

1. Record Nr.	UNINA9910786873203321
Autore	Nodder Chris
Titolo	Evil by design : interaction design to lead us into temptation // Chris Nodder
Pubbl/distr/stampa	Indianapolis, IN, : John Wiley & Sons, 2013
ISBN	1-118-45225-9
Edizione	[1st ed.]
Descrizione fisica	1 online resource (320 pages)
Disciplina	006.7
Soggetti	Interactive multimedia Web sites - Design
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Pride. Misplaced pride causes cognitive dissonance ; Social proof : Using messages from friends to make it personal and emotional ; Closure : The appeal of completeness and desire for order ; Manipulating pride to change beliefs -- Sloth. Desire lines : From A to B with as few barriers as possible ; Reduced options and smart defaults smooth the decision process ; Sloth : Is it worth the effort? -- Gluttony. Deserving our rewards ; Escalating commitment : foot-in-the-door, door-in-the-face ; Invoking gluttony with scarcity and loss aversion ; Self-control : Gluttony's nemesis -- Anger. Avoiding anger ; Embracing anger ; Using anger safely in your products -- Envy. Manufacturing envy through desire and aspiration ; Status envy : demonstrating achievement and importance ; Manufacturing and maintaining envy in your products -- Lust. Creating lust : Using emotion to shape behavior ; Controlling lust : Using desire to get a commitment ; Lustful behavior -- Greed. Learning from casinos : Luck, probability, and partial reinforcement schedules ; Anchoring and arbitrary coherence ; Feeling greedy? -- Evil by Design. Should you feel bad about deception? ; Should you feel bad about using the principles in this book? ; Be purposefully persuasive -- The Persuasive Patterns Game.
Sommario/riassunto	How to make customers feel good about doing what you want Learn how companies make us feel good about doing what they want. Approaching persuasive design from the dark side, this book melds psychology, marketing, and design concepts to show why we're

susceptible to certain persuasive techniques. Packed with examples from every nook and cranny of the web, it provides easily digestible and applicable patterns for putting these design techniques to work. Organized by the seven deadly sins, it includes: Pride - use social proof to position your product in line with your visitor
