



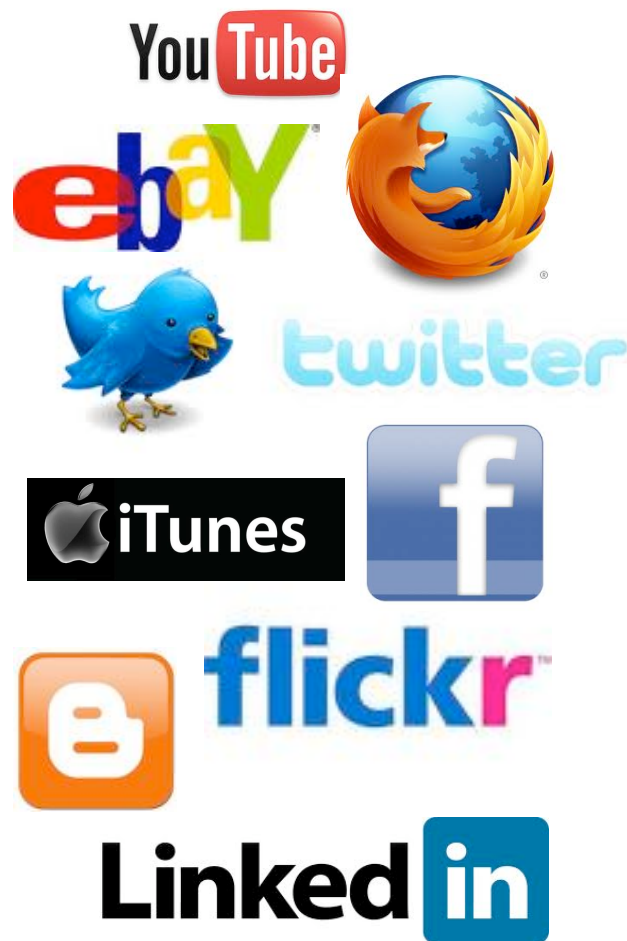
Mobile Persuasion

Lerend Netwerk KIZ

19 januari 2011

Klaas Punselie

Interactieve Media



Hallelujah ?



Zoek de Overeenkomsten ..

Madonna



Bill Clinton



car salesman



Internationaal **focus** ego money dance **success** rich&famous **sigaren** schaamteloos

Persuaders

Persuasion

= Doelgerichte communicatie waarin wordt getracht – zonder dwang – iemands attitude of gedrag te beïnvloeden.

Keuzevrijheid! ➔ Overreden / Verleiden

Zoek de Overeenkomsten ..

Brands



Professions



Citizens



Persuaders

Persuasion ...



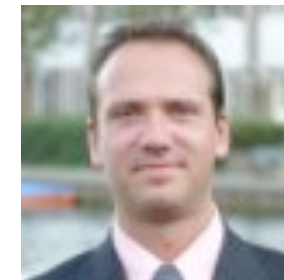
*Effectief
communiceren
met jezelf en
anderen.*

- Alom aanwezig
- Communicatieproces
- Tactics
- Beslissingen
- Short-Cuts
- Onvoorspelbaarheid
- Afstemmen
- Zelfcommunicatie

Zoek de Overeenkomsten ..



Miriam Meester



Persuaders

Persuasive Technology

= interactieve media
voor beïnvloeden
van attitude of
gedrag. (Fogg, 2003)

