

The Future of Persuasion

Institute for the Future

An independent, non-profit research organization that helps organizations by providing practical foresight for a world undergoing rapid change.

Future of Persuasion Report

- 2010
- Core drivers of change in how we will both **be persuaded** and **persuade others**
- The new forces, technologies, and applications of persuasion

Persuasion Defined

"To move by argument, entreaty, or exhortation to a belief, position, or course of action."

The core of political, social, and commercial power.

The Players

- Behavioral scientists
- Neuroscience
- Geneticists
- Game designers
- Social network analysts

Motivation & Desire

The Technologies

- Networked sensor data
- Semantic analysis
- Vibrant virtual and augmented realities
- Compelling data visualization tools
- Video everywhere
- Mobile supercomputing

"We are becoming enmeshed with mobile, increasingly aware technologies that are orders of magnitude more intimate, more automated, and knowledgeable about us than anything we have seen before."

Future Problems

- Commercial use of digital data
- The role of technology in daily life
- Individual privacy

Seven Forces at Play



network on my shoulder

Friends, networks, and online crowds connect to everything we do, offering instant support or mass peer pressure.



no-click world

Sensors tracking our location, health, and attention know just the right time and place to persuade or intervene.



digital mirrors

Algorithms analyze and reflect back our digital activity to shape attitudes, behaviors, and identities.



telepathic technologies

Intuitive, adaptive interfaces effortlessly connect our desires to our actions.



amplified imagination

Dynamic visualizations morph reality to influence how we see ourselves and the world.



the epic win

The mechanisms making games so compelling motivate us to work, learn, contribute, and collaborate—online and off.



awe-gmented reality

Expressing and detecting emotion becomes a persuasive layer in our interactions with technology.

Digital Mirrors



Algorithms that analyze and reflect back our digital activity to shape attitudes, behaviors, and identities.

- Systems for self-improvement ([Nike+](#))
- Systems that know me better than I know myself ([TweetPsych](#))
- Systems that know me by my friends (Project Gaydar)
 - Age of early self-conception

Network on my Shoulder



Friends, networks, and online crowds show up in everything we do, offering instant support or mass peer pressure.

- Networks go from conversation to general awareness ([Windows Phone Live Tiles](#))
- Networks go automated ([Withings scale](#))
- Networks force comparison with the crowd (Daydar)

Telepathic Technologies



Sensors tracking our location, health, and attention know just the right time and right place to persuade or intervene.

*Triggers

- Telepathic advertising (geo-coupons)
- Persuading the future me ([Locale](#))
- Detecting attention ([Attention Assist](#))
- Adaptive interfaces

No-Click World



Personalized, adaptive interfaces effortlessly connect our desires to our actions.

*The Paradox of Choice

* BJ Fogg, *Captology*, "Persuasive design relies heavily on the power of simplicity"

- Decide for me ([Urbanspoon](#))
- Reducing barriers to action ([car2go](#))
- Using nature to stimulate engagement (Ford Focus Hybrid)
- Using social interaction to stimulate engagement ([Autom](#))
 - The Media Equation

Epic Win



We will use games to persuade ourselves to be better people, from working harder to feeling more empathy, to considering the effects of our actions.

- Harnessing digital achievement ([Super Better](#))
- Games as powerful social influencers (Darfur is Dying)
- Morality engines go mainstream (Fable)

Amplified Imagination



Dynamic visualizations morph reality to influence how we see the world and ourselves.

- Vulnerability to the virtual self (avatars)
 - Proteus Effect
- Avatars get pervasive (Second Life)
- Immersive previews (Market Hall)
- Visual filters make sense of real-time data ([Infographics](#))

Awe-gmented Reality



Expressing and detecting emotion becomes a persuasive layer in our interactions with technology.

- Translating emotions (self-cam)
- Sending touch (SOS jacket)
- The power of awe ([viral](#))
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Application: Advertising

- A shift in target market from demographics and psychographics to specific individuals
 - A Market Segment of one
- Increase in content creators leads to advertising immunity
 - This leads to more invasive forms of persuasion
- Improvement in data context
- Reality Mining
- Experiences over goods
- Neuromarketing
 - Marketing cocktails"

Application: Health

- The future of self persuasion
- Ubiquitous computing for health
 - Control is important
- Just-in-time persuasion
- Immediate incentives
- Facebook as a persuasive medium
- Assigning accountability
- Virtual therapies
 - Pain management

Application: Learning

- Individualized learning
- Self-empowerment
 - Learning practical skills
 - Finding what you're looking for
- Experiential Learning

Application: Governance

- Persuade up
- Shrinks isolation
- Open data
 - Data scraping
- Making connections

Questions