

Technological Interventions *Persuasive Technology*

Sean Munson

@smunson

smunson.com

samunson@umich.edu

applied to a broad range of behaviors

eco-feedback



applied to a broad range of behaviors

collaboration tools



A barnstar for you!



















The Editor's Barnstar

Adu2103 (talk) 13:36, 25 June 2011 (UTC)

[Send WikiLove](#)

Sending praise to someone on Wikipedia...

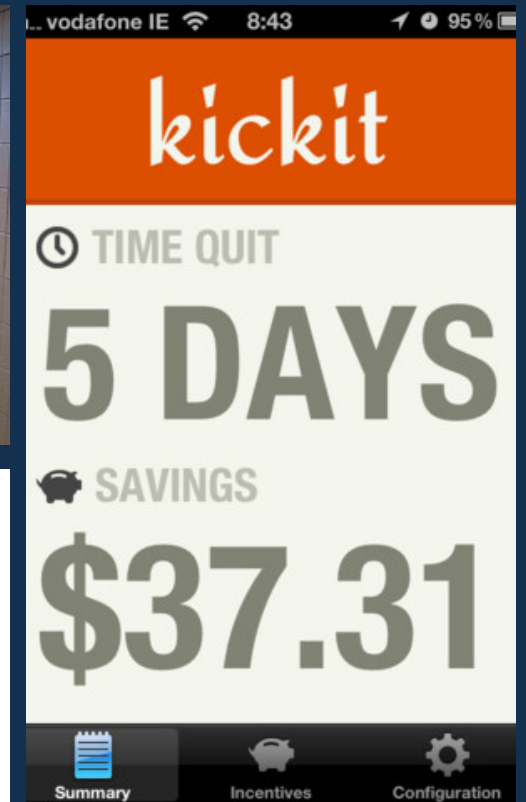
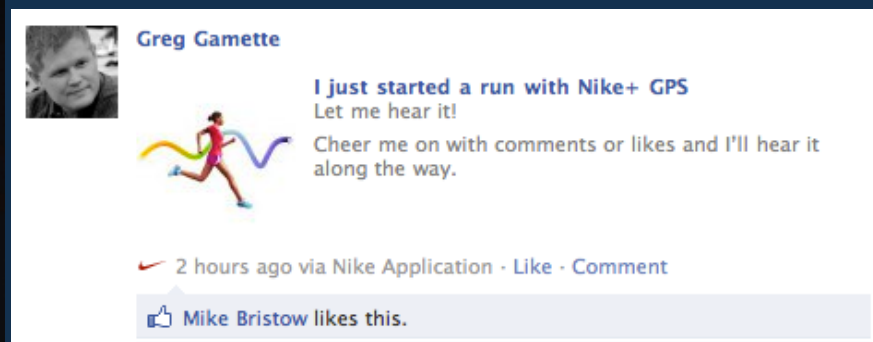
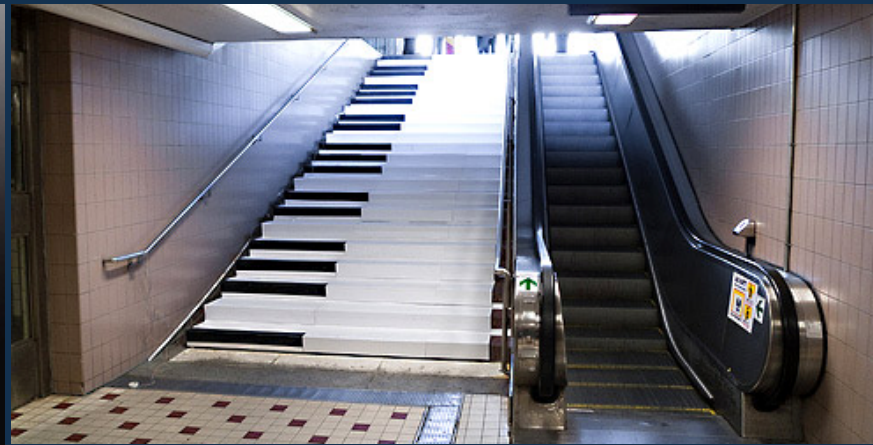
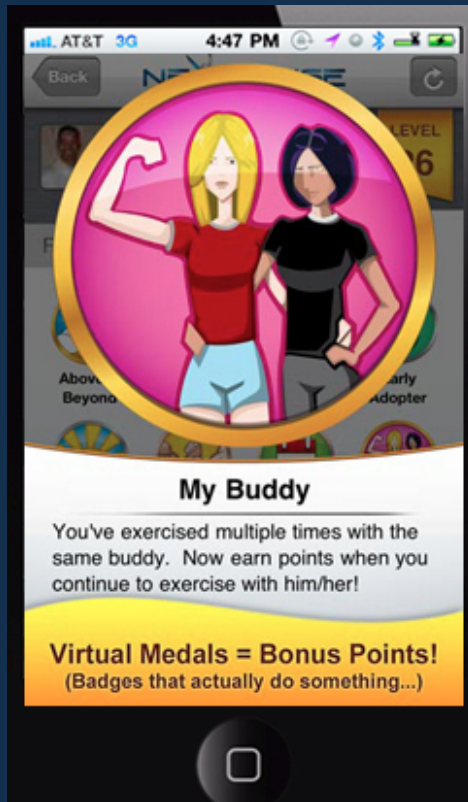
Team Leaderboard

