



LIS5751 COMPUTERS AS PERSUASIVE TECHNOLOGY

SECTION(S)

TERM 20XX, COURSE MEETING DAY/TIME, COURSE MEETING LOCATION

MODE OF INSTRUCTION: ONLINE

Students all meet with instructor for class weekly, synchronously, using a multi-media conferencing system such as Collaborate, at a specific class time indicated in the University's course schedule for each semester. Additional asynchronous interactions among students and with instructor will be required, as indicated below in course evaluation and assessments, to complete the course.

Instructor:

Email:

Office:

Phone:

Course Location/Website:

Office Hours (in office, online or via phone):

Teaching Assistant:

Email:

COURSE DESCRIPTION:

This course explores the design and use of digital technologies for the purpose of influencing individuals' attitudes or behaviors in a number of contexts (i.e., e-commerce, social marketing, education, health, etc.). Computers as persuasive technology or "captology" is an interdisciplinary field that draws on theories and methods of psychology, human behavior studies, communication and human-computer interaction to inform the design of persuasive experiences delivered through interactive and computational technologies.

COURSE OBJECTIVES:

At the end of the course, the student will be able to:

1. Describe the theoretical and practical foundations of "captology" or the use of computers as persuasive technology.
2. Discuss theories of persuasion and human behavior that can be used to inform the design of persuasive technology.
3. Identify emerging trends in the use of computers as persuasive technologies in different contexts.
4. Discuss the ethical considerations in designing persuasive technologies.

COURSE MATERIALS:

Required Readings:

- **Required Textbook** (Paperback or Kindle Editions): Anderson, S. P. (2011). *Seductive Interaction Design: Creating Playful, Fun, and Effective User Experiences*. Berkeley, CA: New Riders. ISBN: 978-0321725523
- **Other Required Readings:** A list of readings will be provided on the course site. Students will have 3-4 readings per topic.

Recommended Book (*May be interesting for MSinIT Majors or anyone interested in studying persuasive technology design at a deeper level. This is optional reading that may be useful to those working on a persuasive technology project*): Wendel, S. (2013). *Designing for Behavior Change: Applying Psychology and Behavioral Economics* (1st ed.). Sebastopol, CA: O'Reilly Media, Inc. ISBN: 978-1449367626

Blackboard Collaborate: For weekly online sessions, we will be using *Collaborate*, which is a real-time, synchronous, virtual classroom environment that supports both audio and chat for two-way communication. If you are new to *Blackboard Collaborate*, please review the Participant Guide here: <http://library.blackboard.com/ref/827599f8-66fa-4e59-b6fb-10308c13e796/index.htm>. The participant link is provided on the first page of this syllabus.

- **Hardware Requirements:** You will be required to participate in class using audio so you will need a headset with an attached microphone. Mac users will need a microphone/headset that uses a USB port. Try not to use your computer's internal microphone and speakers as this is known to cause feedback and delay in the audio which can be extremely distracting.
- Lastly, although we have tested and found the system to work well on a variety of platforms and connection speeds (including dialup), the system doesn't work as well on wireless connections (especially during peak use hours in the evening) and mobile technologies (e.g., tablets and smartphones). Try to connect via Ethernet cable for Collaborate sessions.
- **Technical Support:** If you experience any problems using Blackboard Collaborate please call their 24-hour Technical Support Team who can help with technical problems (866.388.8674 option 2). The Help Desk will not be able to assist you with technical issues so please try this number first. You can also contact technical support by submitting a ticket or via live chat at: <http://support.blackboardcollaborate.com/ics>.

COURSE ASSIGNMENTS:

Below is a brief overview of the main assignments for this course. More detailed guidelines for completing each assignment will be provided on the course site.

Project Plan (20%) - You can choose to do either a Research Paper or a Persuasive Technology Project Proposal for your final assignment. More details about this assignment are found on the course site.

- **Choice 1 Research Paper** - You will submit a 3-4 page report that includes the following: your proposed topic, at least 3 research questions, a 300-400 word synopsis of the main thesis of the paper, and an annotated bibliography of at least 5 peer-reviewed journal articles. Each source must include a 100-word annotation about how the resource supports your main arguments/thesis.
- **Choice 2 Persuasive Technology Project (Recommended for MS in IT students)** – You will submit a 3-4 page proposal that includes the following: title of your proposed project, a 300-400 word summary, a benchmark analysis and critique and main challenges or concerns for development.

Final Project Paper (30%) – As mentioned earlier, you can choose to do either a Research Paper or a Persuasive Technology Project Proposal for your final assignment.

