

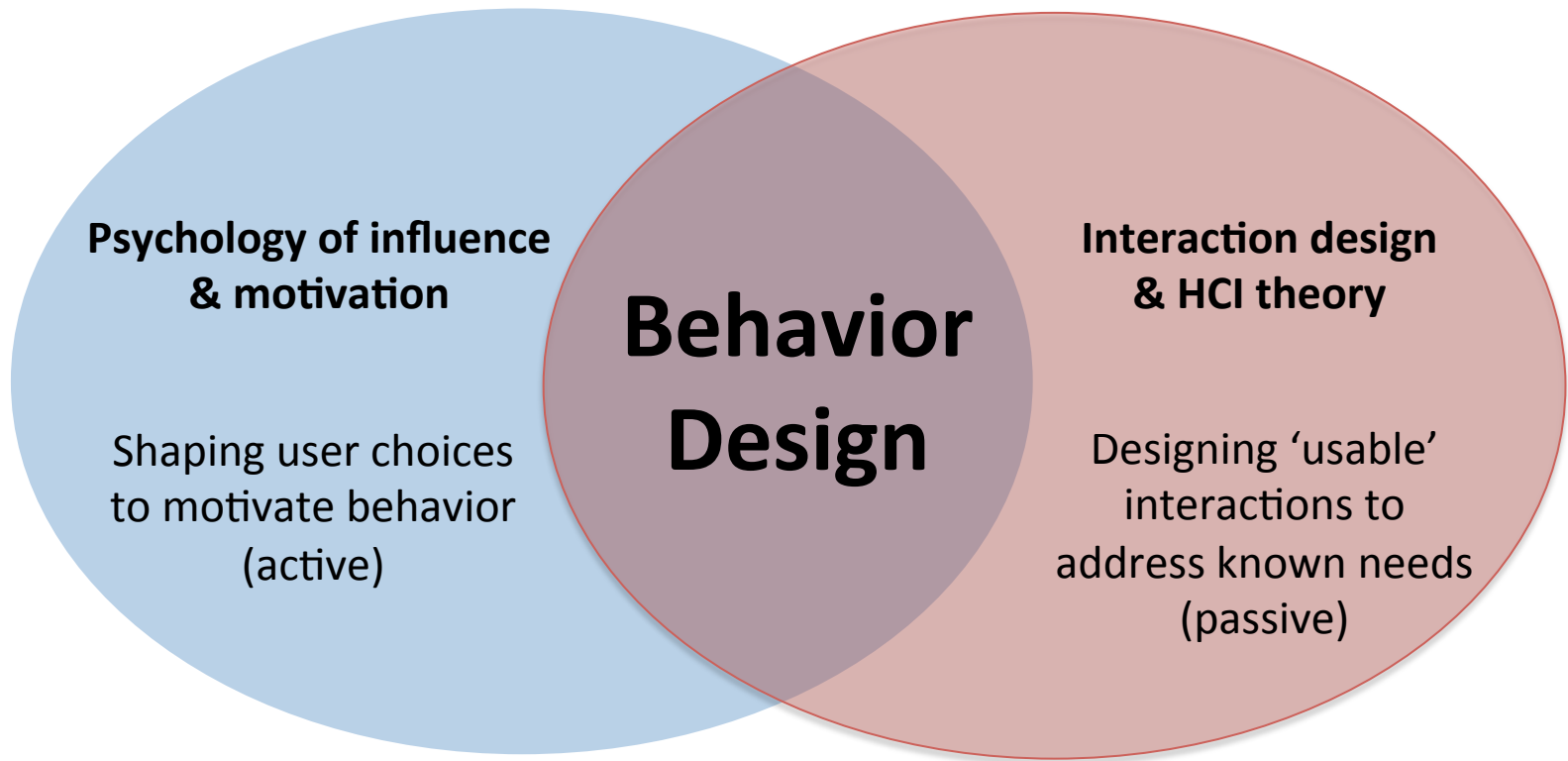
How is your participation supported right now?

What is influencing your classroom participation?

How are your emailing needs being met?

What is influencing your email behavior & 'needs'?

