

Prepričljive tehnologije

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Prepričevanje – persuasion

Prepričevanje je:

- ▶ **vpliv** na prepričanja, stališča, namere, motivacije, ali vedenje posameznika ali skupine
- ▶ **postopek** namenjen spreminjanju odnosa ali vedenja ljudi, s pomočjo pisne ali govornjene besede namenjene posredovanju informacij, čustev ali obrazložitev, ali njihove kombinacije.

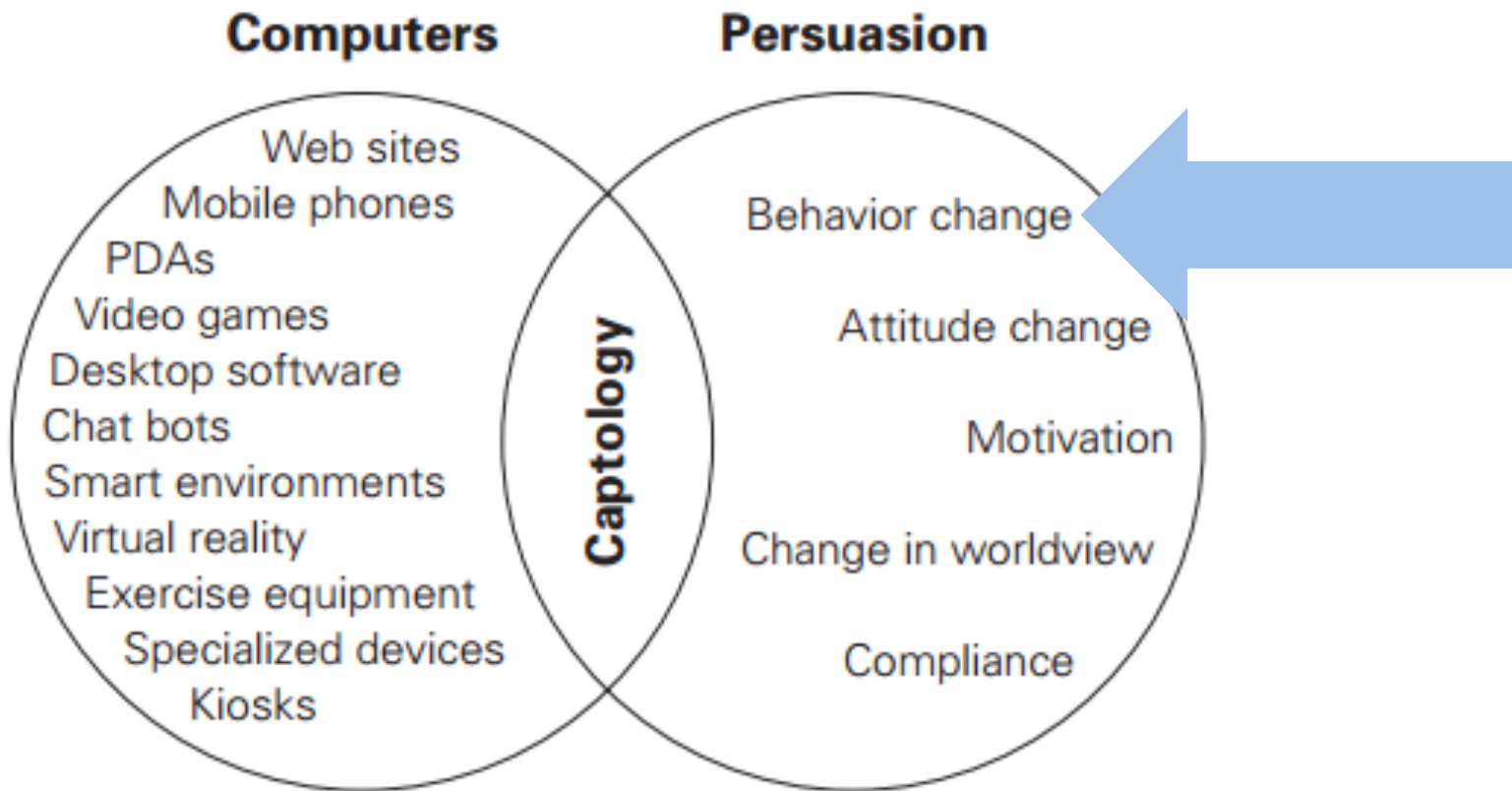
Definicija



BJ Fogg, Stanford University

“technology that is designed to change attitudes or behaviors of the users through persuasion and social influence, but not through coercion”

