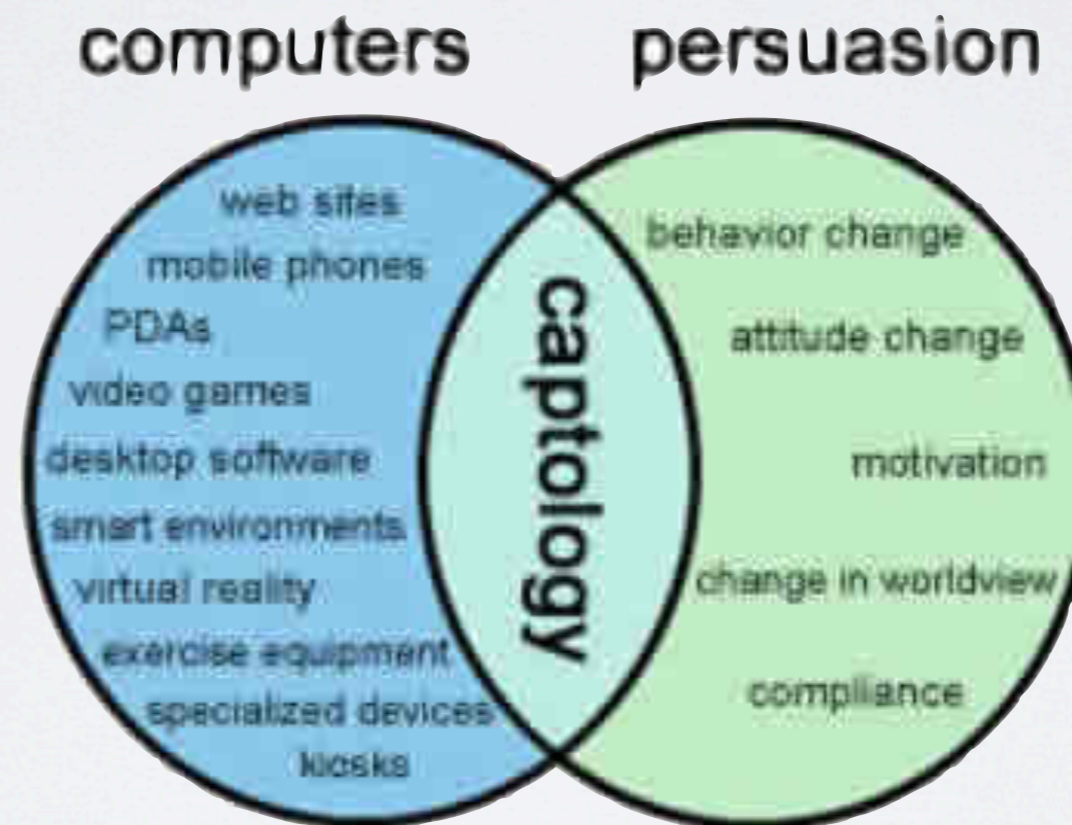


# PERSVAZE V 21. STOLETÍ

# CAPT

## Computers As Persuasive Technologies



# CAPTOLOGY



STANFORD PERSUASIVE TECH LAB

Mobile Health