Designers create needs, tasks, & goals. Not all needs are "out there".



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DesignBehavior.com & CalmingTechnology.com

- 1. Reciprocity:** repay what another person has provided
- 2. Commitment and Consistency:** look consistent through words, beliefs, attitudes and deeds
- 3. Social proof:** behavior is more correct to the degree that we see others performing it
- 4. Liking:** say yes to individuals they know and like.
- 5. Authority:** pressure within our society for compliance to an authority figure
- 6. Scarcity:** more value to opportunities when they are less available
- 7. Reduction:** Making a complex task simpler
- 8. Tunneling:** Guided persuasion; giving control over to an expert
- 9. Tailoring Customization:** Providing relevant information to individuals
- 10. Suggestion:** Timely intervention with a compelling suggestion
- 11. Self-monitoring:** Automatically tracking desired behavior
- 12. Surveillance:** Knowing one's behavior is being observed
- 13. Conditioning:** Reinforcing target behavior

**14. Goal-setting:** "Specific, difficult goals consistently led to higher performance than urging people to do their best."

- Source (self / assigned / participatively)
- Timeframe (now / week / quarter)
- Self-efficacy
- Valence
- Public commitment
- Incentives
- Feedback and progress
- Vague goals can allow users to cherry-pick motivating parts

**15. Commitment devices:** changing future incentives

**16. Self-shaping:** designs that shape future choices

"Put **triggers** in the **paths** of **motivated** people."

	<b>Green behavior</b>	<b>Blue behavior</b>	<b>Purple behavior</b>	<b>Gray behaviors</b>	<b>Black behavior</b>
	Do <b>NEW</b> behavior, one that is <b>unfamiliar</b>	Do <b>FAMILIAR</b> behavior	<b>INCREASE</b> behavior intensity or duration	<b>DECREASE</b> behavior intensity or duration	<b>STOP</b> doing a behavior
<b>Dot behavior</b> is done <b>ONE-TIME</b>	<b>GreenDot</b> <i>Try eating seaweed for a snack today</i>	<b>BlueDot</b> <i>Eat vegetables at dinner tonight</i>	<b>PurpleDot</b> <i>Increase mindfulness at lunch today</i>	<b>GrayDot</b> <i>Eat only half a hamburger tonight</i>	<b>BlackDot</b> <i>Don't buy ice cream on this shopping trip</i>
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# What's influencing your behavior now?

Chair, layout

Your clothes, shoes

Room design

Sociocultural norms

Role and identity as a 'student' / 'CS student'

Role and identity as a female/male

What are other students doing?

Technologies begging for your eyeballs

**Possible** incoming Facebook messages, txts, emails, and tweets.

Your history of sitting through PPT decks

My jacket

Weather outside

Do you have a mid-term tomorrow?

Size of projected display

My slides: how many are left?

Etc...

1. Psychology of influence & motivation  
16 techniques

2. Designing persuasion into products  
15 techniques

# #1-6: Motivating action

## 1. Reciprocity

repay what another person has provided

## 2. Commitment and Consistency

look consistent through words, beliefs, attitudes and deeds

## 3. Social proof

behavior is more correct to the degree that we see others performing it

## 4. Liking

say yes to individuals they know and like

## 5. Authority

pressure within our society for compliance to an authority figure

## 6. Scarcity

more value to opportunities when they are less available

## #7-13: Shaping choices

**7. Reduction:** making a complex task simpler

**8. Tunneling:** giving control over to an expert or guide

**9. Tailoring/Customization:** providing relevant information to individuals

**10. Suggestion:** timely intervention with a compelling suggestion

**11. Self-monitoring:** automatically tracking desired behavior

**12. Surveillance:** knowing one's behavior is being observed

**13. Conditioning:** reinforcing target behavior

# 14. Goals: Important but no consensus

*“Specific, difficult goals consistently led to higher performance than urging people to do their best.”*

Source (self / assigned / participatively)

Timeframe (now / week / quarter)