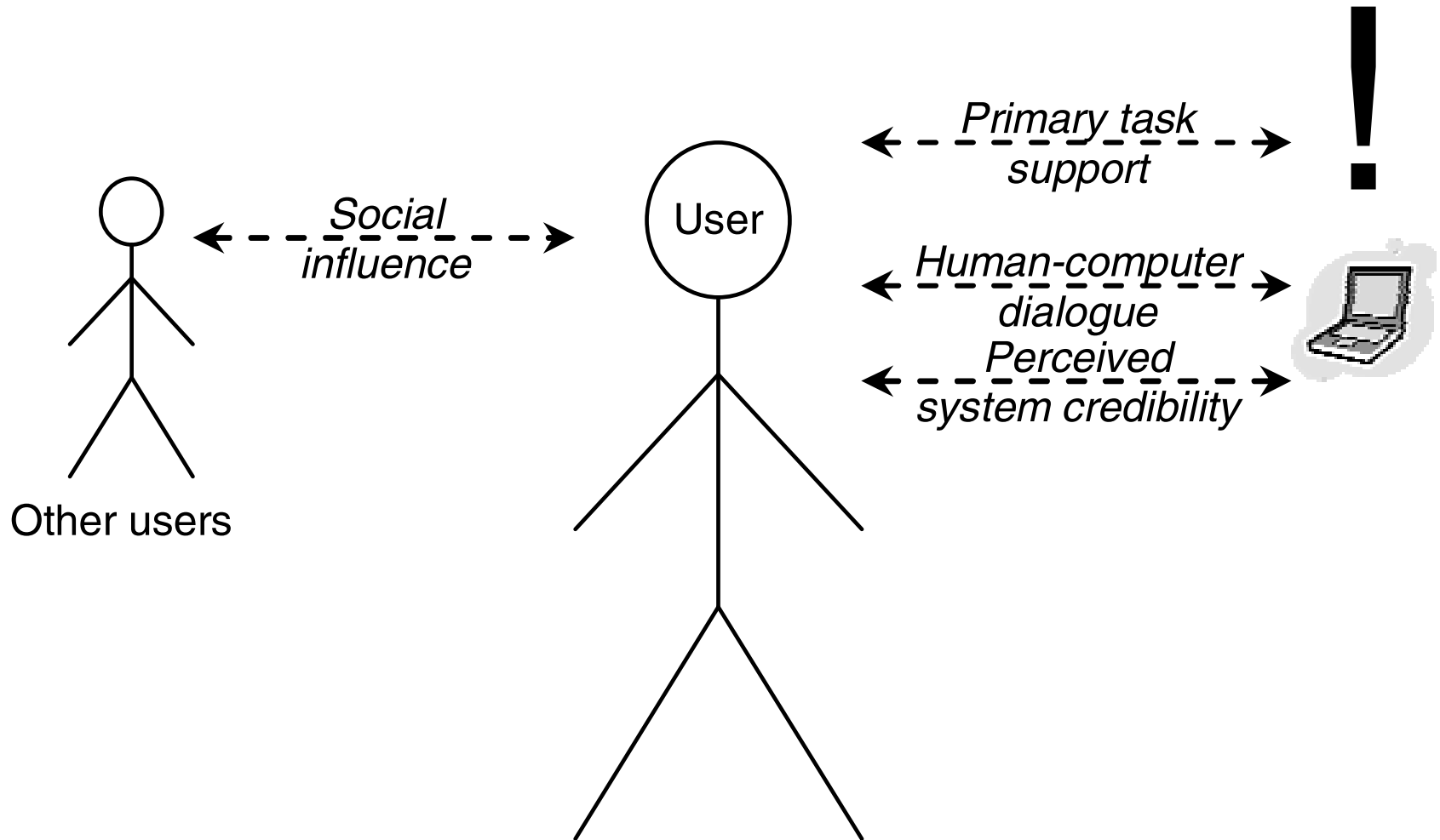
Fogg 2002



Vedenje

- ▶ Trajnostno vedenje
- ▶ Zdravstveno vedenje
- ▶ Potrošniško vedenje
- ▶ Moralno vedenje

Sprememba vedenja



Sprememba vedenja – oblikovanje in psihologija

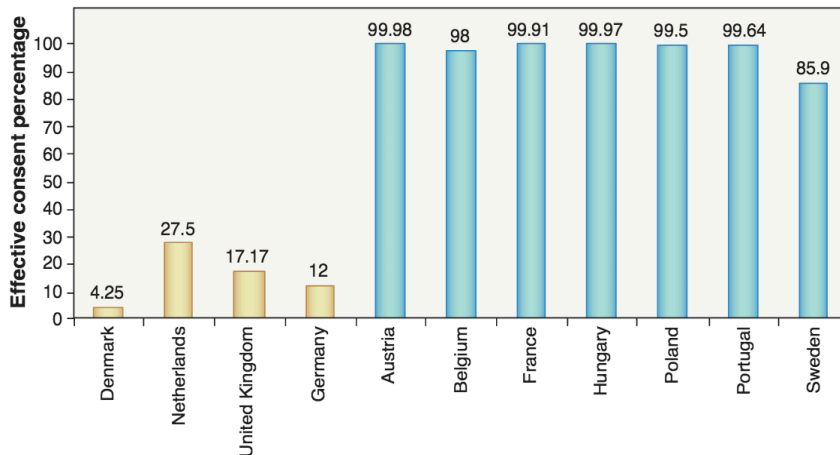


Sprememba vedenja

Oblikovanje

Privzeta vrednost – donacija organov.

Negativno in pozitivno poudarjeno vedenje s preprosto oblikovno odločitvijo – privzeta vrednost na obrazcu.



Effective consent rates, by country. Explicit consent (opt-in, gold) and presumed consent (opt-out, blue).

Psihologija

Three studies explored whether odor can influence people's cognition and behavior without their being consciously aware of the influence ... Finally, a third study established that the mere exposure to the scent of all-purpose cleaner caused participants to keep their direct environment more clean during an eating task.

Sprememba vedenja – Družbeni vpliv



Ko se čustva, mnenja ali vedenje spremeni zaradi vpliva drugih.

Družbeni vpliv (social influence) se kaže v obliki:

- prilagajanja, ugajanja, socializacije, poslušnosti,
- vodenja, prepričevanja, trženja.

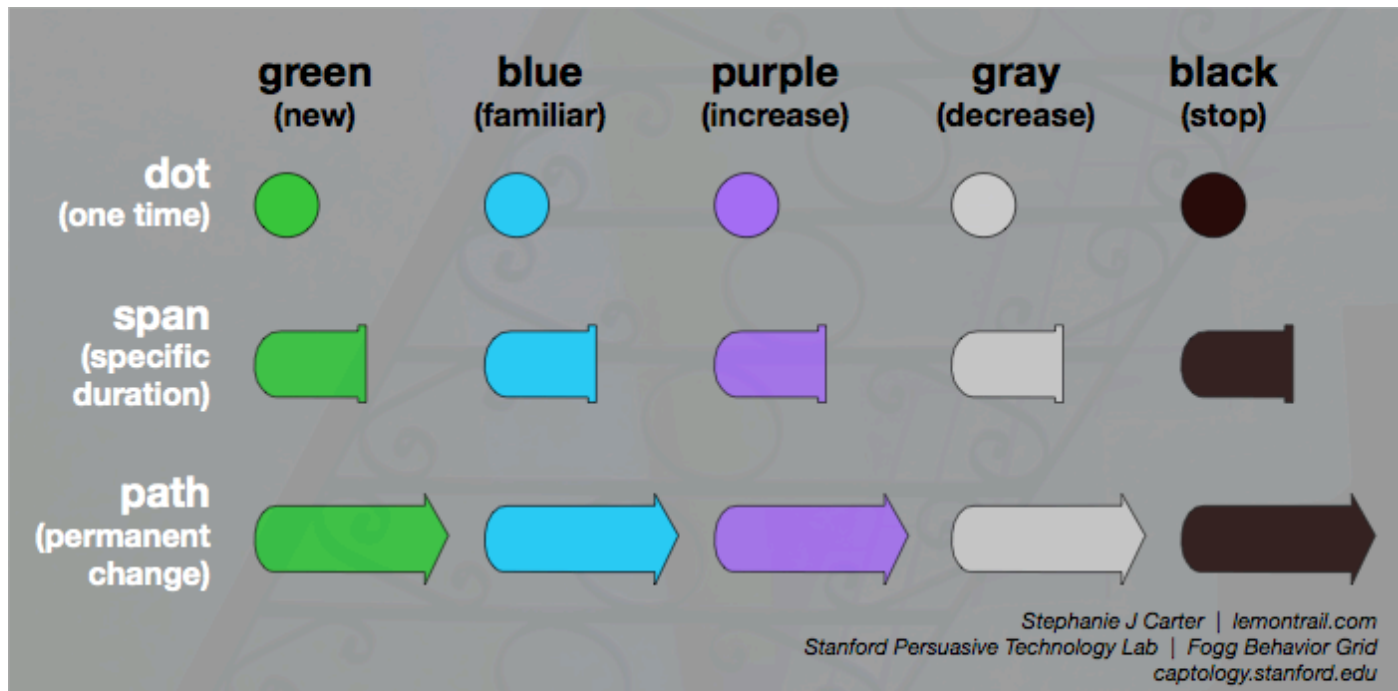
Šest ključnih načel vpliva na vedenje ljudi:

