



La enginyeria inversa de l'ús
abusiú de les TIC: pot ser la
persuasió tecnològica una
eina de prevenció?

Dr. Manuel Armayones
Director Desenvolupament
eHealth Center UOC



Get ready for the second annual HLTH conference



How to avoid the fallout after a change in nurse leadership



UCB psoriasis drug beats J&J's second top-selling product in Phase III study



Three automation myths standing in the way of better patient care



Whistleblower alleges Medicare fraud at iconic Seattle-based health plan

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HEALTH IT, MEDCITY INFLUENCERS

Is digital health a behavioral science?

Dr. Brennan Spiegel, a physician-scientist at Cedars-Sinai Medical Center, has cited his own experience of attempting to build health technology whilst not addressing behavioral factors like patient motivation, engagement, and long-term adherence.

By SHERRY PAGOTO AND ERIC HEKLER

1 Comment / May 30, 2018 at 3:13 PM



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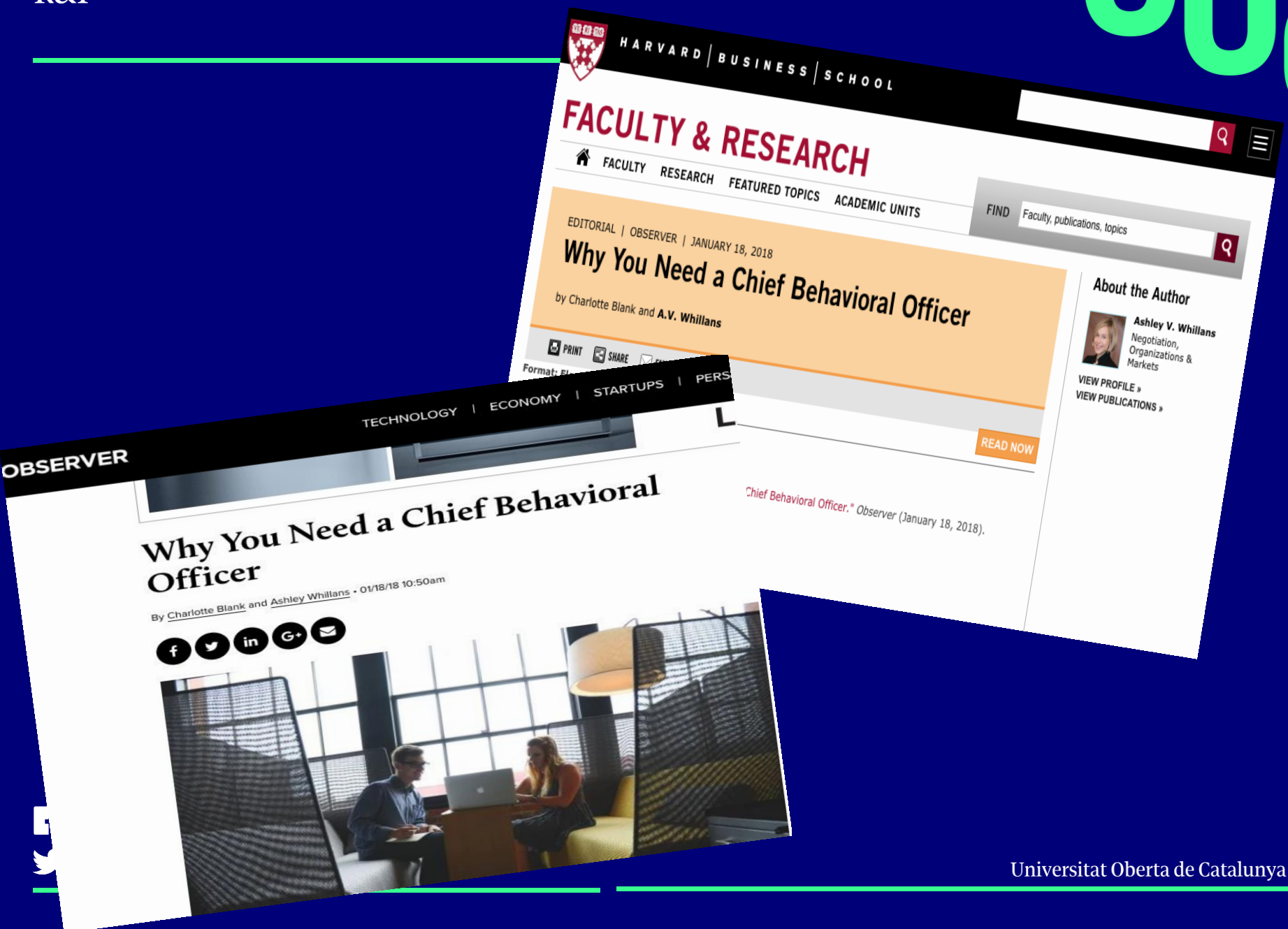


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HLTH 2019







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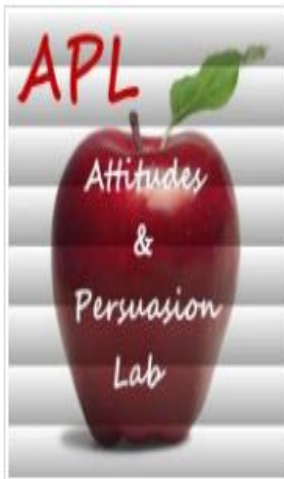
STUDY AT UOW ENGAGE ABOUT UOW RESEARCH INDUSTRY ALUMNI QUICK LINKS

Home Our faculties Faculty of Engineering and Information Sciences Research **Centre for Persuasive Technology and Society (CPTS)**

Centre for Persuasive Technology and Society (CPTS)



APL (Attitudes & Persuasion Lab)



Research in the lab focuses broadly on the situational and individual difference factors responsible for changes in beliefs, attitudes, and behaviors. Much of this work explores implications of the Elaboration Likelihood Model of persuasion for understanding prejudice, consumer choices, political and legal decisions, and health behaviors. Topics of special current interest include: understanding the role of meta-cognitive (e.g., confidence/certainty) as well as implicit (automatic or unconscious) factors in persuasion, resistance to change, and advocacy; the effect of racial and ethnic prejudice, stereotypes, specific emotions and morality on social judgment and behavior. Lab members also investigate how people correct their evaluations for various factors they think may have biased their judgments (such as stereotypes they hold or emotions they are experiencing).

[APL SCHEDULE](#)

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PERSUASIVE HEALTH TECHNOLOGY



WELCOME TO THE PERSUASIVE HEALTH TECHNOLOGY LAB!