Self-efficacy

Valence

Public commitment

Incentives

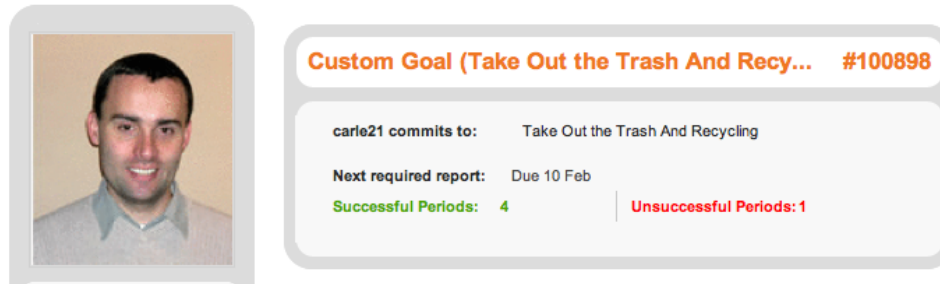
Feedback and progress

*Vague* goals can allow users to cherry-pick motivating parts

# Persuading thy future self

## 15. Commitment devices

Contracts that change current incentives

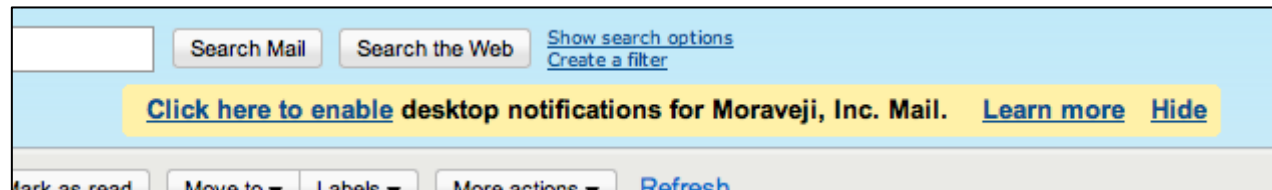


A screenshot of a commitment device interface. On the left is a profile picture of a man. To the right, a box titled "Custom Goal (Take Out the Trash And Recy... #100898)" contains the following information: "carlo21 commits to: Take Out the Trash And Recycling", "Next required report: Due 10 Feb", "Successful Periods: 4", and "Unsuccessful Periods: 1".