- ▶ Vzajemnost – vrniti uslugo
- ▶ Zavezanost in Doslednost – slediti cilju
- ▶ Družbeno prilagajanje – pogled v zrak sredi trga
- ▶ Slediti avtoriteti – Milgramov poskus z elektrošokom pri napačnem odgovoru
<https://www.youtube.com/watch?v=xOYLCy5PVgM>
- ▶ Naklonjenost – slediti ljudem, ki so nam všeč (npr. Reklame, Bernie Madoff ponzi)
- ▶ Pomanjkanje – samo še 3 primerki na voljo!

Fogg-ova mreža vedenja

Tip vedenja

Trajanje vedenja



Foggova mreža - primeri

| | Green behavior Do NEW behavior, one that is unfamiliar | Blue behavior Do FAMILIAR behavior | Purple behavior INCREASE behavior intensity or duration | Gray behaviors DECREASE behavior intensity or duration | Black behavior STOP doing a behavior |
|---|---|---|---|--|---|
| Dot behavior is done ONE-TIME | GreenDot Do NEW behavior one time <i>Install solar panels on house</i> | BlueDot Do FAMILIAR behavior one time <i>Tell a sister about eco-friendly soap</i> | PurpleDot INCREASE behavior one time <i>Plant more trees and native plants</i> | GrayDot DECREASE behavior one time <i>Buy fewer cases of bottled water today</i> | BlackDot STOP doing a behavior one time <i>Turn off space heater for tonight</i> |
| Span behavior has a DURATION, such as 40 days | GreenSpan Do NEW behavior for a period of time <i>Try carpooling to work for three weeks</i> | BlueSpan Do FAMILIAR behavior for a period of time <i>Bike to work for two months.</i> | PurpleSpan INCREASE behavior for a period of time <i>Recycle more of household waste for one month</i> | GraySpan DECREASE behavior for a period of time <i>Take shorter showers this week</i> | BlackSpan STOP a behavior for a period of time <i>Don't water lawn during summer</i> |
| Path behavior is done FROM NOW ON, a lasting change | GreenPath Do NEW behavior from now on <i>Start growing own vegetables</i> | BluePath Do FAMILIAR behavior from now on <i>Turn off lights when leaving room</i> | PurplePath INCREASE behavior from now on <i>Buy more local produce</i> | GrayPath DECREASE behavior from now on <i>Eat less meat from now on</i> | BlackPath STOP a behavior from now on <i>Never litter again</i> |

Novo vedenje – enkratno

- ▶ Namestimo solarne celice na hišo.
- ▶ Danes za malico jejmo alge.



Piano stairs

66% več ljudi je uporabilo stopnice kot ponavadi.



Novo vedenje – daljše obdobje

- ▶ Počnimo jogo vsak dan po pol ure dva tedna.
- ▶ Naslednji teden s vozimo s sodelavcem v službo.



