

SESSION 1: WHAT IS PERSUASIVE TECHNOLOGY?

**Course website**

The course website is at: <http://www.cs.uwaterloo.ca/~cdimarco/cs886persuasive.html>  
All texts will be on short-term loan in the DC Library—see the course website for their call numbers.

**Preparing for session 1**

Read the following background material:

- B.J. Fogg, *Persuasive technology: Using computers to change what we think and do*, Morgan Kaufmann Publishing, 2003. Chapters 1 and 3. DC Library short-term loan call number: UWD1452

**Questions to be addressed**

Write a one-page position paper on ONE of the following:

- Give a definition of “captology”, with examples.
- Describe the kinds of persuasive tools computers can be used for.