## 16. Self-shaping

Changing the environment to shape future action

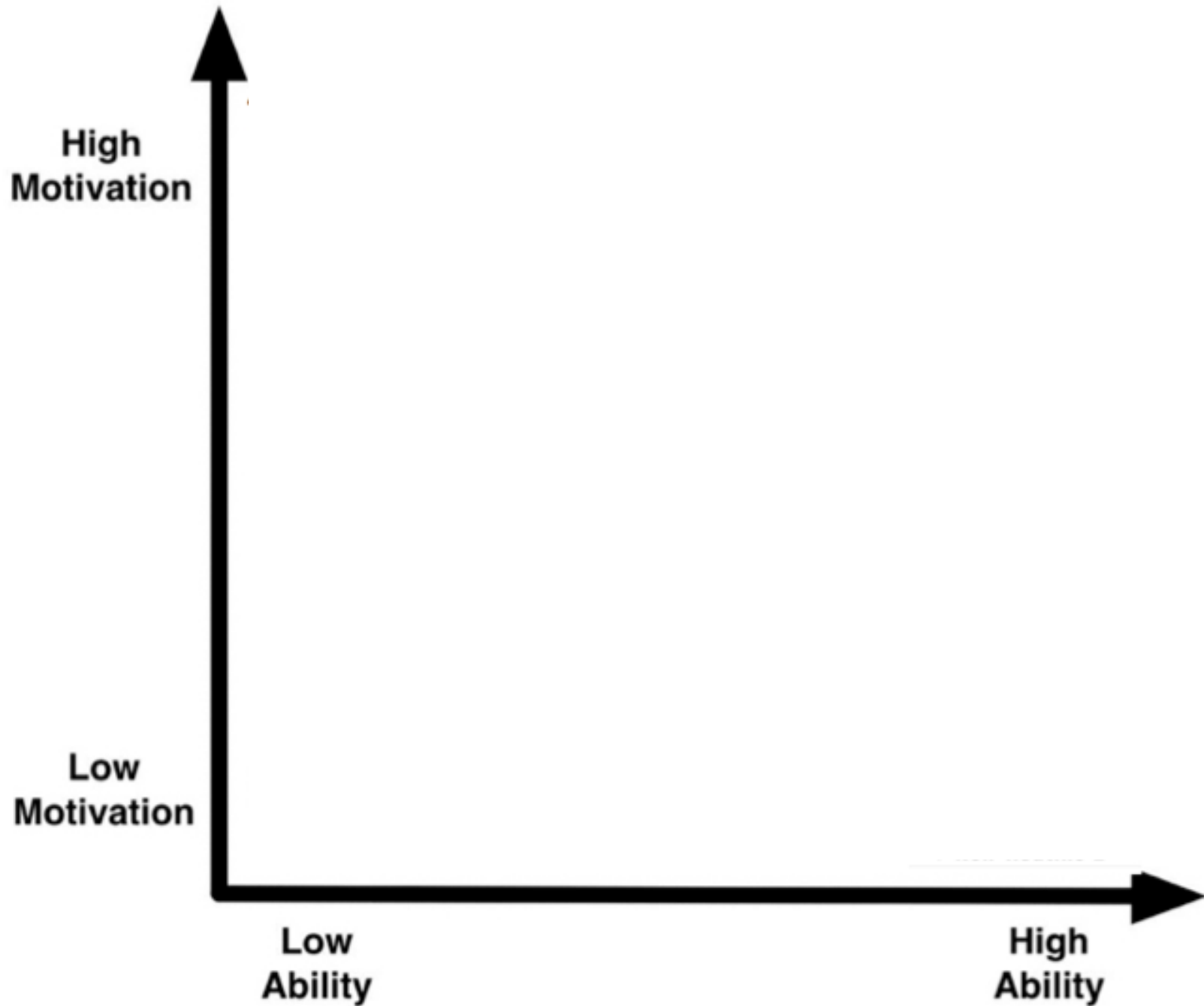
WiThings (peer influence)



A screenshot of a web interface. At the top, there are search boxes for "Search Mail" and "Search the Web", along with links for "Show search options" and "Create a filter". Below this is a yellow banner with the text "Click here to enable desktop notifications for Moraveji, Inc. Mail." and links for "Learn more" and "Hide". At the bottom, there are buttons for "Mark as read", "Move to", "Labels", "More actions", and "Refresh".

“Put triggers  
in the paths  
of motivated people.”

*(Fogg, 2007)*



**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

[Compose Mail](#)

[Inbox](#)

[Starred](#) ★

[Sent Mail](#)

[All Mail](#)

[Spam](#)

[Trash](#)

▼ [Labels](#)

[Edit labels](#)

Archive

Report Spam

Select: All, Read, Unread, Starred, U

★ api-support

★ Gmail Team

★ Gmail Team

★ Gmail Team

★ Gmail Team

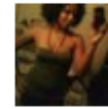
★ Barry Schwartz

★ Gmail Team

★ Barry Schwartz

★ Gmail Team

[Invite a friend to Gmail](#)



# Maribel Escarfullery



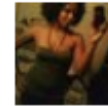
## Challenge a friend...

Know your friend's username on [imoveyou.com](#)?









**Maribel Escarfullery** will go to Zumba twice Friday.

22 minutes ago



**Maribel Escarfullery** will play volleyball thursday even

22 minutes ago



**Maribel Escarfullery** will go to Zumba Wednesday m

23 minutes ago



**Maribel Escarfullery** will eat smaller portions tomorro

23 minutes ago

4

Completed

0

Waiting



The screenshot shows two parts of a mobile application. On the left, a map displays a running route with a color gradient from red to yellow. A 'Finish' box indicates a distance of 5.27mi, an average pace of 8'35"/mi, and a total time of 45:15. On the right, a 'Cheers' screen for Lance Armstrong shows 9 friends who have cheered. The list includes:

- Kim Sewald: Good work! Youdabessess!! We need to go for a run soon. 2 minutes ago
- Mark Wotton: You training for a marathon? 2 minutes ago
- James Lee: Don't lie to yourself. This extra run won't make you faster than me. :)) 2 minutes ago

# Best Value

Buy **Switch: How to Change Things When Change Is Hard** and get **Made to Stick: Why Some Ideas Survive and Others Die** at an **additional 5% off** Amazon.com's everyday low price.