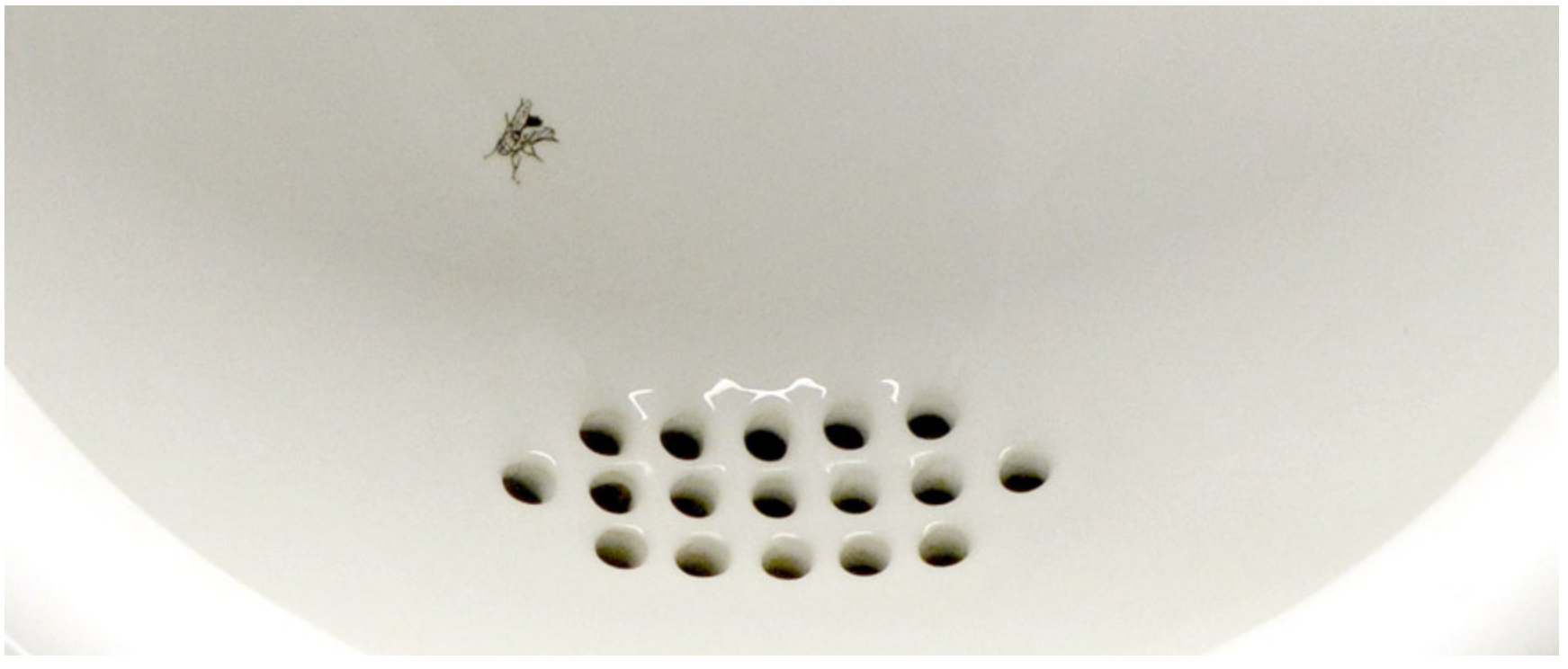
Novo vedenje – trajno

- ▶ Začnimo vrtnariti, zbirati znamke ...



The Urinal Fly

Letališče Amsterdam – 80% manj razlitij



Znano vedenje – enkratno

- ▶ Mami povejmo za ekološko milo in kako nam odgovarja.
- ▶ Danes očistimo zobe z zobno nitko.



Ponovna uporaba brisač v hotelih



- ▶ **HELP SAVE THE ENVIRONMENT.**
You can show your respect for nature and help save the environment by reusing your towels during your stay.
- ▶ **PARTNER WITH US TO HELP SAVE THE ENVIRONMENT**
In exchange for your participation in this program, we at the hotel will donate a percentage of the energy savings to a nonprofit environmental protection organization. The environment deserves our combined efforts. You can join us by reusing your towels during your stay.
- ▶ **JOIN YOUR FELLOW GUESTS IN HELPING TO SAVE THE ENVIRONMENT**
Almost 75% of guests who are asked to participate in our new resource savings program do help by using their towels more than once. You can join your fellow guests to help save the environment by reusing your towels during your stay.
- ▶ **WE'RE DOING OUR PART FOR THE ENVIRONMENT. CAN WE COUNT ON YOU?**
Because we are committed to preserving the environment, we have made a financial contribution to a nonprofit environmental protection organization on behalf of the hotel and its guests. If you would like to help us in recovering the expense, while conserving natural resources, please reuse your towels during your stay.

KATERA je NAJBOLJŠA?

- ▶ Druga: ti narediš nekaj in jaz bom naredil nekaj nazaj! Ljudje ne radi najprej nekaj dajo v zameno za nekaj, za kar ne vedo če se bo v resnici zgodilo.
- ▶ Zadnja -> družbeni vpliv. Mi smo nekaj že naredili, zdaj si ti na vrsti. Ljudje se počitijo primorane vrniti darilo.

Znano vedenje – daljše obdobje

- ▶ Kolesarimo v službo naslednja dva meseca.
- ▶ Pijemo vodo, ko vstanemo naslednjih 30 dni.



Znano vedenje – trajno

- ▶ Ugasnemo luč, ko zapustimo sobo.
- ▶ Vsakič ko gremo na sonce, se namažemo s sončno kremo.



Henry Ellis-Paul's Tap Meter

V razmislek: a je tak merilec rešitev težav ali povečuje občutek krivde?



Henry Ellis-Paul's Tap Meter

V razmislek: a je tak merilec rešitev težav ali povečuje občutek krivde?

Splahnjevanje posode: nožni pedal nam omogoča da med splahnjevanjem dveh krožnikov zapremo dovod vode.



Števec s prikazano porabo



Poudarimo vedenje – enkratno

- ▶ Danes bodimo pozorni med kosilom na dogajanje okoli nas.
- ▶ Posadimo več dreves.

Poudarimo vedenje – določeno obdobje

- ▶ Povečamo dolžino spanja na 8 ur cel naslednji teden.
- ▶ Striktno recikliramo vse smeti naslednji mesec.

Persuasive mirror

Vizualizacija
prehranjevalnih
in spalnih
navad, ter
posledic
kajenja in
sončenja.



Philips DirectLife

The slow, step-by-step program starts by tracking how much you move every day. We'll help you set goals and track your progress. We'll make suggestions about how to increase your activity levels at your own pace, and provide you a personal coach who can help you stay motivated. It's a program you can stick to for the long term, because it's custom built for you.



BinCam



Thieme A, Comber R, Miebach J, Weeden J, Kraemer N, Lawson S, Olivier P. "We've bin watching you": designing for reflection and social persuasion to promote sustainable lifestyles. CHI'12

Poudarimo vedenje – trajno

- ▶ Od danes naprej preživimo več časa z družino in prijatelji.
- ▶ Od danes kupujemo več lokalnih izdelkov.

Tehnica v Abri na postajališču



Oblikovanje N5

- ▶ Kaj je narobe s to tehtnico?
- ▶ Reklama za fitnes. Lahko bi bila pa trajna namestitvev.
- ▶ Ljudi razgalja v javnosti.

Zmanjšamo vedenje – enkratno

- ▶ Kupimo le eno plastenko vode danes.
- ▶ Zvečer pojemo le polovico (obilne) večerje.



Zmanjšamo vedenje – določeno obdobje

- ▶ Popijemo le eno kavo na dan ta teden.
- ▶ Skrajšamo čas pod tušem naslednja dva tedna.



Zmanjšamo vedenje – trajno

- ▶ Zmanjšamo količino sladkarij dnevno.



Končamo vedenje – enkratno

- ▶ Ugasnemo gretje danes ponoči.
- ▶ Med današnjim nakupom ne kupimo sladkarij.

Končamo vedenje – daljše obdobje

- ▶ Ne zalivamo trave celo poletje.
- ▶ Naslednji teden pri kosilu ne omenjamo službenih zadev.