Persuasive online video

Psychology of Facebook

Peace Innovation & Technology

Web Credibility





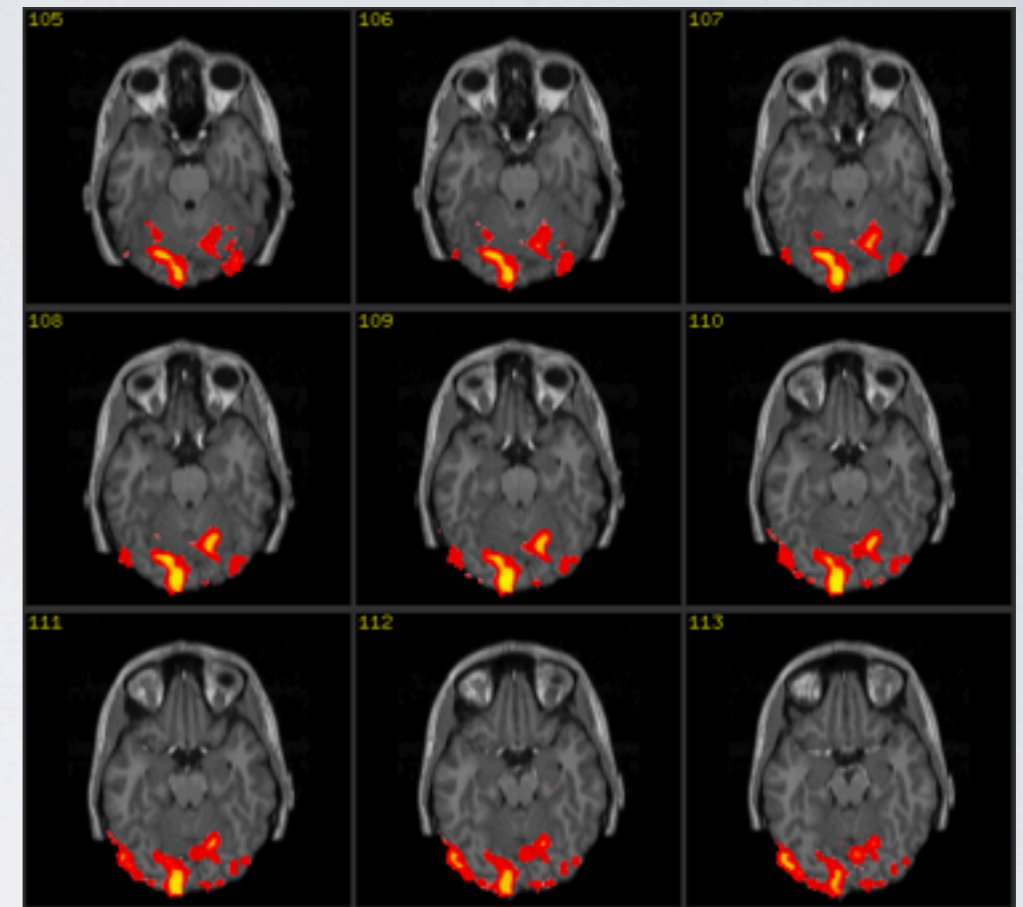
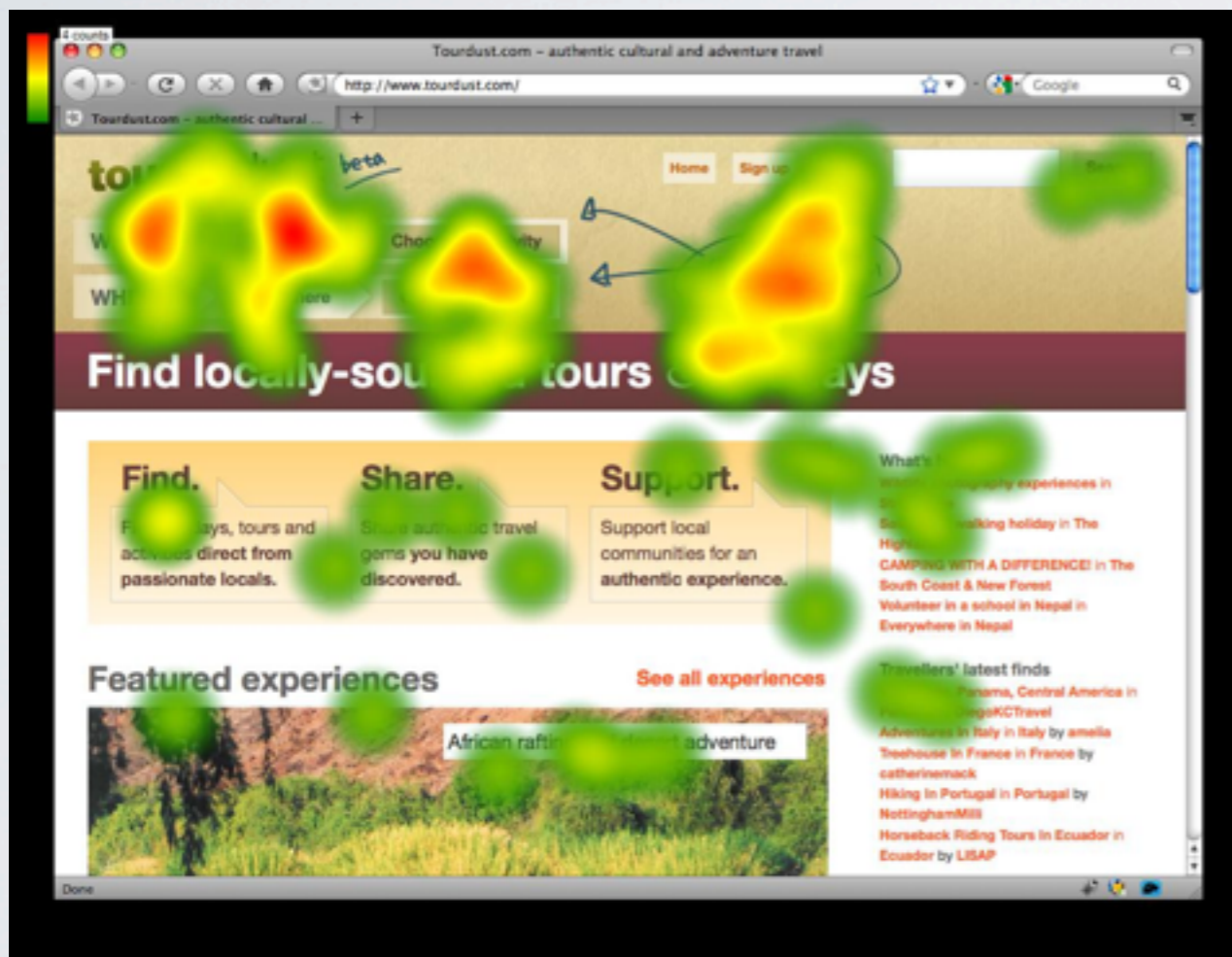
NEUROMARKETING

