

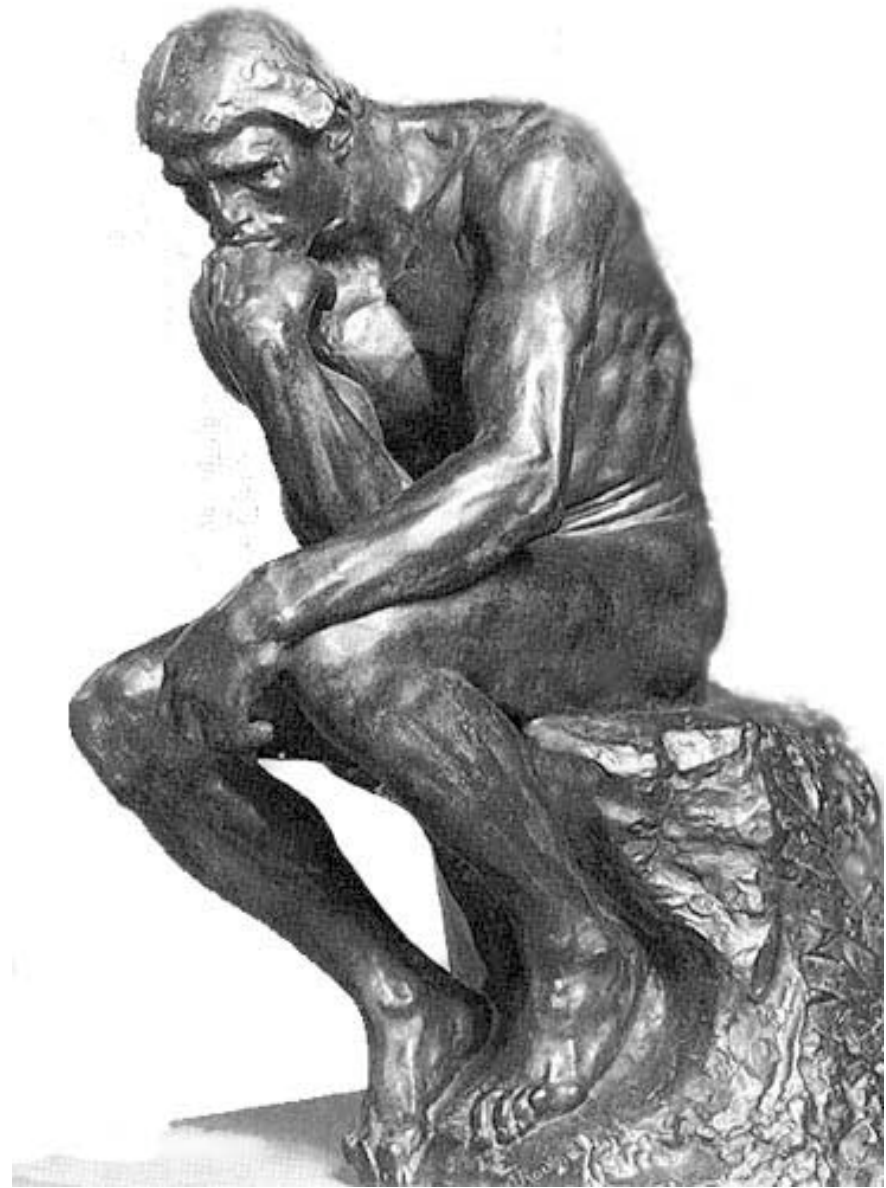
Designing Attraction

human decision-making

Rob Faludi

Thinking

is not for thinking



Thinking is for doing

– Susan T. Fiske



Designing Attraction



Designing Attraction

- If you want to attract people to your project...
- If you want to design a persuasive interaction...
- If you want to influence people's actions...

**You must look into
people's minds**



**...hardware isn't enough,
you need to know the
software**

How don't people work?

