

Designing Attraction

I T P S P E C I A L E V E N T

March 28, 2008, 6:30-8pm
ITP, 721 Broadway, 4th Floor

*Want to attract people to your project, design persuasive interactions and influence user actions? Then it's crucial to understand **how people think**.*

Recent work in a variety of fields, from neuroscience to social psychology to economics, has shed light on the human decision-making process. The human brain is a tangle of quickie rules, biased processes and evolutionary flotsam; people are not strictly logical, but we are predictable, often in surprising ways. This talk is a preview of a planned class called “Designing Attraction,” a journey through the remarkable psychological tools for attracting, guiding and influencing human beings. This introductory talk will summarize the biases, heuristics and tools of influence that affect us every time we make a choice. We'll also discuss real-world examples, applications, and the ethics of using psychologically persuasive methods to influence interaction.



Robert Faludi has an MA in Cognitive Psychology and a Masters from ITP. For ten years, his San Francisco-based Faludi Computing supported Internet startups like Match.com and Salon, and created web sites for companies like Gap, Visa, and Lonely Planet. At ITP he specialized in physical computing, dense social networks and networked objects. Projects include Social Genius, a multimedia name-learning game; WildLight, a networked device that brings organic light to dark or windowless spaces; BlueWay, a networked location and wayfinding system; and Botanicalls, a system that allows thirsty plants to place phone calls for human help.