Rank	Team	Members	Score
1st	 GitHub	   +46	300
2nd	 Nodejitsu	   +13	288
3rd	 Heroku	   +21	283
4th	 8th Light	   +25	267

Github badges, Wikipedia Barnstars, leaderboard exampl

applied to a broad range of behaviors

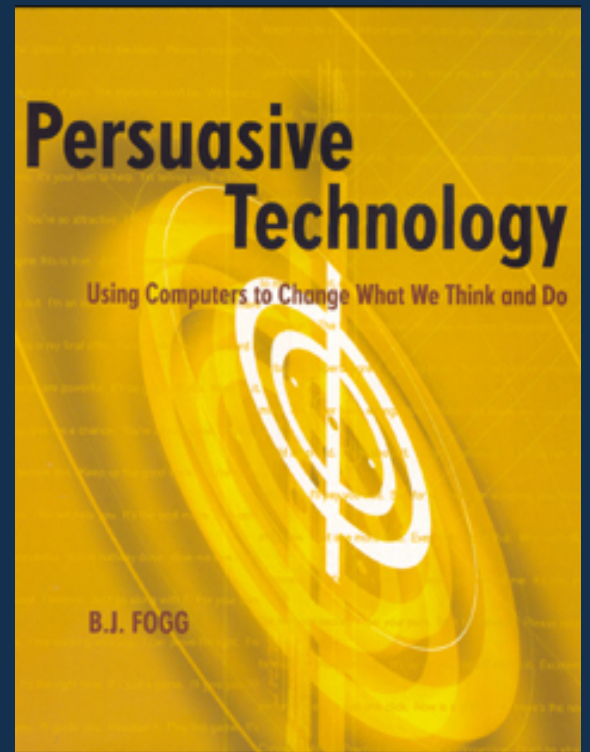
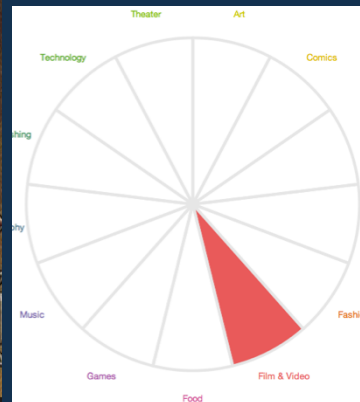
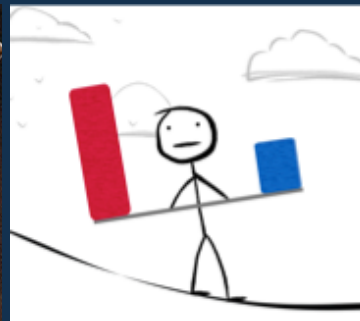
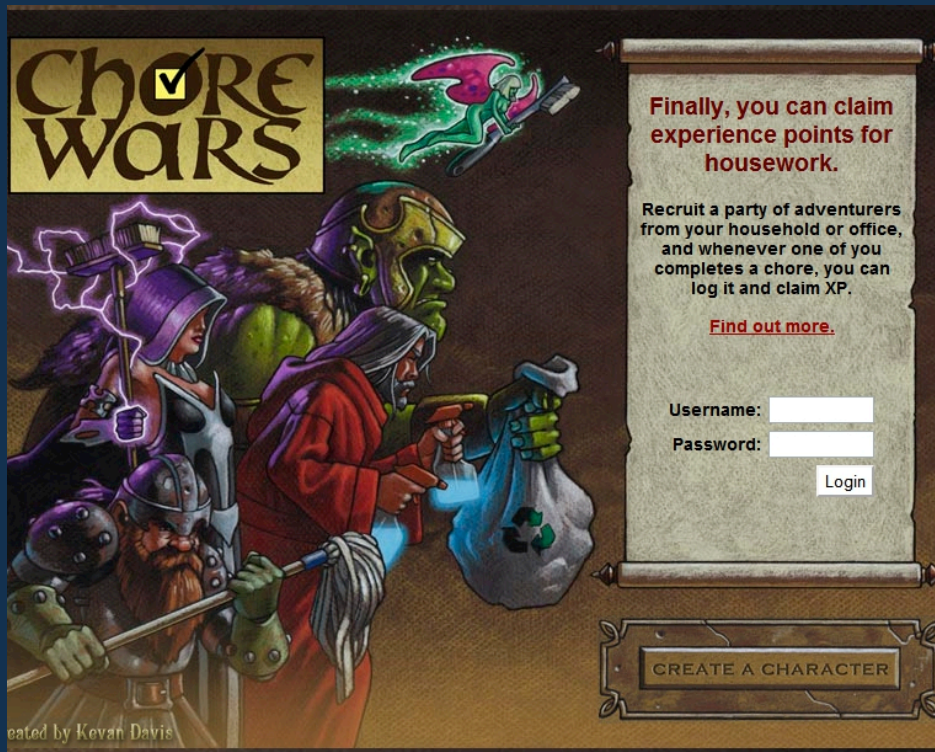
health and wellness