Končamo vedenje – trajno

- ▶ Nikoli več ne smetimo.
- ▶ Ne jemo več hitro pripravljene hrane.

Negativno končanje vedenja

Nespremenjeno privzeto geslo



Cisco E-Mail Manager Administration

Login Name:

Password:

Log In

Default Password List

Last updated: 02.22.2010

| Vendor | Model | Version | Access Type | Username | Password |
|--------|---------------------------------|---------------------|-------------|----------|-----------|
| 3COM | CoreBuilder | 7000/6000/3500/2500 | Telnet | debug | synnet |
| 3COM | CoreBuilder | 7000/6000/3500/2500 | Telnet | tech | tech |
| 3COM | HiPerARC | v4.1.x | Telnet | adm | (none) |
| 3COM | LANplex | 2500 | Telnet | debug | synnet |
| 3COM | LANplex | 2500 | Telnet | tech | tech |
| 3COM | LinkSwitch | 2000/2700 | Telnet | tech | tech |
| Huawei | E960 | | | admin | admin |
| 3COM | NetBuilder | | SNMP | | ILMI |
| 3COM | Netbuilder | | Multi | admin | (none) |
| 3COM | Office Connect ISDN Routers | 5x0 | Telnet | n/a | PASSWORD |
| 3COM | SuperStack II Switch | 2200 | Telnet | debug | synnet |
| 3COM | SuperStack II Switch | 2700 | Telnet | tech | tech |
| 3COM | OfficeConnect 812 ADSL | | Multi | adminftd | adminftd |
| 3COM | Wireless AP | ANY | Multi | admin | comcomcom |
| 3COM | CellPlex | 7000 | Telnet | tech | tech |
| 3COM | cellplex | 7000 | Telnet | admin | admin |
| 3COM | cellplex | 7000 | | operator | (none) |
| 3COM | HiPerARC | v4.1.x | Telnet | adm | (none) |
| 3COM | 3Com SuperStack 3 Switch 3300XM | | | security | security |

Orodja pri oblikovanju

- ▶ Zmanjšanje (reduction)
- ▶ Usmerjanje (tunneling)
- ▶ Prikrojevanje (tailoring)
- ▶ Namigovanje (suggestion)
- ▶ Osebno spremljanje (self-monitoring)
- ▶ Pogojevanje (conditioning)

Zmanjševanje

amazon.co.uk
Try Prime

Cristina's Amazon Today's Deals Gift Cards Sell Help

Super Saver Delivery
Is Changing > Learn more

Shop by
Department

Search

DVD & Blu-ray

Go

Hello, Cristina
Your Account

Try
Prime

2
Basket

Wish
List

DVD & Blu-ray Advanced Search Browse Genres New & Future Releases Blu-ray Best Sellers TV Box Sets Bargains LOVEFILM By Post Prime Instant Video Shop Instant Video

amazon
Prime

Unlimited streaming of Movies & TV

> Start your 30-day free trial

Featured Categories > Box Sets



Roll over image to zoom in

Parks & Recreation: Season Five [DVD]

Amy Poehler (Actor, Primary Contributor), Rob Lowe (Actor, Primary Contributor), Greg Daniels (Director) | Rated: Suitable for 15 years and over | Format: DVD

★★★★☆ 33 customer reviews

Price: £18.75 & FREE Delivery in the UK on orders over £20. Details

In stock.

Dispatched from and sold by Amazon. Gift-wrap available.

Want it delivered to Italy - Mainland by Monday, 11 May? Order within 18 hrs 27 mins and choose One-Day Delivery at checkout. Details

20 new from £17.99 2 used from £18.30 1 collectible from £45.49

Share



Quantity: 1

Add to Basket

or 1-Click Checkout

Buy now with 1-Click®

Dispatch to:

Cristina Viganò - Briosco

This is a gift

Add to Wish List

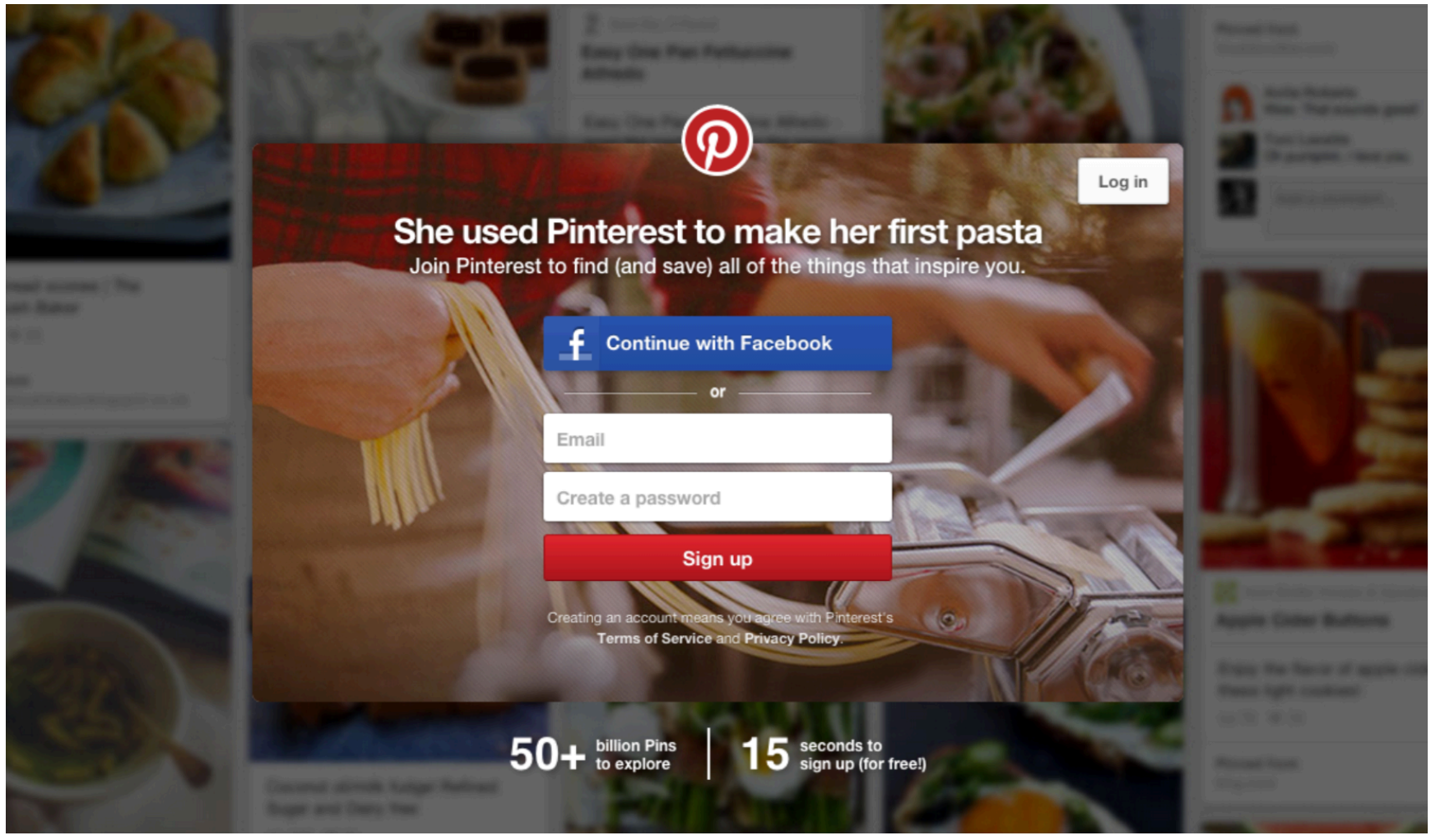
Other Sellers on Amazon

23 used & new from £17.99


Have one to sell?

Sell on Amazon

Zmanjševanje




The image shows a Pinterest sign-up overlay on a background of various food items. The overlay is centered and features the Pinterest logo at the top. Below the logo, there is a 'Log in' button. The main headline reads 'She used Pinterest to make her first pasta' followed by the sub-headline 'Join Pinterest to find (and save) all of the things that inspire you.' Below this, there are three input fields: a blue button for 'Continue with Facebook', a white field for 'Email', and another white field for 'Create a password'. A red 'Sign up' button is positioned below the password field. At the bottom of the overlay, there is a line of text: 'Creating an account means you agree with Pinterest's Terms of Service and Privacy Policy.' At the very bottom of the overlay, there are two statistics: '50+ billion Pins to explore' and '15 seconds to sign up (for free!)'.

 [Log in](#)

She used Pinterest to make her first pasta

Join Pinterest to find (and save) all of the things that inspire you.

 [Continue with Facebook](#)


or

[Sign up](#)

Creating an account means you agree with Pinterest's [Terms of Service](#) and [Privacy Policy](#).

50+ billion Pins to explore | **15** seconds to sign up (for free!)

Zmanjševanje




INTRODUCING
amazon dash
BUTTON

- Just press and never run out
- Buy from Amazon with confidence—get the same low prices we offer on Amazon.com
- Choose from favorite household products

FREE
For invited customers

Exclusively for Prime Members
[Learn more](#)

[Sign in to continue](#)

 WATCH VIDEO

Place it. Press it. Get it.

Dash Button comes with a reusable adhesive and a hook so you can hang, stick, or place it right where you need it. Keep Dash Button handy in the kitchen, bath, laundry, or anywhere you store your favorite products. When you're running low, simply press Dash Button, and Amazon quickly delivers household favorites so you can skip the last-minute trip to the store.



Usmerjanje

[Sign out](#)



discover fashion online

BILLING ADDRESS

- About you
- Billing**
- Delivery
- Payment
- Confirm & Pay

This must match your card statement address

First Name

Last Name

Telephone Daytime

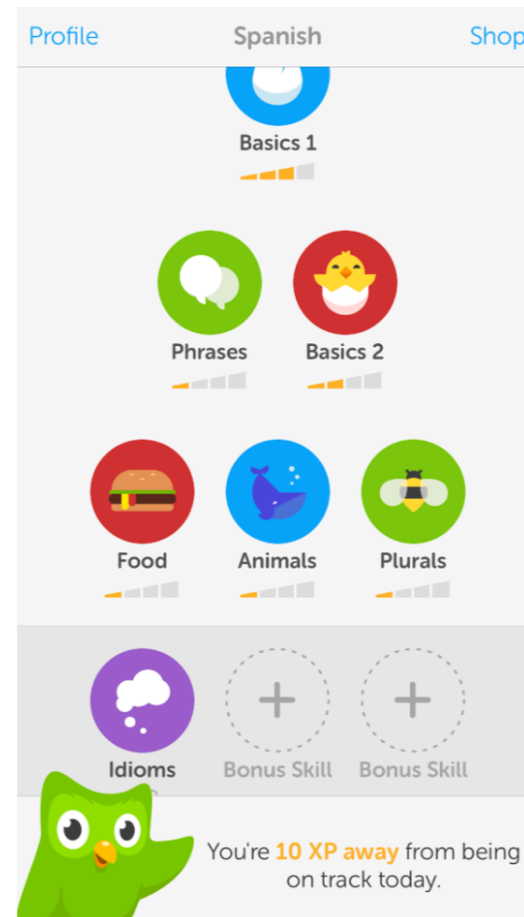
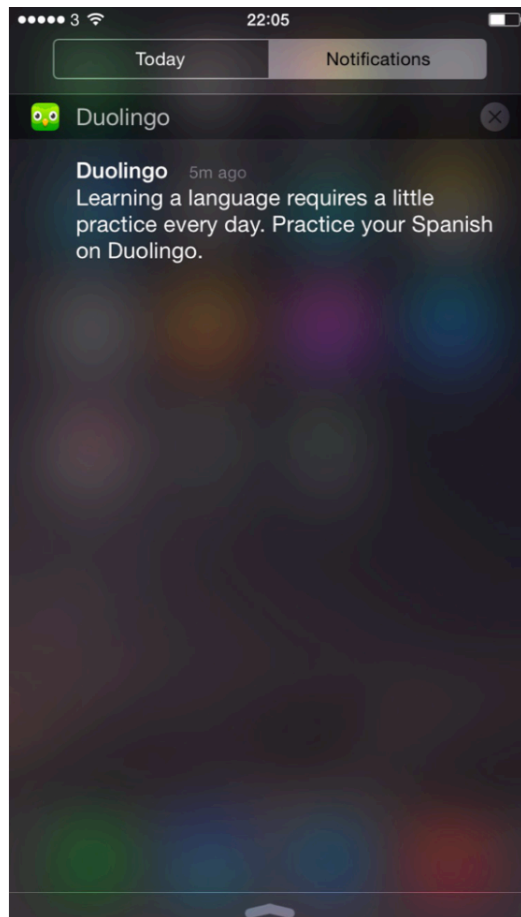
Telephone Evening Optional

