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Persuasive technology - Wikipedia

Persuasive technology is broadly defined as technology that 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

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An overview of the study of "captology"--the study of computers as persuasive technologies--examines the integration of behavior altering techniques and information technology.

Persuasive Game Design: A model and its definitions.

Persuasive Game Design: A model and its definitions. Abstract The following position paper proposes a general theoretical model for persuasive game design.

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