make sure to check out the additional resources and join other Facebook users in committing to protect yourself from HPV.

Take the Quiz!

I pledge to protect my health by:
- Getting vaccinated against HPV
- Talking to my doctor about my sexual health
- Telling at least one friend how to protect herself against HPV
- Sharing this page with at least one friend

Additional Resources
- Learn more about HPV
- Think you’re at risk for HPV?
- Learn more about cervical cancer
- Find an STD testing clinic

quiz!

How effective is the vaccine at preventing cervical cancer?

Use the slider to approximate your answer

63%

Answer: 94% to 100%

Gardasil, the only FDA approved vaccine, is between 95-100% effective against HPV types 6, 11, 16, 18. These are the main types that cause cervical cancer and genital warts.

Invite friends anonymously

The invites will be sent anonymously. Your information will not be disclosed.

From: HPVPrevention@prevent.org
Subject: Invitation to join FactCheck HPV on Facebook
To: (Please enter the email addresses of the friends you want to invite)

Message:
One of your friends has invited you to check out FactCheckHPV, a Facebook quiz created to spread awareness about HPV. Your friend believes this is important information to share, but wishes to remain anonymous.

To take the quiz and see how much you really know about

Hansen & Johnson 2012
Today is Election Day

Find your polling place on the U.S. Politics Page and click the "I Voted" button to tell your friends you voted.

I Voted

02622744
People on Facebook Voted

Troy Westhaus, Devin Adair, and 7 other friends have voted.
**some ideas**

**Show a norm of vaccination:** friends (or people like you) who have been vaccinated.

**Increase perceived benefits**
- highlight at-risk individuals in your network you may protect by getting vaccinated.
- “just $n$ more people in your network need to get vaccinated until you have herd immunity”

**Increase perceived risk:** $n$ people in your network (or friends, or people like you) have had the flu in the last year.

**Kairos:** Timely reminders – e.g., during a physical, make a **commitment** to get the flu vaccine at the appropriate season, set a reminder that will go off during flu season when near a pharmacy.
some tools


- Behavior Change Wizard, from the Captology Lab at Stanford.  