Mobile Optional

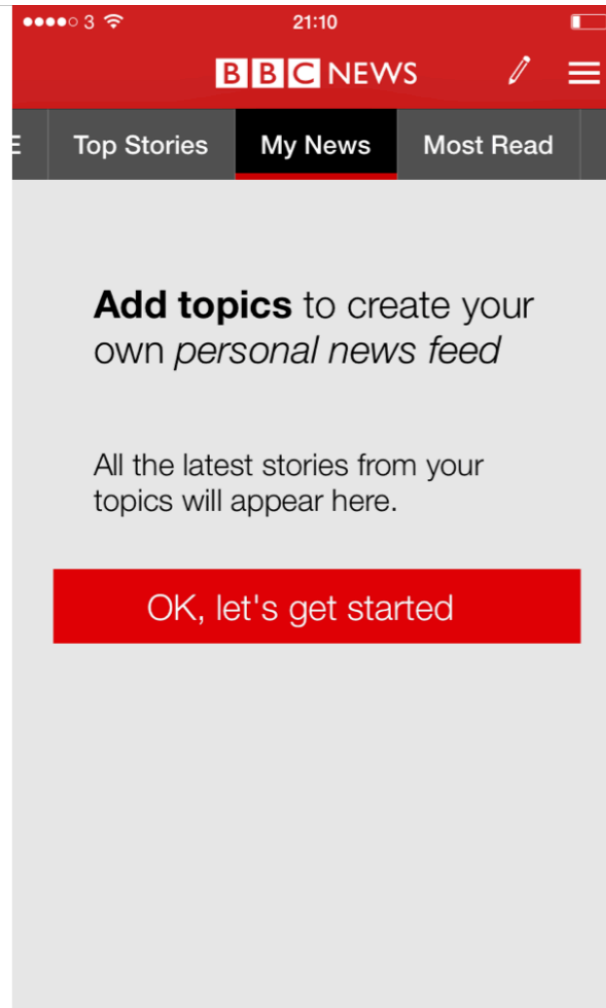
Country

House name or number Optional

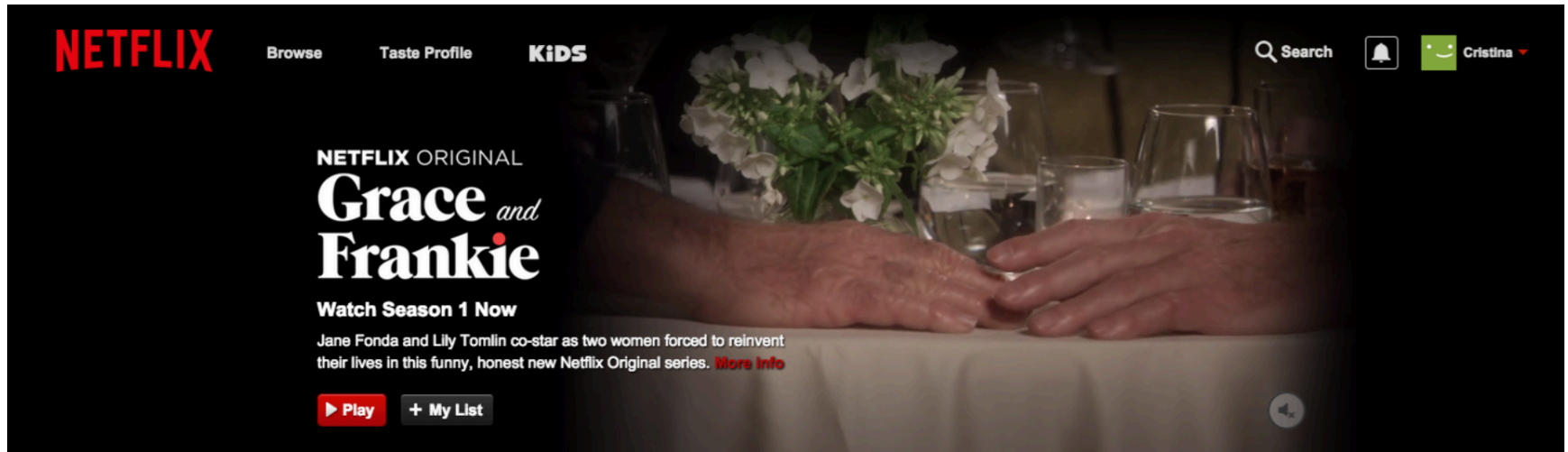
Usmerjanje



Prikrojevanje



Prikrojevanje



NETFLIX Browse Taste Profile **KIDS** Search Cristina

NETFLIX ORIGINAL
Grace and Frankie

Watch Season 1 Now

Jane Fonda and Lily Tomlin co-star as two women forced to reinvent their lives in this funny, honest new Netflix Original series. [More info](#)

[▶ Play](#) [+ My List](#)