The lab persuasive health technology (Center eHealth Research & Wellbeing) focuses on personalized healthcare supported by technology. We apply a holistic approach to develop successful and engaging eHealth technologies and we study the effects and impact of these technologies on society, communities, and individuals. In this, we take into account the "whole human being" in the context of living and working. Our research is interdisciplinary based, rooted in persuasive psychology, engineering, and implementation science. We study and build on the interplay of technology, human life, and society. **Check out the 90 seconds video above for a short introduction of our lab!**

CONTACT

[Prof. Dr. J. \(Lisette\) van Gemert - Pijnen](#)

OUR WORK

• [Our Projects](#)



[Overview](#) [Behavior Design](#) [Behavior Wizard](#) [Mobile Health](#) [Peace Innovation](#) [Archived Projects](#) [Archived Projects](#)



✓ Me gusta A ti y 221 personas más les gusta esto.

Behavior Design

The best design solutions today change human behavior. Yet despite decades of research, challenges remain for people who design to influence.

First, "persuasion" seems a dirty word. It shouldn't be. We should now embrace that we're in the business of behavior change. Next problem: conceptual confusion. The landscape of persuasion can be disorienting, muddled by impractical theories and over-hyped techniques. Our new work provides a clear view of behavior change, including language that is simple yet accurate.

Behavior change is a step-by-step process. This explains why one-shot solutions rarely achieve outcomes that matter most. To help designers and researchers succeed more often, my Stanford lab has created the "[Behavior Wizard](#)," which maps routes to the 15 ways behavior can change.

What Matters in Behavior Design

1. We humans are lazy. BJ Fogg has mapped out the **six elements of simplicity** that account for this reality. With this new insight, we can pinpoint why many designs fail to achieve results. Simplicity matters more than motivation when it comes to influencing people.

2. Hot triggers change people. Many people would argue that information matters most when designing for behavior change. Not so. **Hot triggers** are the most powerful element in changing behavior.

3. Daily habits are powerful. In fact, daily habits are the most powerful of all behaviors. While technology can help people create good habits most attempts fail. Why? Few designers understand the psychology of long-term behavior change. We know what it takes to create a habit – in yourself, a customer, your dog.

Designing for behavior change via social and mobile tech is new, with no leading books or conferences to



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Stanford GRADUATE SCHOOL OF
EDUCATION



INFORMATION FOR:

- Designers & Interventionists
- Teachers & Trainers
- Prospective Students
- Researchers
- Sponsors

"Chief Behavioral Officers" Sanitarios

La figura del Chief Behavioral Officer (CBO) se abre paso en grandes organizaciones como Netflix o Amazon entre otras. El estudio del comportamiento de usuarios y clientes ha sido básico para su éxito. ¿Por qué no CBO's sanitarios que tengan como objetivo ayudar a pacientes y profesionales a lograr el ansiado "cambio de hábitos" que continuamente se nos propone?



La figura del Chief Behavioral Officer, que quizás en español podríamos traducir como: "Director de Ciencias del Comportamiento", o quizás "Director de la Unidad de Análisis del comportamiento"...se aceptan sugerencias porque reconocemos que no es un nombre afortunado...Pues bien ese Chief





= 5 min



+



= 15 min



+



+



= 55 min



+



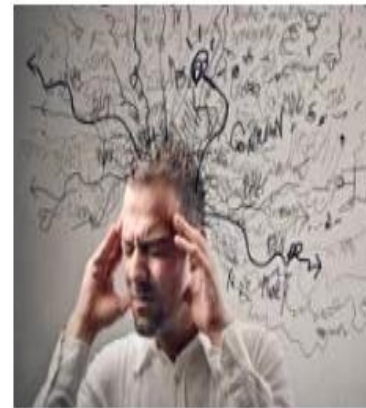
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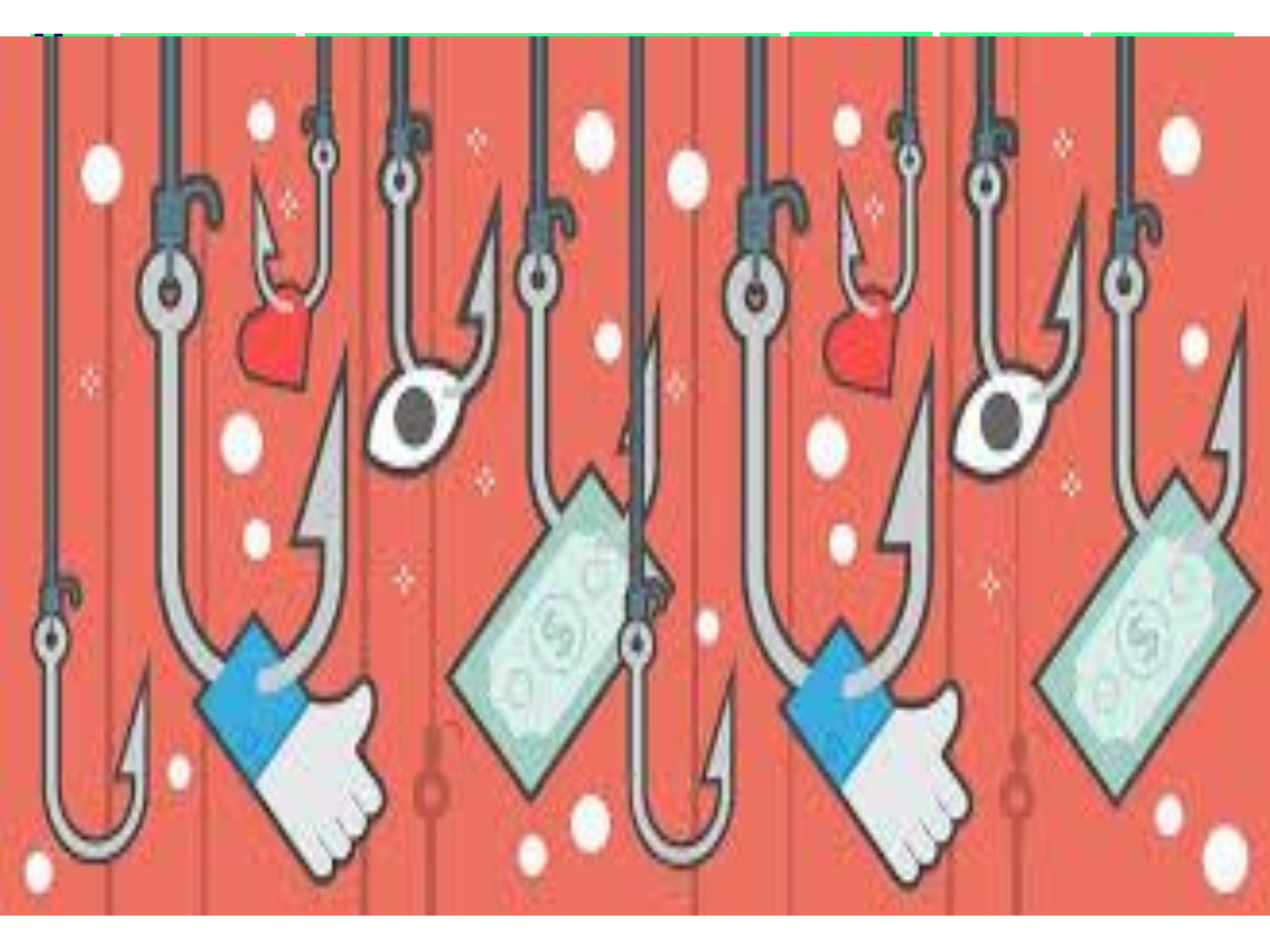
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Justin Rosenstein



Jaron Lanier

We envision a world where technology supports our shared well-being, sense-making, democracy, and ability to tackle complex global challenges.