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)

The altVerto overlay displays the following data:

	TIME	MONEY	EMISSIONS
Bus	10 min	\$0	0.4 lbs CO ₂
Walk	15 min	\$0	0 lbs CO ₂
Bike	4 min	\$0.08	0 lbs CO ₂

Additional altVerto overlay details: 43°F, VIEW ROUTES @ altVerto

The speed limit sign shows a limit of 25. The speed camera sign shows a current speed of 32.

some high level principles

Kairos: intervene at the right time and place.

Objective monitoring & real time feedback to support self-regulation.

The collage consists of four distinct images:

- Top Left:** A close-up of a car's instrument cluster. The speedometer is partially visible with markings at 20, 40, 60, 80, 100, 120, and 140 MPH. A central digital display shows "ECO DRIVE LEVEL" with a bar chart and "EXCELLENT!" below it. Below the bar chart, it indicates "25 30 35 40 MPG".
- Top Right:** A screenshot of a sleep tracking application. It features a "zzzz" icon and states "YOUR SLEEP EFFICIENCY 94%". A horizontal bar chart shows sleep patterns from 3am to 8am, with teal representing "asleep" and red representing "active". Below the chart, a table provides summary statistics:

Category	Value
You went to bed at	2:41AM
Time to fall asleep	15min
Times awakened	5
You were in bed for	6hrs 2min
Actual sleep time	5hrs 25min
- Bottom Left:** The "Google POWERMETER" logo is shown next to a small line graph. The graph plots power consumption for various household appliances: dryer, fridge, web server, outdoor lights, TV, and heater.
- Bottom Right:** An image of an OMRON GOmart pedometer. The digital display shows "10258 steps" and "12:03". Below the display are buttons for "SET", "MEMO", and "MODE".

some high level principles

Kairos: intervene at the right time and place.

Objective monitoring & real time feedback to support self-regulation.

Tailoring based on context and individual.

CONTEXT-AWARE COMPUTING

Who Am I With?

What Am I Doing?

Where Am I Going?

How Am I Feeling?

Why Am I Here?

When Do I Need To Leave?

TAILORING HEALTH MESSAGES
Customizing Communication With Computer Technology

some high level principles

Kairos: intervene at the right time and place.

Objective monitoring & real time feedback to support self-regulation.

Tailoring based on context and individual.

Social proof, social pressure, & other forms of social influence.

