

The Six Most Powerful Persuasion Strategies

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Abstract. For thousands of years humans have used about 60 persuasion strategies to influence others. Six of these strategies are especially powerful when designed into computing products—from websites to mobile phones applications.

We gain insights into the potentials and pitfalls of persuasive technology through examples of the six persuasion strategies in today's high-tech products. We gain understanding of these strategies--and our own human nature--by mapping out key psychological dimensions related to user experience.

As we get better at changing beliefs and behaviors with technology, we also must examine the ethical implications of creating machines that shape humans, communities, and society.