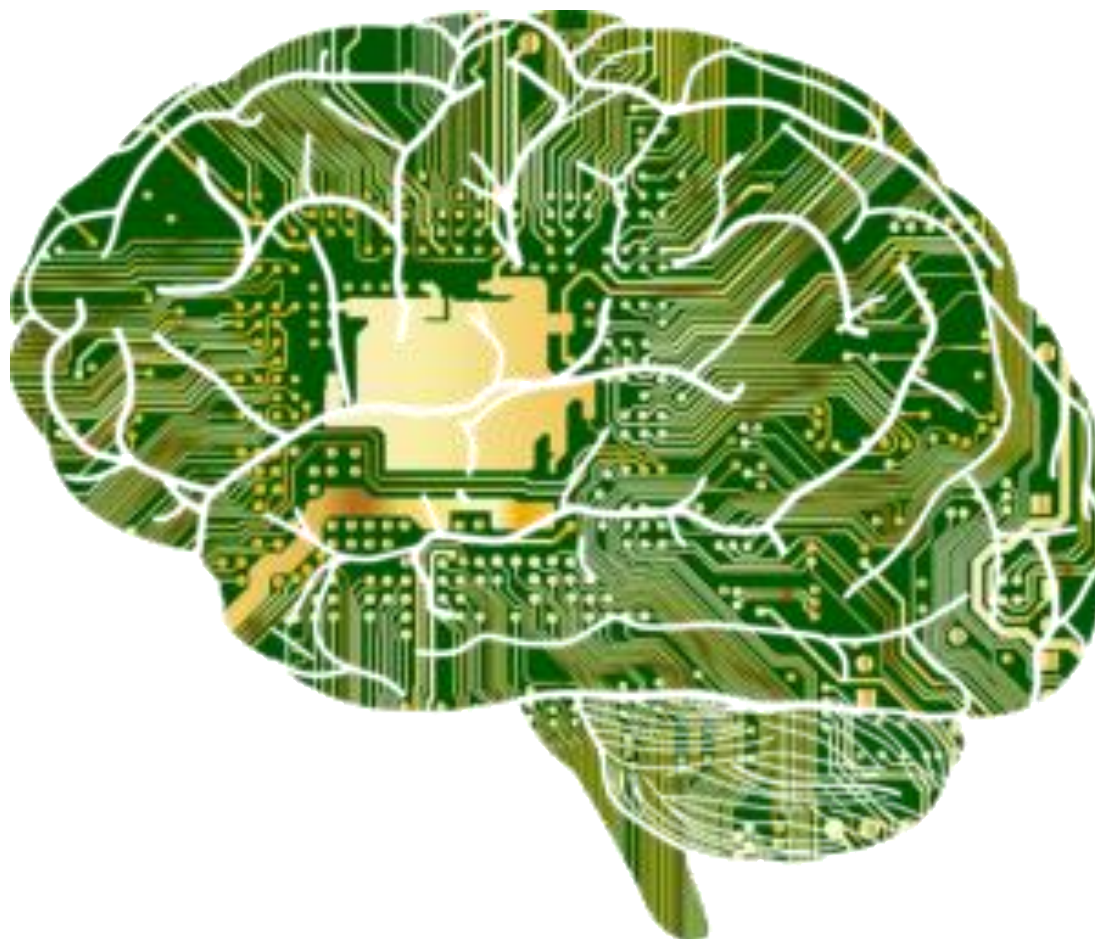
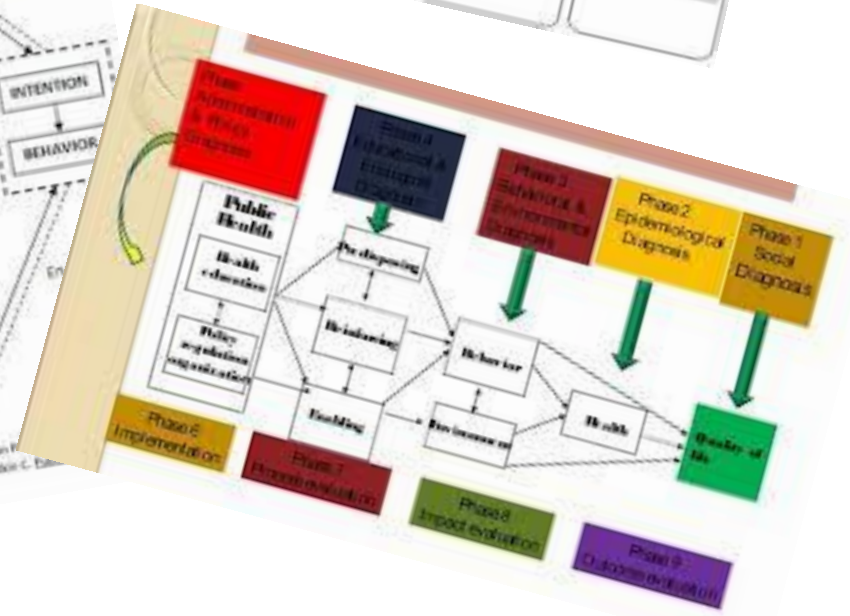
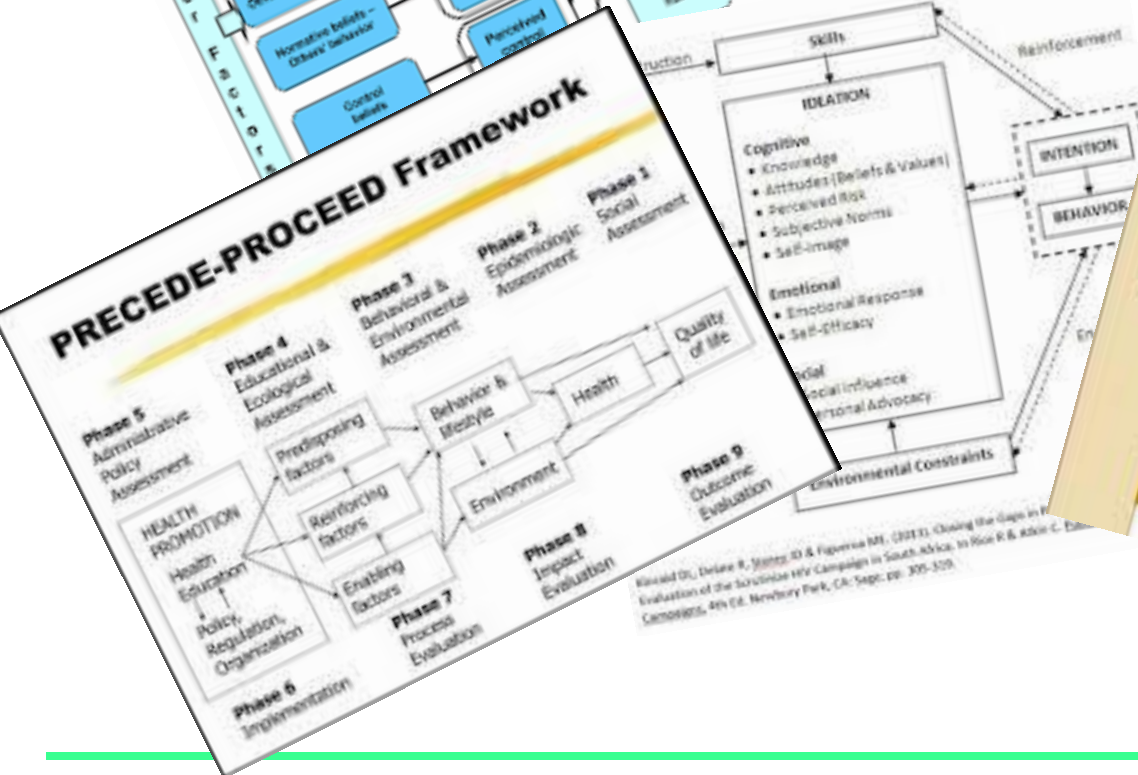
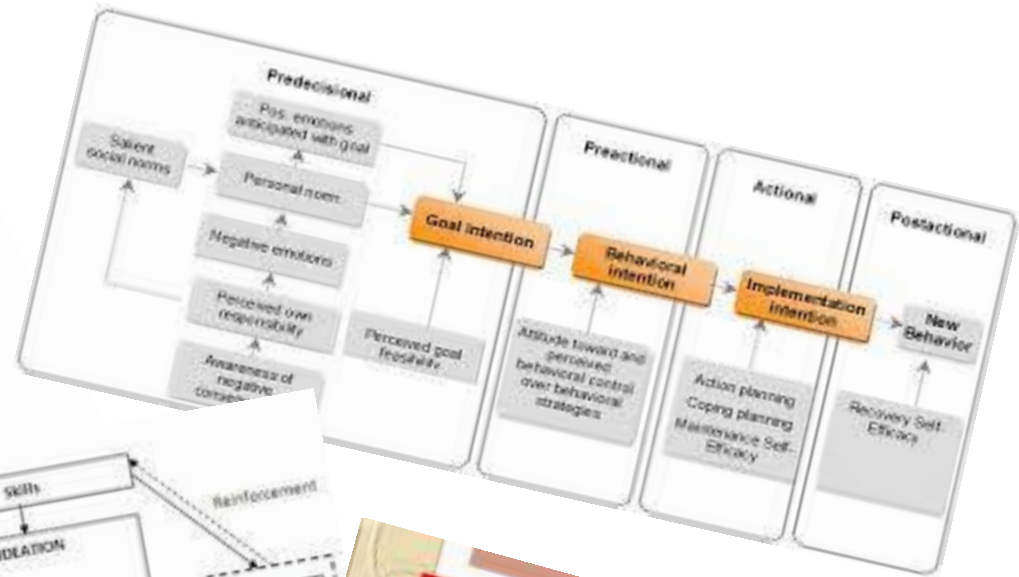
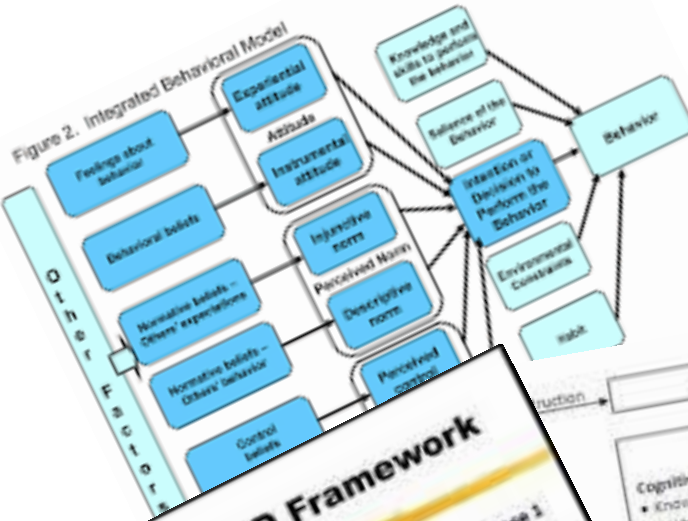