# NEUROMARKETING

Studium senzomotorických, kognitivních a afektivních reakcí na marketingové stimuly prostřednictvím zobrazovacích metod



# NEUROMARKETING





I sleva může být kolektivním sportem  
Už jste s námi ušetřili: **63 141 079 Kč**

Nenechte si uniknout žádnou slevu

Vyplňte svou e-mailovou adresu

Přihlášení

Dnešní sleva

Předchozí slevy

Jak to funguje

Časté otázky

Kontakt

**Dnešní sleva:** Jen 495 Kč za gurmánský zážitek ve **DVOU!** Vychutnejte si **TŘÍCHODOVÉ** menu v podobě křupavých křidélek, striploin steaku a exkluzivního dortíku se slevou 50%!

Doporučte přátelům:



Facebook



Twitter



E-mail

Koupit

495 Kč

Původně  
**990 Kč**

Sleva  
**50%**

Ušetříte  
**495 Kč**

Můžete nakupovat ještě

2

Hodiny

6

Minut

38

Sekund

1125 zákazníků

Sleva byla aktivována!



Doporuč kamaráda a získej 100 Kč



**STEAKHOUSE  
U SVĚTOBĚŽNÍKA**

# POLITICKÁ KOMUNIKACE





# GAMIFICATION



# GAMIFICATION



# GAMIFICATION

**Historian**

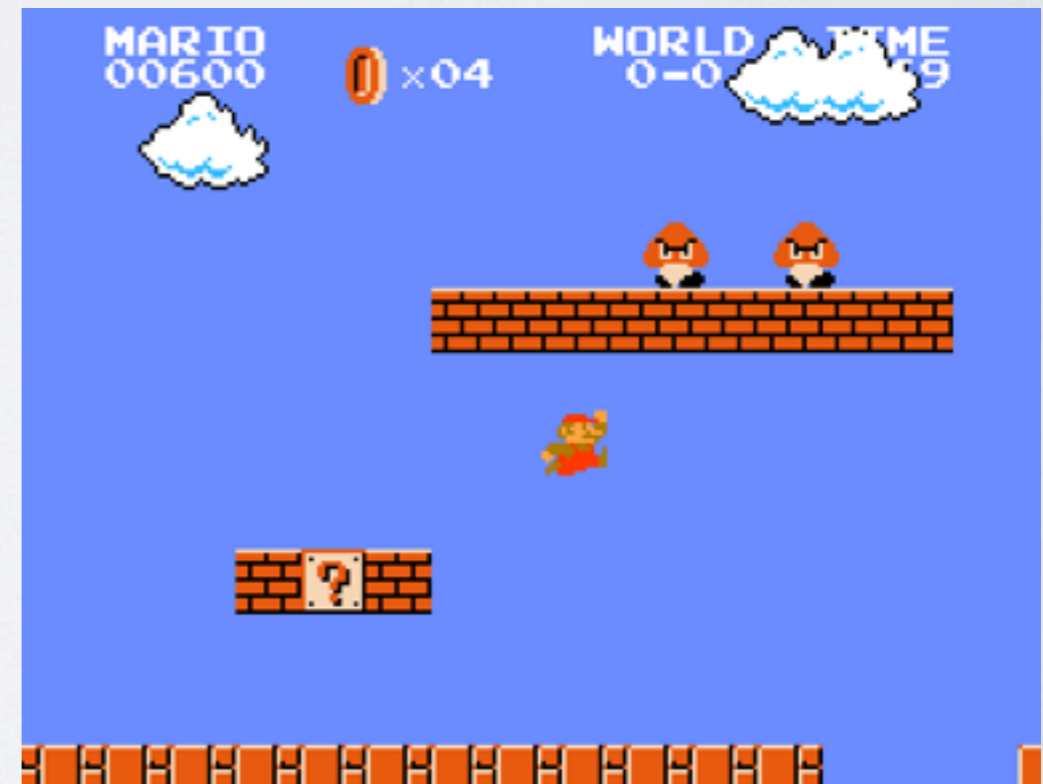
Congrats from History Channel on unlocking America one check-in at a time. Thomas Jefferson would be proud.