- people are not logical
- not even-handed, not objective
- not slow and thoughtful



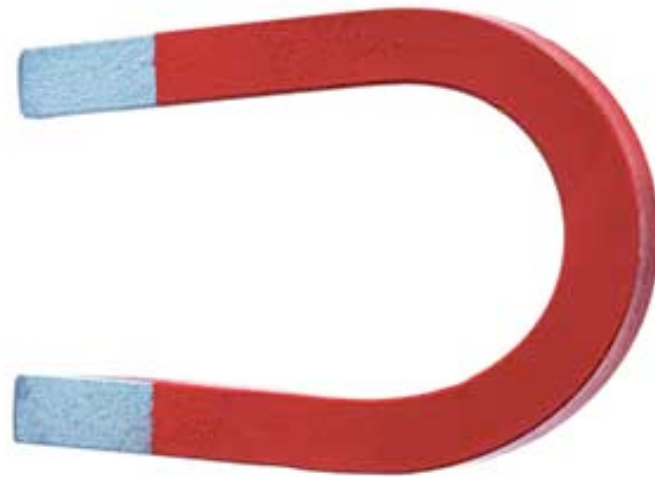


People are a problem

Decision-making

- How to predict people
- How to influence people
- Ways to guide users to the goal

attractions must be designed





The Human Brain

- A tangle of quickie rules, biased processes, evolutionary flotsam, attentional diversions
- The major influence shaping our planet
- Better understood now than ever before

Humans are predictable

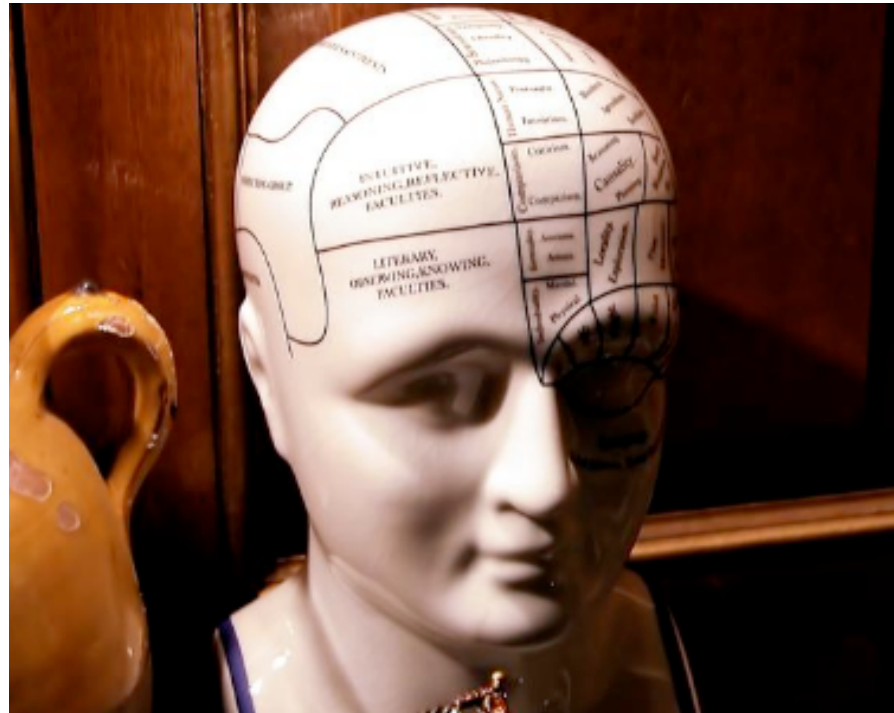
- but we have some surprising behaviors



Automation

- Fixed action patterns
- Doing what you did before
- Chains of events

Predictable processes



Biases



Biases

- predisposition
- favoring some outcomes over others
- sources of predictable errors

Heuristics



Heuristics

- A rule of thumb, simplification, or educated guess that reduces or limits the search for solutions in domains that are difficult and poorly understood. Unlike algorithms, heuristics do not guarantee optimal, or even feasible, solutions and are often used with no theoretical guarantee.

— Free Online Dictionary of computing



Plenty of heuristics

- Anchoring and adjustment
- Availability heuristic
- Representativeness heuristic
- Affect heuristic
- Contagion heuristic
- Effort heuristic
- Familiarity heuristic
- Fluency heuristic
- Gaze heuristic
- Peak-end rule
- Recognition heuristic
- Scarcity heuristic
- Similarity heuristic



