

A Behavior Model for Persuasive Design

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Abstract

This paper presents a new model for understanding human behavior. In this model (FBM), behavior is a product of three factors: motivation, ability, and trigger, each of which has subcomponents. The FBM asserts that for a person to perform a target behavior, he or she must (1) be sufficiently motivated, (2) have the ability to perform the behavior, and (3) be triggered to perform the behavior. These three factors must occur at the same moment, else the behavior will not happen. The FBM is useful in analysis and design of persuasive technologies. The FBM also helps teams work together efficiently because this model gives people a shared way of thinking about behavior change.

General Terms

Design, Measurement, Experimentation, Human Factors.

Keywords

Persuasion, behavior change, simplicity, motivation, persuasive technology, captology, trigger, persuasive design.

The Need to Understand Behavior Change

The tools for creating persuasive products are getting easier to use, with innovations in online video, social networks, and metrics, among others. As a result, more individuals and organizations can design experiences they hope will influence people's behaviors via technology channels. However, many attempts at persuasive design fail because people don't understand what factors lead to behavior change.

This paper shares a new way to understand the drivers of human behavior, a model referred to in this document as the Fogg Behavior Model, or "FBM" for brevity. This psychological model identifies and defines three factors that control whether a behavior is performed. (Note: In this paper, and in this model, "persuasion" refers to attempts to influence people's behaviors, not attitudes.)

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The FBM can give insight to behavior-change professionals in many domains, from health to education to sales. This framework has special relevance to those of us who study and design persuasive technology. As I see it, persuasive technology is fundamentally about learning to automate behavior change. To effectively encode experiences that change behaviors, we need a rich yet practical understanding of human psychology, specifically insight into the factors that drive human behavior. Without this understanding, designers of persuasive experiences are merely guessing at a solution (or imitating techniques that work without understanding why those techniques work). The FBM provides designers and researchers with a systematic way to think about the factors underlying behavior change.

Because the FBM is new, insights continue to emerge. This paper is an early way to share these ideas and seek feedback. Certainly, a static document like this paper is not well suited for conveying emerging content and related work. I encourage readers to see www.BehaviorModel.org for the most current explanation of the FBM, as well as citations to and discussions of related theories and models. That website also solicits feedback on the FBM.

Three Factors in the Behavior Model

The FBM has three principal factors that I refer to as motivation, ability, and trigger. In brief, the model asserts that for a target behavior to happen, a person must have sufficient motivation, sufficient ability, and an effective trigger. All three factors must be present at the same instant for the behavior to occur. In the sections that follow I explain more about how these factors work together. I then define the subcomponents of each factor, followed by description of how the FBM is used in research and design.

Visualizing the Behavior Model

Figure 1 shows one way to visualize the FBM. The paragraphs below describe the figure.

As the Figure 1 shows, the FBM has two axes. The vertical axis is for motivation. A person who is low on motivation to perform the target behavior would register low on the vertical axis. High on the axis means high motivation. There are no units on this axis, as the framework is conceptual, showing relationships of the components rather than precise values for each.

The second axis is horizontal, as shown in Figure 1. This axis is for ability. A person who has low ability to perform a target behavior would be marked toward the left side of the axis. The right side is for high ability.

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