*Belangrijke voordelen
t.o.v. traditionele media
& menselijke persuaders*

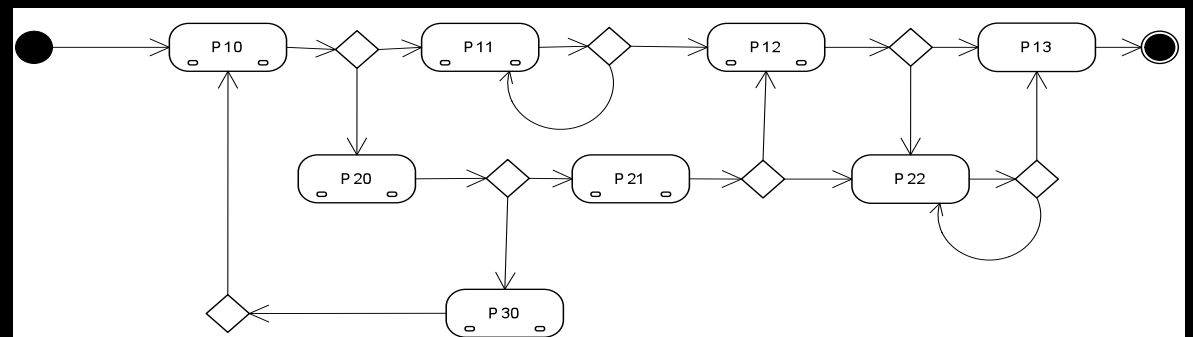


Mobile Persuasion Power

*Mobility &
Connectivity*



Paden



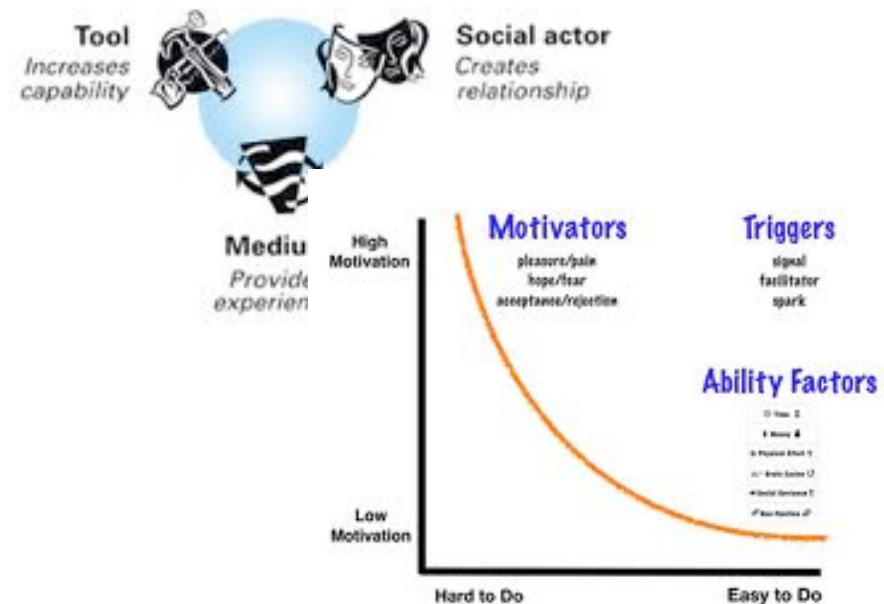
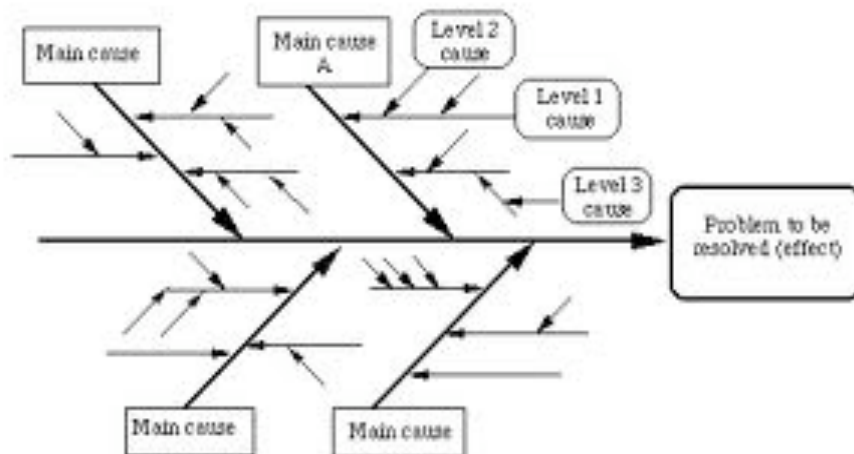
Focus



Tools: Combineer Generiek & Specifiek



	GREEN Do new behavior	BLUE Do familiar behavior	PURPLE Increase behavior intensity	GRAY Decrease behavior intensity	BLACK Stop existing behavior
DOT One time	GREEN DOT Do a new behavior one time	BLUE DOT Do familiar behavior one time	PURPLE DOT Increase behavior one time	GRAY DOT Decrease behavior one time	BLACK DOT Stop behavior one time
SPAN Period of time	GREEN SPAN Do behavior for a period of time	BLUE SPAN Maintain behavior for a period of time	PURPLE SPAN Increase behavior for a period of time	GRAY SPAN Decrease behavior for a period of time	BLACK SPAN Stop behavior for a period of time
PATH From now on	GREEN PATH Do new behavior from now on	BLUE PATH Maintain behavior from now on	PURPLE PATH Increase behavior from now on	GRAY PATH Decrease behavior from now on	BLACK PATH Stop behavior from now on



Tools: Fogg Behavior Grid

	GREEN Do new behavior	BLUE Do familiar behavior	PURPLE Increase behavior intensity	GRAY Decrease behavior intensity	BLACK Stop existing behavior
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Tools: Fogg Behavior Model



Tools: Fogg Functional Triad



from: *Persuasive Technology, Using Computers to Change What We Think and Do*

VRAGEN ?



Succes !

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