

## Bestelako baliabideak

### Ikerleen webguneak

Pablo Briñol: <http://www.uam.es/otros/persuasion//index.shtml>

Juan José Igartua: <http://web.usal.es/~jigartua>

Russell H. Fazio: <http://www.psy.ohio-state.edu/fazio/size2/page.htm>

Icek Ajzen: <http://people.umass.edu/aizen>

B.J. Fogg: <http://www.bjfogg.com>

Steve Booth-Butterfield: <http://healthyinfluence.com/wordpress/steves-primer-of-practical-persuasion-3-0>

<http://www.redesparalaciencia.com>

Aktitude inplizituen testa: <https://implicit.harvard.edu/implicit>

Pertsuasio printzipioen aplikazioa gizarte arazoan konponbidean:  
<http://www.instituteforgovernment.org.uk/content/133/mindspace-influencing-behaviour-through-public-policy>

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Ikasgaiaren edukiak gaztelaniaz: Sergio Mongeren Wikia: <http://persuasion-publicitaria.wikispaces.com>

Persuasive technology. 5<sup>th</sup> International Conference:  
<http://www.springerlink.com/content/q607527j47u7/#section=712760&page=1>

Analizatu ahal izateko testuak:

<http://www.losmejoresanunciosdetelevision.com/>

<http://www.ted.com>