Figure 2. Integrated Behavioral Model



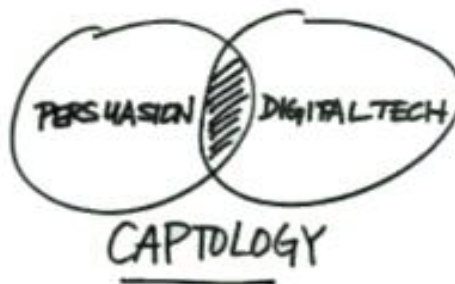


STANFORD PERSUASIVE TECH LAB

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Captology

Every day more and more computing products, including websites and mobile apps, are designed to change what people think and do.

[Learn more](#)

Persuasive Technology Lab
Stanford University

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DESIGN RESOURCES for BEHAVIOR CHANGE

Tools for understanding human nature, hot triggers, & new habits.

Persuasion & Technology

BJ Fogg, Ph.D.
Stanford University
Persuasive Technology Lab



WELCOME TO THE LAB

The Stanford Persuasive Technology Lab creates insight into how computing products — from websites to mobile phone software — can be designed to change what people believe and what they do.

[Learn more about the lab](#)

MACHINES DESIGNED TO CHANGE HUMANS

Yes, this can be a scary topic: machines designed to influence human beliefs and behaviors. But there's good news. We believe that much like human persuaders, persuasive technologies can bring about positive changes in many domains, including health, business, safety, and education.