The image is a collage of four panels illustrating social proof and feedback mechanisms:

- Top Left:** The 'stickK' logo with the tagline 'put a contract out on YOURSELF!'.
- Top Right:** A 'Your Profile' section from a movie rating site. It asks 'Ever wondered how many movies you've rated compared with other users like you?' and states: 'You have rated **287** movies. Compared with other users who joined Mov around the same time as you, **you've rated fewer movies** than the median (the median number of ratings is 500).'
- Bottom Left:** A 'TripAdvisor Traveller Rating' section showing a 5-star rating with 64 reviews. A bar chart below shows the distribution: 61 reviews for 5 stars, 3 for 4 stars, and 0 for 3 stars.
- Bottom Middle:** An eBay profile for 'aurora_book' (9514 stars) with a 'Top-rated seller' badge and a 'Watch this item' button.
- Bottom Right:** A Facebook 'Like' button with a '141k' like count.

some high level principles

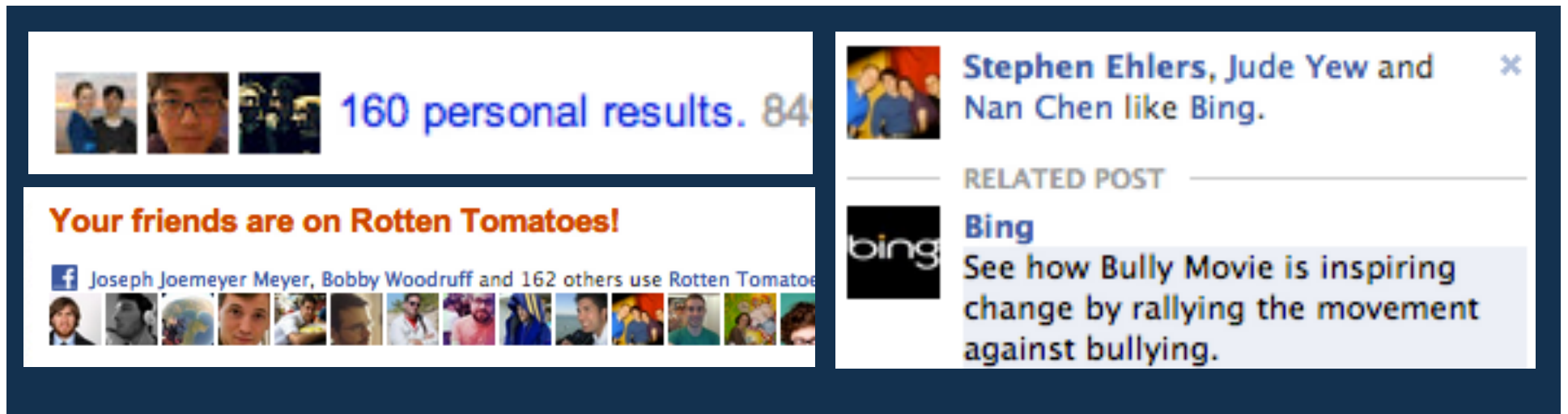
Kairos: intervene at the right time and place.

Objective monitoring & real time feedback to support self-regulation.

Tailoring based on context and individual.

Social proof, social pressure, & other forms of social influence.

Similarity and liking.



The image shows a screenshot of social media notifications and a related post. On the left, there are three small profile pictures followed by the text "160 personal results. 84". Below this is a notification titled "Your friends are on Rotten Tomatoes!" with a Facebook icon and the text "Joseph Joemeyer Meyer, Bobby Woodruff and 162 others use Rotten Tomatoes". Below the notification is a row of 16 small profile pictures. On the right, there is a notification from "Stephen Ehlers, Jude Yew and Nan Chen" stating they like "Bing". Below this is a "RELATED POST" section featuring a "bing" logo and the text "See how Bully Movie is inspiring change by rallying the movement against bullying."

but...

most of the expertise has been developed for ongoing behaviors, rather than one-off behaviors.

some high level principles

Kairos: intervene at the right time and place.

Objective monitoring & real time feedback to support self-regulation.

Tailoring based on context and individual.

Social proof, social pressure, & other forms of social influence.

Similarity and liking.

some high level principles

Kairos: intervene at the right time and place.