- **Choice 1 Research Paper** - You will write an original, evidence-based paper focusing on any of the following: trends and patterns, policy or ethical issues, theory and research related to the use, application and/or design of persuasive technology. As part of the exercise, you are required to provide an overview of the topic or issue, critically review and analyze scholarly literature and present this as evidence for your main argument or thesis, identify and discuss gaps in the literature, and recommend areas for future research. The paper should be at least 2500 words (this word count does not include the bibliography, or any figures or tables presented).
- **Choice 2 Persuasive Technology Project (Recommended for MS in IT students)**– You will conceptualize and design a persuasive technology project. The final paper for this consists of a proposal with the following parts: a user needs analysis, scenario, task flow analysis, paper prototypes (supporting at least 2 main user tasks) and user evaluation report. The concept must be based on evidence and must demonstrate an in-depth understanding of theories of persuasion, attitude and behavior change, user needs, and other concepts related to the effective design of persuasive technologies. The report should include interactive prototypes (produced using a prototyping tool like Axure RP or equivalent prototyping tools; it is also possible to produce prototypes using presentation software like PowerPoint and Keynote using pre-built UI or user interface elements).

Final Project Presentation (10%) – At the end of the semester you will share the results of your research with the class in an 8-10 minute presentation.

In-Class Activities (15%) – We will have structured learning activities on selected weeks (these will be indicated in the course modules). These may include short quizzes, case studies, prototyping or team challenges.

Read & React Discussion Posts (20%) – This requirement comes in two parts.

- (1) **READ & REFLECT:** Read **at least 3** of the assigned readings on the reading list for each week (at least one article per topic). Post your reflections and critical comments on the course

topic/s on **8** different weeks of your choice. For each post: **(a)** identify 2 main takeaways from the week's readings and briefly explain why these resonated with you - these should be critical reflections and NOT summaries; **(b)** pose a critical question about the topic for another student to answer. Discussion board postings must be substantive and **at least 200 words**. Original posts must be submitted *by midnight EST on the **Tuesday** before* the topic will be discussed in class. At the end of each post, list the articles you chose to read for that week. Use APA 6th format for your citations.

- (2) **REACT**: Post a response to another student's critical question (see 1.b) for that week. These comments must be substantive (at least **150 words** long) and must be posted no later than *midnight EST on **Friday*** the week the topic is covered in class.

GRADE CALCULATION:

Grades will be distributed in the following manner:

REQUIREMENTS	%
Project Plan	20
Final Project Paper	30
Final Project Presentation	10
In-Class Activities	15
Read & React Discussion Posts (minimum of 8 on different weeks)	20
Attendance (minimum of 10 sessions including final presentation)	5
TOTAL	100

GRADING SCALE:

The course will use the following grading scale. Letter grade of "A" will be awarded only to students who demonstrate exceptional work, so note the higher percentage requirement for this below. *Final grade scores will **not** be rounded up.

Letter Grade	Percentages*	Description
A	94.00-100.00	Exceptional
A-	90.00-93.99	Very Good
B+	87.00-89.99	Above average
B	83.00-86.99	
B-	80.00-82.99	
C+	77.00-79.99	Average, adequate, satisfactory, fair
C	73.00-76.99	
C-	70.00-72.99	
D+	67.00-69.99	Below average, marginal, poor
D	63.00-66.99	
D-	60.00-62.99	
F	0.00-59.99	Failing, unsatisfactory

COURSE SCHEDULE:

WEEK	Collaborate Session	TOPICS TO BE COVERED	ASSIGNMENTS DUE
1	Aug. 31	Course Overview Computers as Persuasive Tools	
2	Sept. 7	Applications of Persuasive Technologies (Health, Education, E-commerce)	<i>Complete Student Profile Survey & Canvas Profile (9/6)</i>
3	Sept. 14	Persuasion through Social Media	
4	Sept. 21	Persuasion Through Mobile, Context-Aware, Networked Devices	
5	Sept. 28	Gamification as a Persuasive Strategy	
6	Oct. 5	Ethical Considerations in Designing Persuasive Technologies	<i>Submit Draft of Project Plan on Turnitin (10/7)</i>
7	Oct. 12	Designing For Behavior Change Understanding the Mind and Behavior Change	<i>Submit Final Draft of Project Plan on Canvas (10/9)</i>
8	Oct. 19	Developing the Conceptual Design for Persuasive Technology	
9	Oct. 26	Designing Persuasive Interfaces	
10	Nov. 2	Evaluating Persuasive Technologies	
11	Nov. 9	Workshop	
12	Nov. 16	Individual Consultations	
13	Nov. 23	NO CLASS – Thanksgiving Break	<i>Submit Draft of Final Paper on Turnitin (11/21) Submit Final Project Paper on Canvas (11/23)</i>
14	Nov. 30	Peer Reviews of Final Projects	<i>Submit Presentation Slides (11/29) Complete Peer Reviews (12/6)</i>
15	Dec. 7	Final Presentations	<i>Complete eSUSAI evaluation online (12/7)</i>

The “Read & Reflect” part of the read and react discussion posts are due by midnight on **Tuesdays before the topic is discussed each week. Comments or “React” posts are due by midnight each **Friday**.*

COURSE POLICIES:

Grading and Submission of Assignments

The most important criteria for grading are timeliness, completeness, and quality. Make every effort to communicate your ideas clearly and review your assignments carefully for spelling or grammatical errors. All work for this class must be original and must include proper citations for sources used.