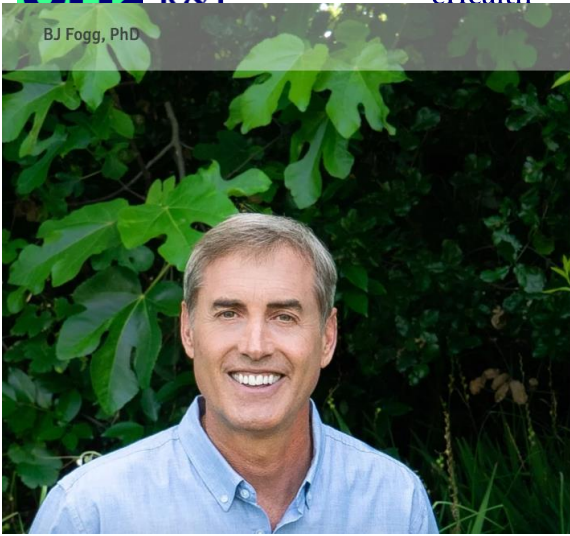
We also believe that new advances in technology can help promote world peace in 30 years. With such positive ends in mind, we are creating a body of expertise in the design, theory, and analysis of persuasive technologies, an area called captology.

[Read 7 Points on Ethics and Persuasive Technology](#)

INFORMATION FOR:

- Designers & Interventionists
- Teachers & Trainers
- Prospective Students
- Researchers
- Sponsors
- Press

BJ Fogg, PhD



Hello! Book Stanford Learn my stuff What People Say Get in touch

BJ Fogg, PhD

— Behavior Scientist at Stanford University

I teach good people how behavior works so they can create products & services that benefit everyday people around the world.

Warning: As I'm getting older, I'm also getting bolder. Now in my 50s I have less time to be timid. I probably will offend some people, but I hope you will appreciate my directness. Here we go...

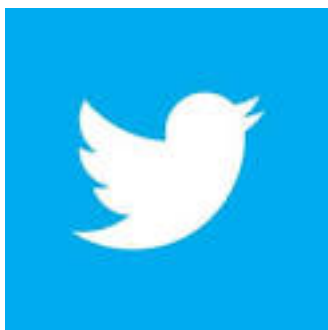
In 2007 I solved an important puzzle about human behavior. At the time of discovery I was delighted, but I didn't fully grasp the power and potential of this thing I called the "Fogg Behavior Model."

In written form, my model looks like this:

B. M. A. D.

uoc.edu





Fogg Behavior Model

BehaviorModel.org

B:MAP

at the same moment

Motivation

High

Low

Prompts
succeed here

Prompts
fail here

Action Line

Ability

Hard to Do

Easy to Do

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www.BehaviorModel.org

at same moment



Fogg Behavior Model

www.BehaviorModel.org

$B = mat$

at same moment

High
Motivation

motivation

Habits

Habits

Habits Habits Habits

triggers Habits Habits

succeed here

Activation
Threshold

triggers

fail here

Low
Motivation

Hard to Do

ability

Easy to Do

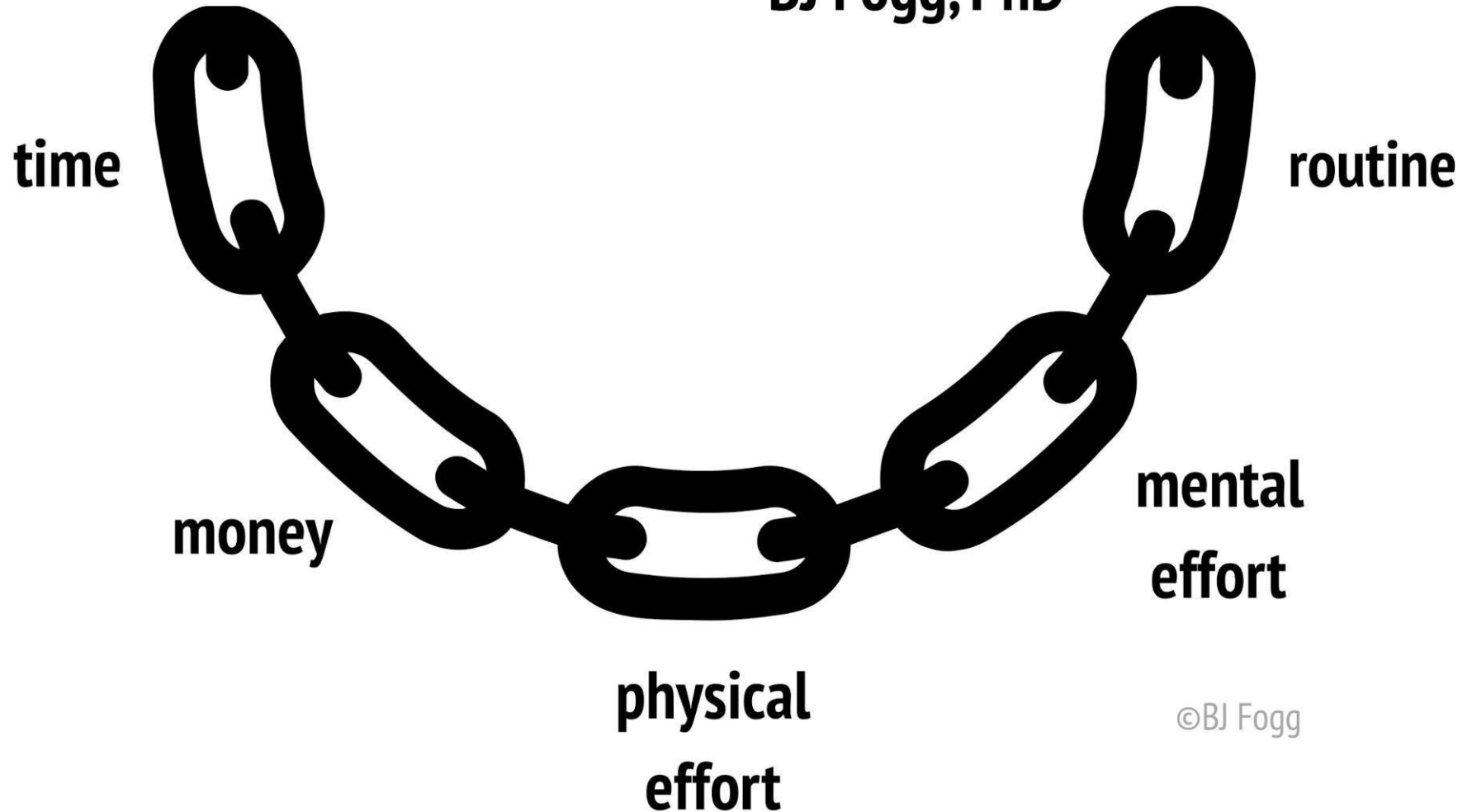


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Ability Chain

BJ Fogg, PhD



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¿CÓMO QUIERES JUGAR?



PLAYSTATION



XBOX



NINTENDO SWITCH



PC/MAC



MÓVIL



REGISTRARSE

Spain

*Nombre

*Apellidos

*Nombre de usuario

*Dirección de correo electrónico

*Contraseña



☐ Me gustaría recibir las últimas noticias e información sobre los productos y servicios de Epic Games.

