

Persuasive Robots and Persuasive Lighting

The Psychology of How Technology can Influence People

Jaap Ham

University of Eindhoven, The Netherlands



Technology is becoming ubiquitous in our societies, and will help solve many societal issues (e.g., related to sustainability, health). However, technological solutions alone cannot solve these issues: Human behavior also has to change. In the current talk, Jaap Ham will introduce the research topic of Persuasive Technology, connect it to the psychology of influencing, and present studies that investigate how technology like social robots and ambient lighting can influence people.

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