**Persuasive Technology and its social consequences**

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**Tips after asking:**

* Be clear about WHO is benefitting – not all beneficiaries are equal
  + Sometimes certain social groups become the target of the benefits/ consequences
  + This is root of the controversy of relying on/ crediting persuasive technologies
* One sided argument is fine as long as you briefly reference each other and state how the overall topic has worthwhile arguments for the other side

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linkedin2

Structure with MAX word counts:

* What is persuasive technology?
* Where can it be seen in real life?
* What promise does it bring for business >traditional motivation and where is the proof?
* How does it build on the theory of reasoned action and technology acceptance model?

**400 words**

* How can businesses measure its success and where are its risks?
* What ethics concerns are there to be balanced? (dark patterns in persuasive design?)

**300 words**

* Successful application in business in case study: BCG After-Hours Email Pop-up
* Nudge theory -> digital nudges -> emotional vs. rational -> bias
* Psychology of emotion nudges and how they can be applied to HR in business?
* What successful examples of tailoring to different employee demographics can we see?
* Potential ethical concerns – counter with sustainability and engagement benefits

**600 words**

* What alternative structures/ theories are there to help streamline persuasive design?
* How to incorporate Bitzer’s Theory and how could they be applied to business?
* Where has McGregor’s Theory X and Y been applied to persuasive design already?

**400 words**

* Re-evaluate BCG case study – how does it balance both Theory X and Y?
* What about Maslow’s Hierarchy of Needs in business context?
* Circle back to the start somehow

**500 words**