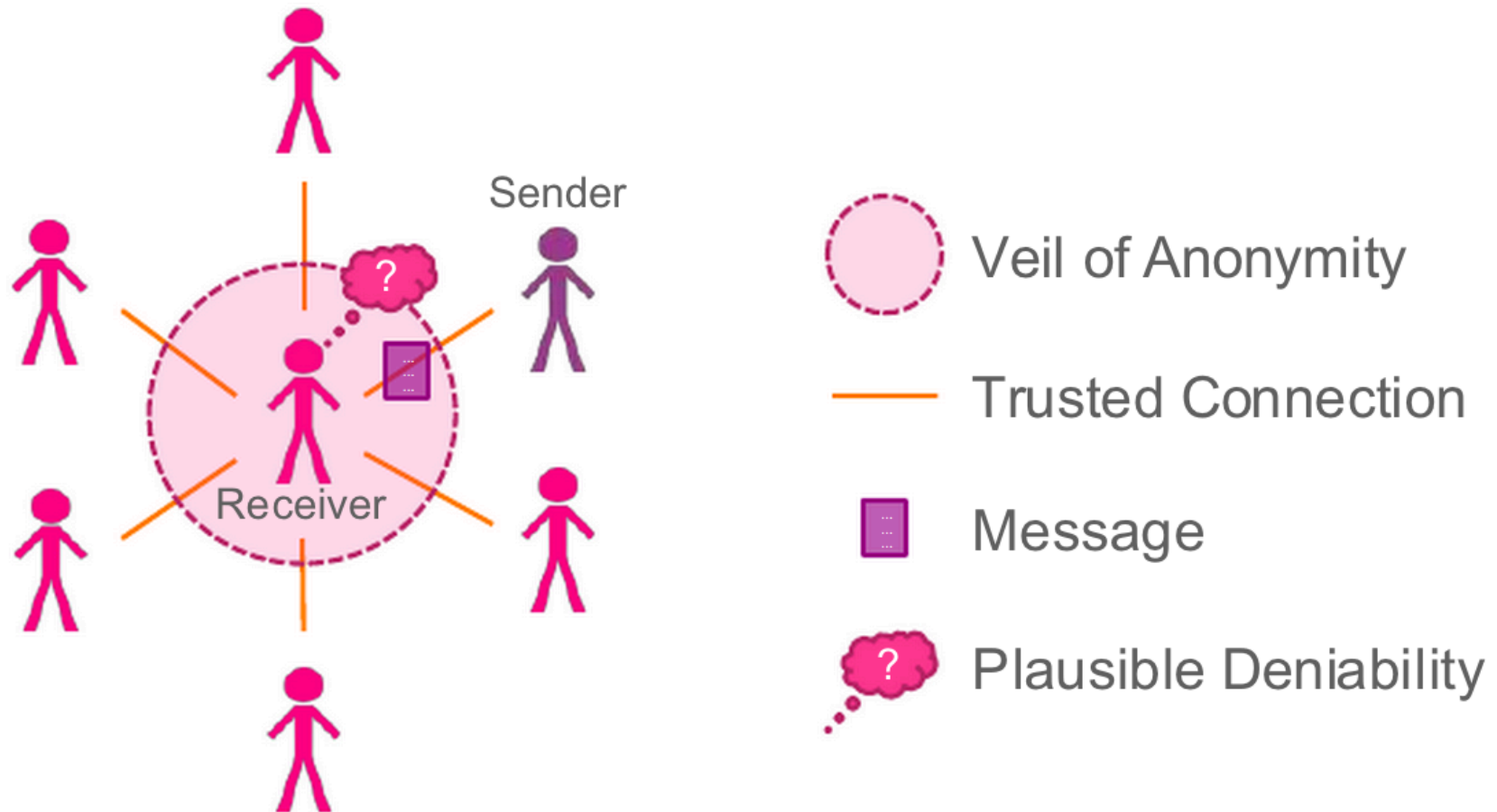
Objective monitoring & real time feedback to support self-regulation.

Tailoring based on context and individual.

Social proof, social pressure, & other forms of social influence.

Similarity and liking.

Veiled Viral Marketing (Derek Hansen)



Socially Bounded Anonymity

“One of your friends who wishes to remain anonymous...”

Fact Check: HPV

Invite Friends

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



quiz!

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 chose 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!

Think you know the facts about HPV?

How effective is the vaccine at preventing cervical cancer?

Use the slider to approximate your answer



63%

Next

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 FactCheck:HPV, 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

Invite or [Cancel](#)

Hansen & Johnson 2012

Today is Election Day

What's this? • close

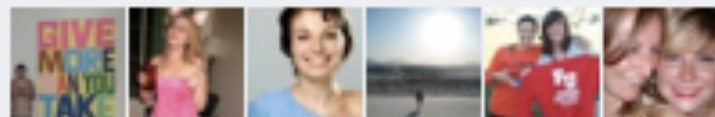


Find your polling place on the U.S. Politics Page and click the "I Voted" button to tell your friends you voted.

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

- **“Design with Intent: 101 Patterns for Influencing Behaviour Through Design”** from Dan Lockton, David Harrison & Neville A. Stanton.
<http://www.danlockton.com/dwi/>
- **Behavior Change Wizard**, from the Captology Lab at Stanford.
<http://www.behaviorwizard.org/wp/>