

SESSIONS 7 AND 8: MOBILE PERSUASION

**Preparing for sessions 7 and 8**

Read the following background material:

- B.J. Fogg et al., *Mobile persuasion: 20 perspectives of the future of behavior change*, Stanford Captology Media, 2007. DC Library Short-term loan call number: UWD 1501 The following chapters:
  - MyFoodPhone: The Start of a Mobile Health Revolution—A photographic diet logger and coach.
  - Simply Persuasive: Using Mobile Technology to Boost Physical Activity—Cheaper than a personal trainer.
  - Managing Chronic Disease through Mobile Persuasion—Virtual assistant for diabetes patients.
  - Mobile Persuasion for Everyday Behavior Change—Sensor technology allows tracking personal activity and environmental conditions.
  - Mobile Persuasion and the Power of Meaning.
  - Mobile Persuasion Design Principles.
  - Increasing Persuasion through Mobility.

**Session 7: Questions to be addressed**

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

- Address one or more questions on page 152 of the text.

**Session 8: Questions to be addressed**

Write a one-page position paper on the following:

- Research a particular example of a mobile persuasive technology and come to class prepared to “sell” your technology to the business market (the rest of the class).