Unlocked by **Al S.** on Sat Apr 24, 2010 at 5:13 PM @ **Faneuil Hall** in Boston.

# GAMIFICATION

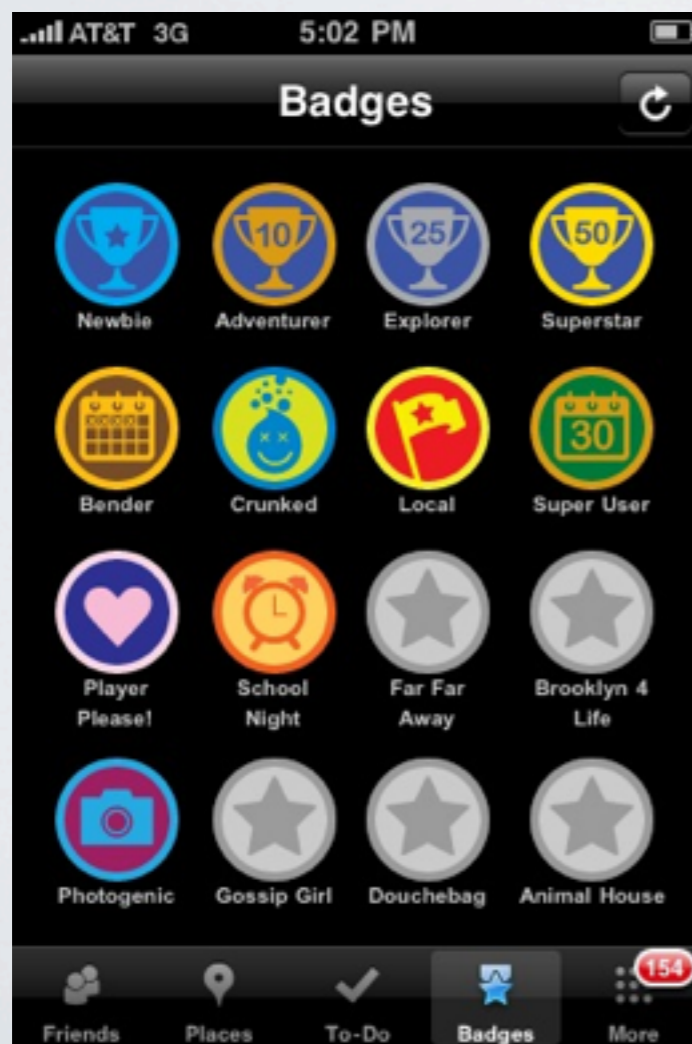
**Gamification** is the use of game thinking and game mechanics in a non-game context in order to engage.

Points



# GAMIFICATION

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Points  
Badges

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Points

Badges

Leader boards



The screenshot shows a game interface for 'JACKHAMMER!' with a blue background. At the top, it says 'Free for All' and '2 vs. 2'. Below that is a table of player names and scores. The first player, Mimo777, is highlighted with a gold medal icon. At the bottom, there are three difficulty level buttons: 'Easy', 'Normal', and 'Hard'.

Name	Score
1st Mimo777	145
2nd Smiles4goose	134
3rd Chazzzerific	120
4th Laughlollol	111
5th Inzoalr	100
6th Buzzeziki	92
7th Peacesam1	85
8th Rabbleroast	73

# GAMIFICATION

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Points

Badges

Leader boards

Levels



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Points

Badges

Leader boards

Levels

Progress bar





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Points

Badges

Leader boards

Levels

Progress bar

Virtual currency



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**Points**

**Badges**

**Leader boards**

**Levels**

**Progress bar**

**Virtual currency**

# GAMIFICATION

Augmented reality



# GAMIFICATION