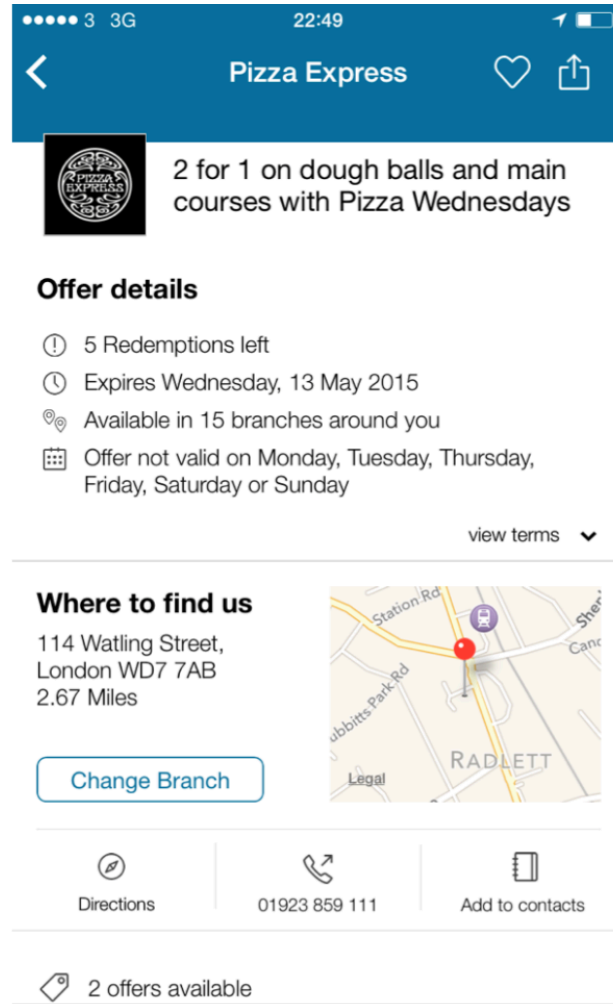
Top Picks for Cristina



Namigovanje




Namigovanje



The screenshot shows a mobile application interface for Pizza Express. At the top, the status bar displays signal strength (3 bars), 3G network, and the time 22:49. Below the status bar is a blue header with a back arrow, the text "Pizza Express", a heart icon, and a share icon. The main content area features the Pizza Express logo and the offer text: "2 for 1 on dough balls and main courses with Pizza Wednesdays". Underneath is a section titled "Offer details" with four items: "5 Redemptions left", "Expires Wednesday, 13 May 2015", "Available in 15 branches around you", and "Offer not valid on Monday, Tuesday, Thursday, Friday, Saturday or Sunday". A "view terms" link is located below the details. The "Where to find us" section provides the address "114 Watling Street, London WD7 7AB" and the distance "2.67 Miles", accompanied by a map showing the location in Radlett. Below the address is a "Change Branch" button. At the bottom of the offer card are three icons: a location pin for "Directions", a phone for "01923 859 111", and a contact card for "Add to contacts". A bottom navigation bar shows a location pin icon and the text "2 offers available".

3 3G 22:49

Pizza Express

 2 for 1 on dough balls and main courses with Pizza Wednesdays

Offer details

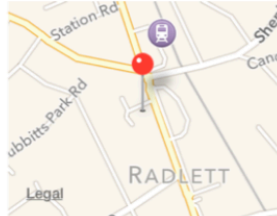
- 5 Redemptions left
- Expires Wednesday, 13 May 2015
- Available in 15 branches around you
- Offer not valid on Monday, Tuesday, Thursday, Friday, Saturday or Sunday

[view terms](#)


Where to find us

114 Watling Street,
London WD7 7AB
2.67 Miles

[Change Branch](#)



Directions 01923 859 111 Add to contacts

 2 offers available

Oseбно spremljanje

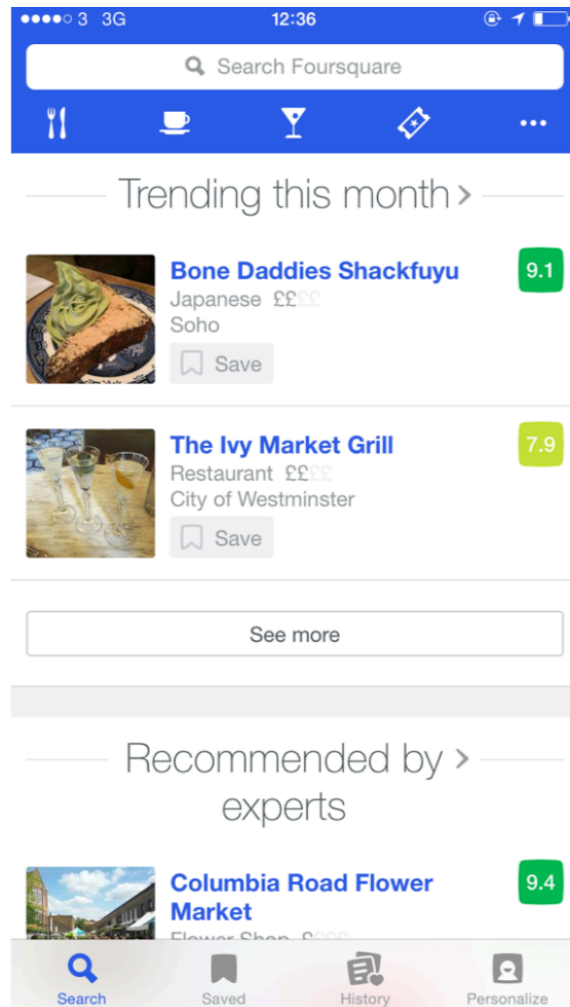
JAWBONE



Osebno spremljanje



Pogojevanje



Merjenje vedenja

“Measuring behavior is core to Persuasive Technology” Jaap Ham, TU/e

Trajnostno, Zdravstveno, Potrošniško, Moralno

| Healthy | Sustainable | Consumer | Moral |
|-------------------|------------------|-----------------|------------|
| Activity | Carbon footprint | Conversion rate | Crime rate |
| # steps, calories | km/l, kWh | # orders, calls | # crimes |
| ... | ... | ... | ... |
| | | | |



WITH
GREAT POWER COMES
GREAT RESPONSIBILITY

10 napak pri spreminjanju vedenja

#1: Relying on Willpower for Long-Term Change

Imagine willpower doesn't exist.

#2: Attempting Big Steps Instead of Baby Steps

Seek tiny success one after another.

#3: Ignoring How Environment Shapes Behaviour

Change your context. You change your life.

#4: Trying to Stop Old Behaviours Instead of Creating New Ones

Focus on Action, not avoidance.

#5: Blaming Failures on Lack of Motivation

Make the behaviour easier to do.

#6: Understanding the Power of Triggers

No behaviour happens without a trigger.

#7: Believing That Information Leads to Action

We humans aren't so rational.

#8: Focusing on Abstract Goals More Than Concrete Behaviours

Abstract: get in shape. Concrete: walk 15 mins today.

#9: Seeking to Change a Behaviour Forever, Not For a Short Time

A fixed period works better than "forever".

#10: Assuming That Behaviour Change Is Difficult

Behaviour change is not so hard when you have the right process.