Captology:
as known as Persuasive technology

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"The field of study known as captology creates insight into how computing products can be designed to change what people believe and what they do"

Cambridge Dictionary

Persuasion Vs. Manipulation (Brief Description)

Definitions, Ethics, and Agency

Definitions:

Persuade - to make someone do or believe something by giving them a good reason to do it or by talking to that person and making them believe it

Manipulation - controlling someone or something to your own advantage, often unfairly or dishonestly

Ethics:

Persuade - The action orientation to applying the knowledge from academic studies of communication and persuasion is more fully described in Influencing attitudes and changing behavior (Zimbardo, P)

Manipulation - often characterized as a form of influence that is neither coercion nor rational persuasion (Noggle, R)

Goals/Objectives

- Goal: Limit the cerebral, phycological, and bodily downgrading of human society that is occurring from the digital world and technological expansions.

- Objectives

  - Common ground/Unity

  - Humane Social Systems/AI

  - Regenerative Incentives

Deliverables

Plan of action:

-Deliver a plan that takes action that will lead to:

-Results of physical and phycological change of a percentage of the human population.

People, ideas:

-Organization, groups each with their own opinion on the matter

Approach, Methodology, Implementation Plan if

Approach:

-Spread awareness and action on the problem through marketing, campaigning, and volunteer development projects.

Methodology,:

-Post on social media and high traffic areas on interesting events using the approach. Form groups, and get together with organizations

Implementation (plan if):

-Get large marketers, whistleblowers, and Large Tech companies to focus more of development that will help and challenge human nature to growth instead of profit margins

Risk and Mitigations

Backlash:

-Opinions / Ideologies

-Policies and Laws

Financial:

-Expenses

-Asset / Sustainment

Organization:

-Communications

-Goals

Mitigations:

-Common Ground

-Free Labor / Budgeting and Funding

-Leaders and Stable Hierarchy

Questions?