**Buy Together Today: \$29.67**

[Add both to Cart](#)

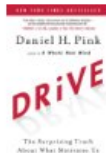
[Show availability and shipping details](#)

## Customers Who Bought This Item Also Bought



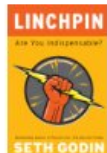
**Made to Stick: Why Some Ideas Survive and Others Die** by Chip Heath

★★★★☆ (381)  
\$14.95



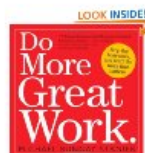
**Drive: The Surprising Truth About What Motivates...** by Daniel H. Pink

★★★★☆ (191)  
\$15.75



**Linchpin: Are You Indispensable?** by Seth Godin

★★★★☆ (305)  
\$14.73



**Do More Great Work: Stop the Busywork....** by Michael Bungay Stanier

★★★★☆ (46)  
\$8.61



**The Art of Choosing** by Sheena Iyengar

★★★★☆ (67)  
\$17.15

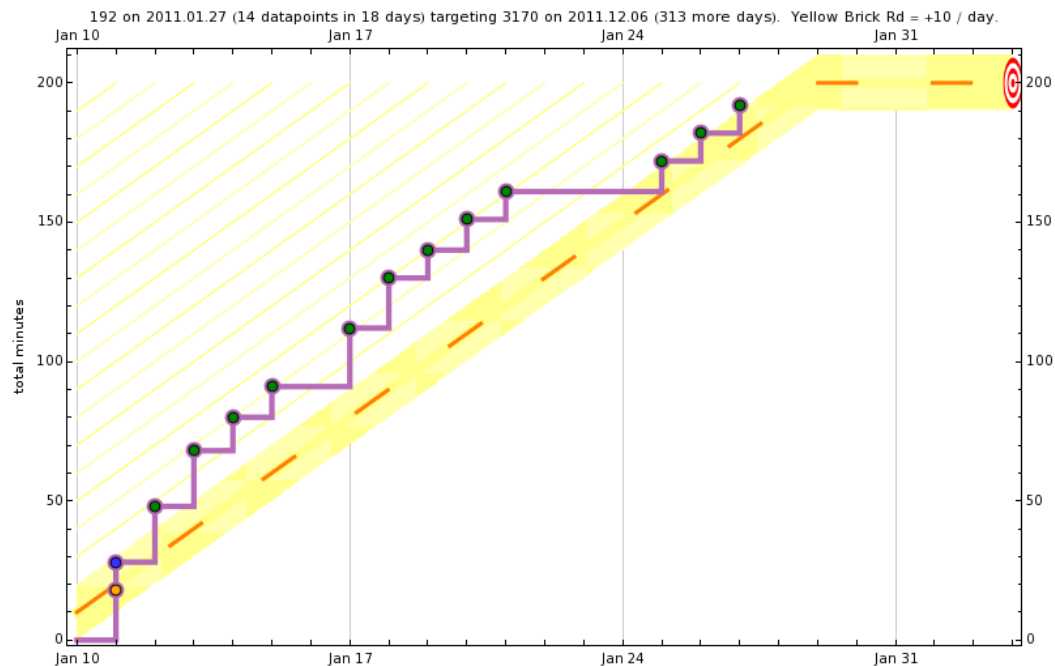


**Change: The Way You Lead Change: Leadership Strate...** by David Herold

★★★★☆ (7)  
\$11.59

## Neema's Meditation

Goal: Meditate 10 minutes a day.



# Group design exercise...

1. What is the user's motivation (and do you have to enhance it)?
2. What is the path/ability (and do you have to modify it)?
3. What triggers the behavior (and how can you make it effective)?
4. What influence/suggestion strategy could be most useful to address the lever most paramount above?

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