Sensation is a Core Motivator



Anticipation is a Core Motivator



Belonging is a Core Motivator



MARCA **eSports Orange** ES Fútbol Baloncesto Motor Polideportivo Más +
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Rubén Gutiérrez

Comentar 3

EL NBA LEAGUE PASS LOS TIENE TODOS.
EMPEZAR A VER



ED economíaDigital Elige edición • El Corte Inglés

HOY Partido Popular



Fortnite es mejor red social que las redes sociales

TECNOLOGÍA Y TENDENCIAS

→ Así es Apex Legends, el juego que hace sombra a Fortnite
→ Netflix: "Competimos con Fortnite más que con HBO"

Fortnite es un videojuego y no una red social, pero muchas de sus virtudes son un soplo de aire fresco ante la oferta de Facebook, Twitter e Instagram

Fogg Behavior Model

BehaviorModel.org

~~B~~: ~~M~~A:P
at the same moment

Motivation

Low

High

Prompts

succeed

Prompts

fail here

Action Line

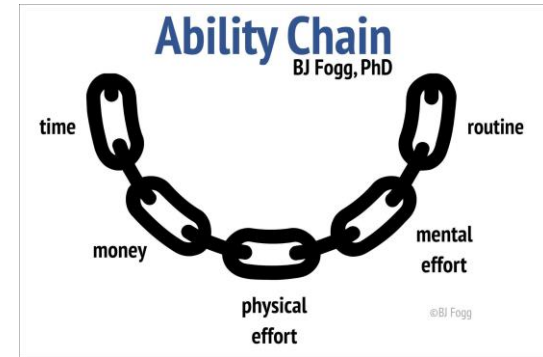
Hard to Do

Ability

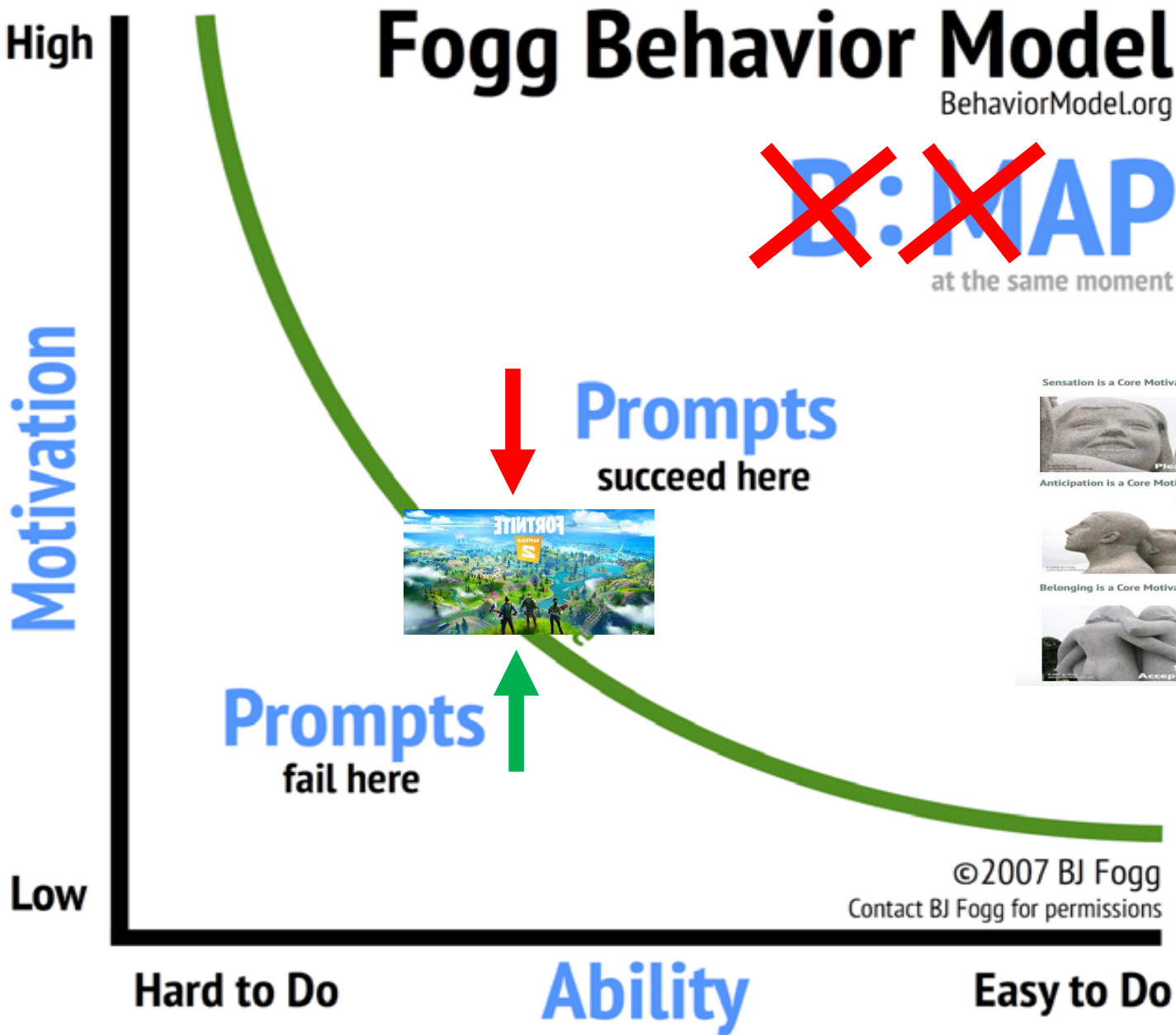
Easy to Do

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Sensation is a Core Motivator



