

Universiti Teknologi MARA

Applying Persuasive technique For mobile

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ABSTRACT

B.J Fogg(2003) defines persuasion implies changing other's attitudes or behaviors or both in a predetermined way. Persuasive Technologies is describe as any interactive computing system designed to change people's attitudes or behaviors. Mobile persuasion goes beyond using mobile devices to promote product and services. Mobile Persuasion is used to promote health, safety, community involvement, personal improvement and so on and it is believe that when mobile persuasive technology is used there is a source of influence. This project is conducted for the aim to investigate on how mobile phone can appropriately be used for persuasion and consist of three main objectives to be achieved. The first objective is to identify different technique for mobile persuasion. The second objective is to identify the features of mobile phone that can be used for persuasion. The last objective in this research is to analyze a persuasive technique for mobile phone. In order to achieve the aim and all the objectives, there are four stages of methodology to be followed. The first activity is the problem identification and planning phase. The second activity is the knowledge gathering phase. The third activity is the data analysis phase. Last but not list the forth activity is the result representation phase. Finally, for mobile phone using SMS. Each of the objectives will produce its own result and findings. During the first objective, different techniques for mobile persuasion are identified which are obtained from the reviewing of the secondary data that are attained from the journals, articles and literatures which are related to the first objective. Through the meta- analysis of these secondary data the outcome will be presented in tabulation list form which different persuasive techniques are identified. Meanwhile, throughout the second objective, the findings that will be produced are features of mobile phone that can be used for persuasion is identified and is presented in tabulation list form. The features that been identified as the applicable features of mobile phone that can be used for persuasion will also be matched with the persuasive techniques that are appropriate and suitable to be used for the features. Eventually, during the last objective, the finding that will be produced is a user interface that

TABLE OF CONTENT

APPROVAL	ii
DECLARATION	iii
DEDICATION	iv
ACKNOWLEDGEMENT	v
ABSTRACT	vi
TABLE OF CONTENT	viii
LIST OF TABLES	xi
LIST OF FIGURES	xii

CHAPTER 1 : INTRODUCTION

1.1	Research Background	1
1.2	Problem Statement	2
1.3	Aim of the Research	4
1.4	Objective of the Research	4
1.5	Scope of the Research... ..	4
1.6	Significance of the Research.....	4

CHAPTER 2: LITERATURE REVIEW

2.1	Persuasion.....	6
2.2	Persuasive Technology	8
2.3	The Domain of Persuasive Technology.....	10
2.4	Persuasive Strategies.....	11
	2.4.1 Simulated Experiences	12
	2.4.2 Personilizing	12
	2.4.3 Surveillance (Monitoring and Tracking).....	12
	2.4.4 Virtual Group.....	13
	2.4.5 Environment of Discovery.....	13
2.5	Techniques of Persuasion.....	14
2.6	Mobile Devices via Persuasion.....	19
	2.6.1 Mobile devices.....	19
	2.6.2 Mobile Features.....	19
	2.6.3 Mobile Persuasion.....	21
	2.6.4 Short Messaging Service (SMS).....	22

CHAPTER 3: RESEARCH APPROACH & METHODOLOGY

3.1	Introduction	23
3.2	Problem Identification and Planning	25
3.3	Knowledge Gathering	27
3.4	Data Analysis	30
3.5	Result Representation.....	32

CHAPTER 1

INTRODUCTION

This chapter will discuss about the introduction of the research, the background of the research, the current situation or problem statement of the research, the objectives of the research, the aim of the research and the significance of the research

1.1 Research Background

According to Fogg (2003) who is the founder of Persuasive Technology, persuasion implies changing other's attitudes or behaviors or both in a predetermined way. Meanwhile, persuasive technology is also known as example of design intended to result in certain user behavior which is also defined as behavioral outcomes in mind.(Lockton et al., 2008).Moreover, persuasive technology can have undesirable consequences, methods of persuasion or persuade the users to do things that cannot be morally justified(Verbeek, 2006). Persuasive Technologies is also being defined as any interactive computing system designed to change people's attitudes or behavior (Fogg, 2003). In addition, the interactive computing technologies can play three main roles which include the role of interactive technologies as a tools ,the role as media and lastly the role as social actors. Fogg(2003) has affirmed that the first role which is as a tool the interactive computing technologies can be persuasive by making the target behavior easier which bring the meaning of leading or guiding people to a process that eventually motivate them. Meanwhile the second role which is the interactive computing technologies that play a role as a medium can be persuasive by allowing people to explore the cause and effect relationship. Fogg (2003) also stated that the last role the interactive computing technologies as a social actor can be persuasive by rewarding the people with positive feedback. Moreover,