Scads of biases

- Bandwagon effect
- Base rate fallacy
- Bias blind spot
- Choice-supportive bias
- Confirmation bias
- Congruence bias
- Contrast effect
- Déformation professionnelle
- Distinction bias
- Endowment effect
- Extreme aversion
- Focusing effect
- Framing
- Hyperbolic discounting
- Illusion of control
- Impact bias
- Information bias
- Irrational escalation
- Loss aversion
- Mere exposure effect
- Moral credential effect
- Need for closure
- Neglect of probability
- Omission bias
- Outcome bias
- Planning fallacy
- Post-purchase rationalization
- Pseudocertainty effect
- Reactance
- Selective perception
- Status quo bias
- Unit bias
- Von Restorff effect
- Zero-risk bias
- Ambiguity effect
- Anchoring
- Attentional bias
- Availability heuristic
- Availability cascade
- Clustering illusion
- Conjunction fallacy
- Gambler's fallacy
- Hawthorne effect
- Hindsight bias
- Illusory correlation
- Ludic fallacy
- Neglect of prior base rates effect
- Observer-expectancy effect
- Optimism bias
- Overconfidence effect
- Positive outcome bias
- Primacy effect
- Recency effect
- Regression toward the mean disregarded
- Reminiscence bump
- Rosy retrospection
- Selection bias
- Stereotyping
- Subadditivity effect
- Subjective validation
- Telescoping effect
- Texas sharpshooter fallacy
- Actor-observer bias
- Dunning-Kruger effect
- Egocentric bias
- Forer effect (aka Barnum Effect)
- False consensus effect
- Fundamental attribution error
- Halo effect
- Herd instinct
- Illusion of asymmetric insight
- Illusion of transparency
- Ingroup bias
- Just-world phenomenon
- Lake Wobegon effect
- Notational bias
- Outgroup homogeneity bias
- Projection bias
- Self-serving bias
- Self-fulfilling prophecy
- System justification
- Trait ascription bias
- Beneffectance
- Consistency bias
- Cryptomnesia
- Egocentric bias
- False memory
- Hindsight bias
- Suggestibility

Four Interesting Biases

- positive outcome bias
- confirmation bias
- illusion of control
- hindsight bias

Some Effects and Fallacies

- Contrast effect — the enhancement or diminishment of a weight or other measurement when compared with recently observed contrasting object.
- Endowment effect — "the fact that people often demand much more to give up an object than they would be willing to pay to acquire it"
- Moral credential effect — the tendency of a track record of non-prejudice to increase subsequent prejudice.
- Planning fallacy — the tendency to underestimate task-completion times.
- Ludic fallacy — the analysis of chance related problems with the narrow frame of games. Ignoring the complexity of reality, and the non-gaussian distribution of many things.
- Texas sharpshooter fallacy — the fallacy of selecting or adjusting a hypothesis after the data is collected, making it impossible to test the hypothesis fairly.

Three Important Heuristics

- anchoring and adjustment
- availability heuristic
- social proof heuristic

Heuristics Are Sensible

- Rules of thumb work because they are often correct
- Heuristics are fast
- Exhaustive analysis isn't usually possible

How to attract



...and persuade

**OVER A
QUARTER
MILLION
COPIES SOLD!**

FOURTH EDITION

INFLUENCE

Science and Practice

*"The best and best researched book ---
ever --- on this topic. Robert Cialdini would
have predicted 10 years ago the power
of 'permission marketing' on the Web!"*
—TOM PETERS, The Tom Peters Group

ROBERT B. CIALDINI

Influence



- Robert Cialdini and the *weapons* of persuasion

Influential Tools

- Reciprocity
- Commitment and consistency
- Social proof
- Liking
- Authority
- Scarcity

Reciprocity



"I'm not going to Sid's funeral.
He won't be coming to mine."

Reciprocity

- we try to repay, in kind, what another person does for us

-Alvin Gouldner (1960)

- web of indebtedness
- watch out for uninvited debts
- mailing labels, in-person solicitations, engineered concessions

Commitment & Consistency



Commitment & Consistency

- we like things better after we choose them
- foot-in-the-door: small to large
- justification of effort: boot camp

Social Proof



Social Proof

- if everyone else jumped off a cliff...
- Asch conformity (looking up)
- effective in ambiguous situations with social peers
- can be tragically powerful

Liking



Liking

- more likely to comply with someone we like
- ...and we like people who are
 - attractive
 - similar
 - familiar

Authority



Authority

- Milgram
- value of authority symbols
- illusion of authority (not a doctor but play one on TV)
- heuristic value

Scarcity



Scarcity

- increases perceived value
- baseball cards, wine, mates
- time limits

Influential tactics relevant to:

- advertising
- interaction design
- workplace
- dating
- religion



Responsibility

- Is it okay to use these tools?
- Does understanding them exempt us from their influence?

More to Come...

- Full class at ITP will include:
 - Social decision-making
 - Hands-on with heuristics
 - Creating influential experiences
 - Mastering designing for the mind



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