You are also responsible for ensuring that your instructor has received assignments requiring online submission and that the file/s are not corrupted. This is particularly important if you have been experiencing technical difficulties. As a last resort, you may email a copy of the assignment to your instructor before the deadline or post a copy to the Online Office so that you will not be penalized for being late. You are also responsible for keeping track of your grades via the grade book on the main course site and for informing your instructor in case there are any discrepancies. We will strive to have major assignments graded before other major assignments are due.

Late Assignments

Course assignments are typically due by 11:59 p.m. on the due dates indicated in the Course Calendar (unless otherwise stated). It is your responsibility to turn in all requirements by the specified due dates and times. ***Ten percentage-points will be deducted for every day you are late with an assignment or project (e.g., if the total score for the assignment is 10 points, 1 point will be deducted for each day it is late). Assignments submitted two days after the deadline will NOT be graded.***

Attendance

Students will not be allowed to make up for any in-class activities missed unless they are able to present valid documentation for any university-sanctioned excuse within two days of returning to class. Attendance during presentation days is mandatory with the exception of a valid and documented medical excuse. ***Failure to attend presentation days will result in an automatic 1% deduction in the final grade.***

Communication

I will be using e-mail and the course website to communicate with the class so please check the course site and your FSU e-mail regularly at least 3 times a week. The official method of communication at Florida State University is your FSU e-mail account (<http://registrar.fsu.edu/bulletin/>). *Note:* You can have your official FSU account forwarded to another e-mail account. To ensure your email does not go straight to my junk box, put the course number in the subject line and identify yourself in the body of your email. Post general questions that would benefit the rest of the class on the Online Office Discussion Board on the course site.

UNIVERSITY POLICIES:

University Attendance Policy:

Excused absences include documented illness, deaths in the family and other documented crises, call to active military duty or jury duty, religious holy days, and official University activities. These absences will be accommodated in a way that does not arbitrarily penalize students who have a valid excuse. Consideration will also be given to students whose dependent children experience serious illness.

Academic Honor Policy:

The Florida State University Academic Honor Policy outlines the University's expectations for the integrity of students' academic work, the procedures for resolving alleged violations of those expectations, and the rights and responsibilities of students and faculty members throughout the process. Students are responsible for reading the Academic Honor Policy and for living up to their pledge to "...be honest and truthful and...[to] strive for personal and institutional integrity at Florida State University." (Florida State University Academic Honor Policy, found at <http://fda.fsu.edu/academic-resources/academic-integrity-and-grievances/academic-honor-policy>.)

Plagiarism

Plagiarism of any type, including material from Internet sources, will not be tolerated. Cases of academic dishonesty such as plagiarism and cheating will be investigated & pursued vigorously according to departmental and (if needed) university procedures. Before submitting any work for this class, please read the "Academic Honor System" in its entirety (see link above) and ask me to clarify any of its expectations that you do not understand.

Americans With Disabilities Act:

Students with disabilities needing academic accommodation should:

- (1) register with and provide documentation to the Student Disability Resource Center; and
- (2) bring a letter to the instructor indicating the need for accommodation and what type.

Please note that instructors are not allowed to provide classroom accommodation to a student until appropriate verification from the Student Disability Resource Center has been provided.

This syllabus and other class materials are available in alternative format upon request.

For more information about services available to FSU students with disabilities, contact the:

Student Disability Resource Center
874 Traditions Way
108 Student Services Building
Florida State University
Tallahassee, FL 32306-4167
(850) 644-9566 (voice)
(850) 644-8504 (TDD)
sdr@admin.fsu.edu
<http://www.disabilitycenter.fsu.edu/>

Syllabus Change Policy

Except for changes that substantially affect implementation of the evaluation (grading) statement, this syllabus is a guide for the course and is subject to change with advanced notice.

SCHOOL OR DISCIPLINARY POLICIES:

Copyright Statement

Some of the materials in this course are possibly copyrighted. They are intended for use only by students registered and enrolled in this course and only for instructional activities associated with, and for the duration of, the course. They may not be retained in another medium or disseminated further. They are provided in compliance with the provisions of the *Technology, Education, And Copyright Harmonization* (TEACH) Act (refer to the 3/7/2001 TEACH Act at www.copyright.gov/legislation/archive/).

Sexual Harassment Policy

It is the policy of the University that its employees and students neither commit nor condone sexual harassment in any form.

http://registrar.fsu.edu/bulletin/graduate/information/university_notices/

iSchool Hardware and Software Requirements

A list of all hardware and software requirements for students participating in the School of

Information (iSchool) courses can be found at the following location:

<http://ischool.cci.fsu.edu/academics/online/requirements/>

Student Eligibility for an Incomplete Grade

Incomplete (“I”) grades will not be assigned, except in the case of exceptional unforeseen circumstances that occur within the last three weeks of the semester and your work has otherwise been satisfactory (C average).