Anticipation is a Core Motivator



Belonging is a Core Motivator

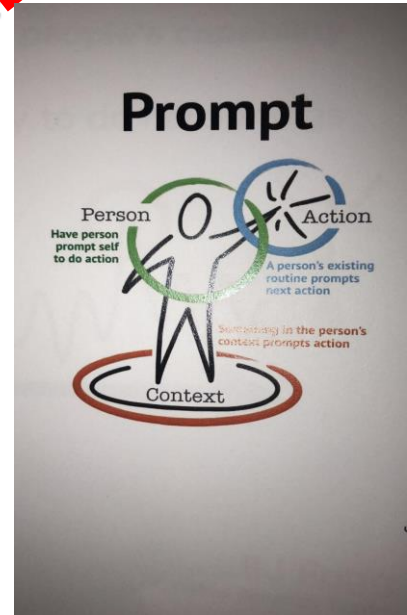
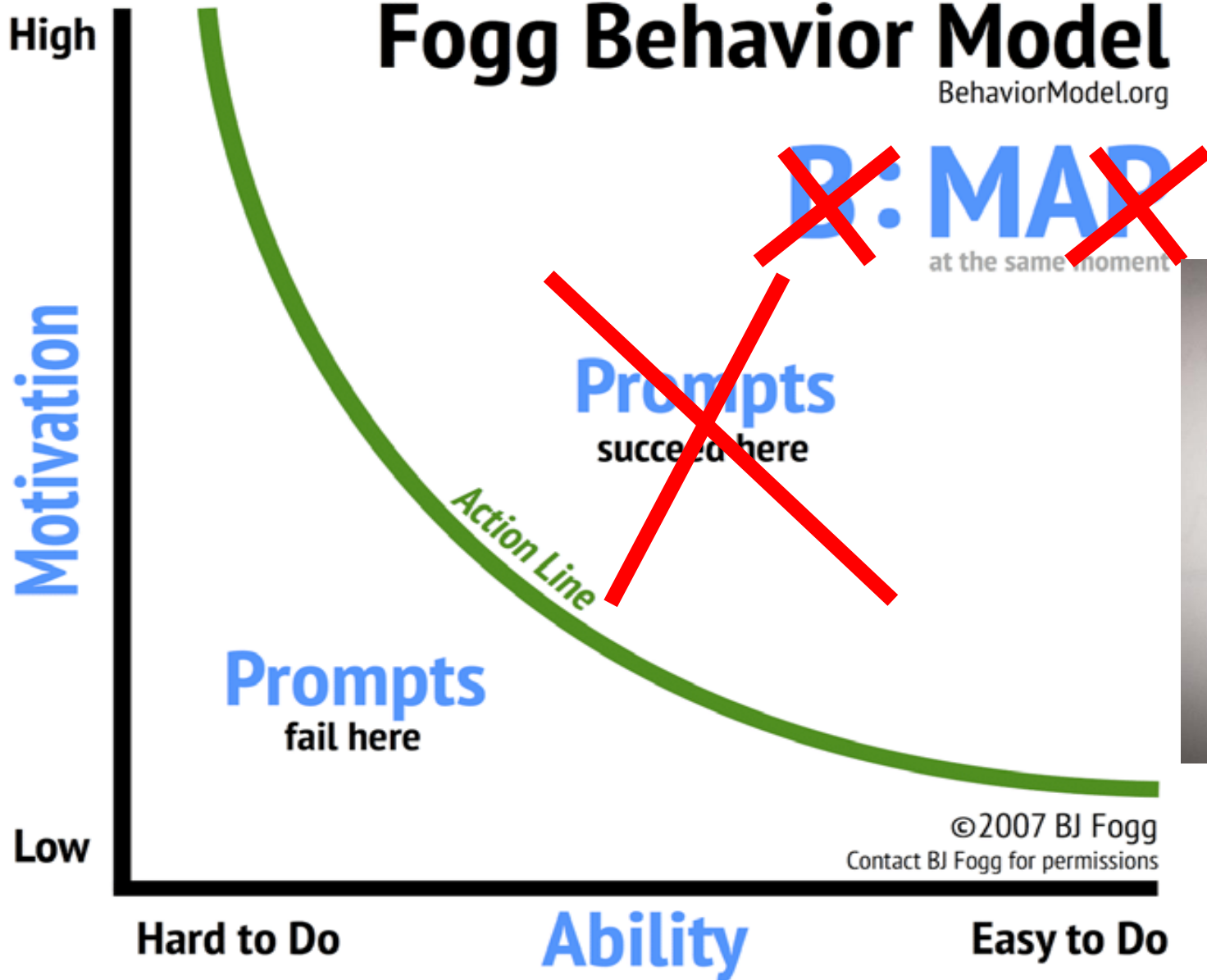


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Fogg Behavior Model

BehaviorModel.org



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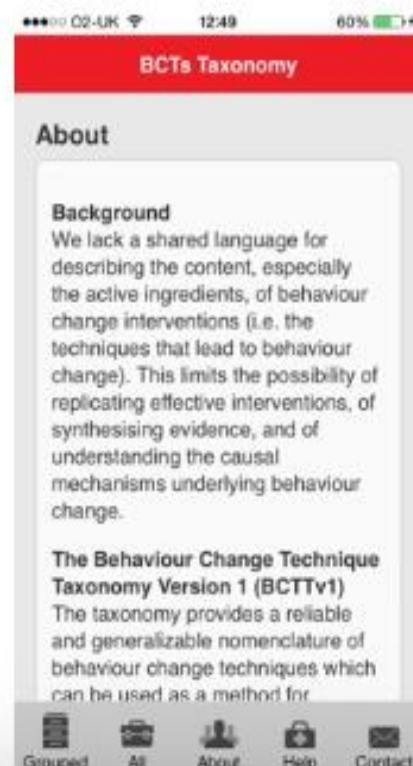
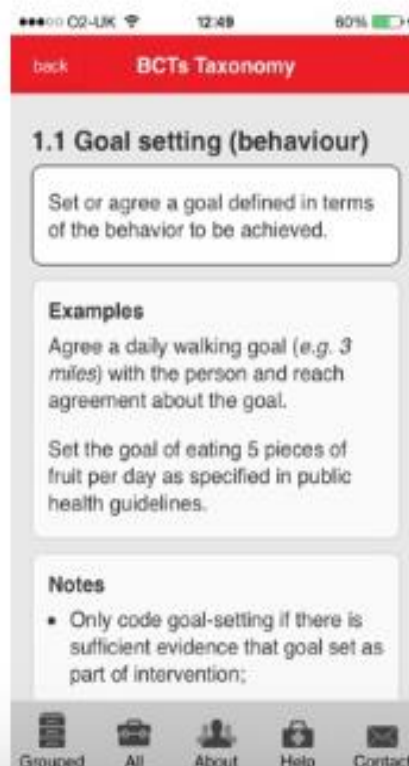
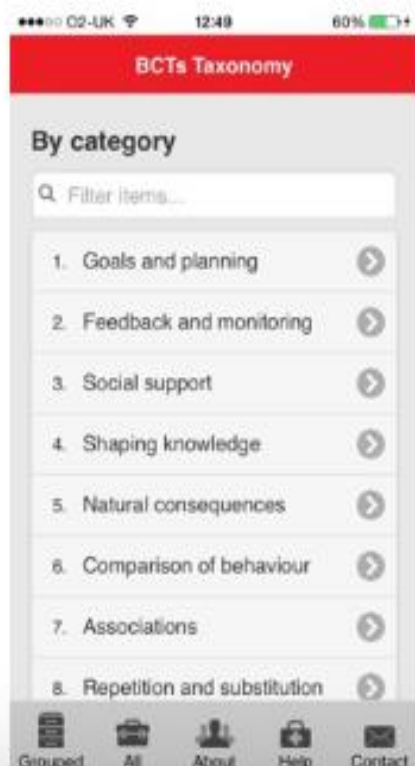
BCT Taxonomy

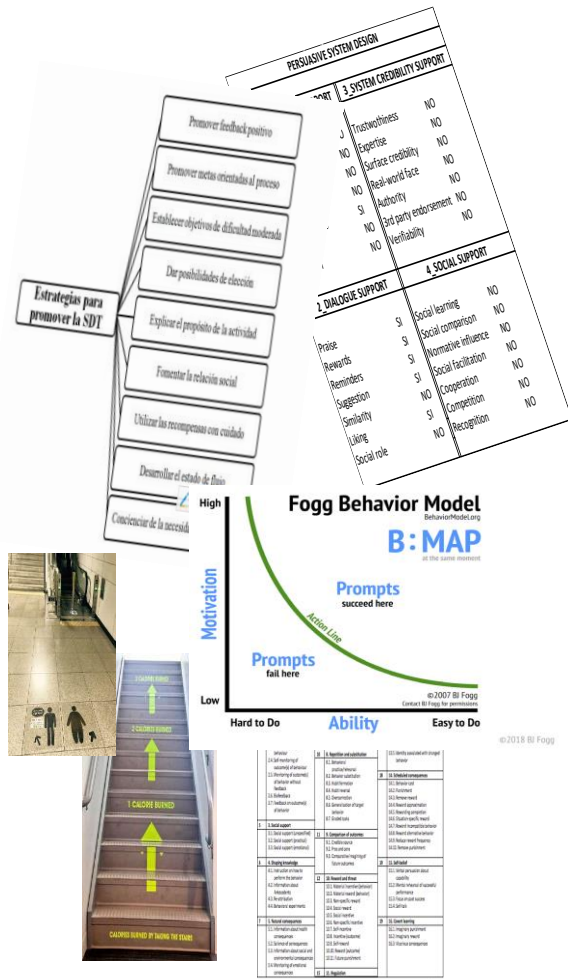
David Crane

★★★★★ 5.0, 2 Ratings

Free

iPhone Screenshots

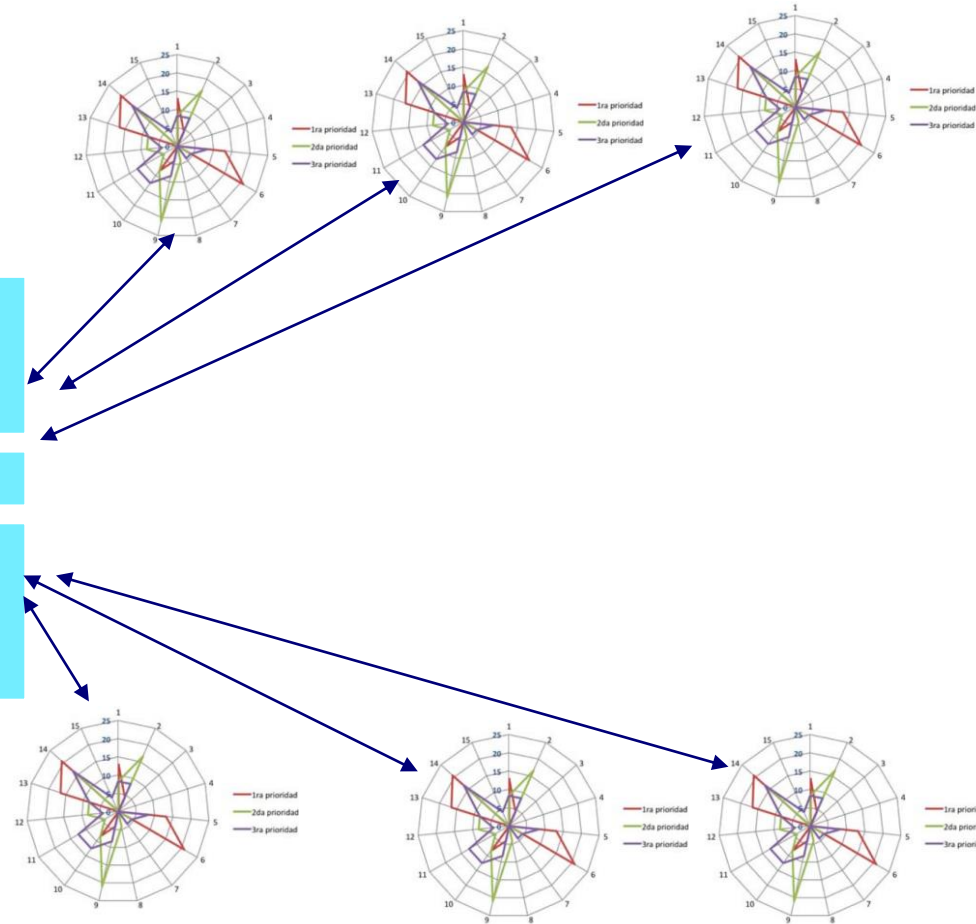




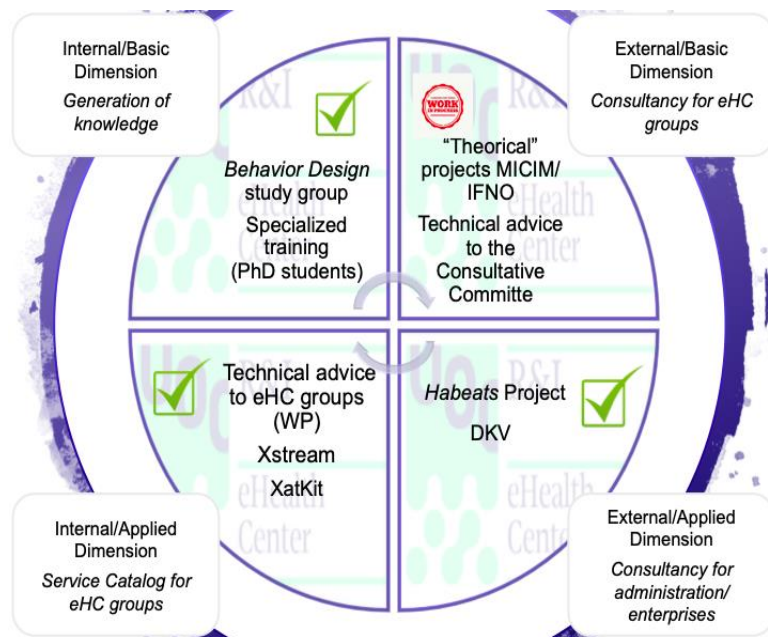
Aplicaciones eHealth (sector promoción movimiento)

Alto éxito

Bajo éxito



Behavior Design Research LAB



AIM:

Design of intervention programs including elements of persuasive design based on behavioral models (Oinas model, BJ Fogg) applicable through ICT.

TOPICS:

- Adherence to treatment
- Promote the active participation of patients
- Increase physical activity
- Increase healthy nutritional habits

We are working in several projects with health organizations and enterprises incorporating elements of persuasive design in different online applications.

If you need help, do not hesitate to ask for a meeting and we will talk about it!

Contact: Dr. Manuel Armayones marmayones@uoc.edu

¡Gràcies pel vostre temps!



 @armayones

 UOCresearch

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