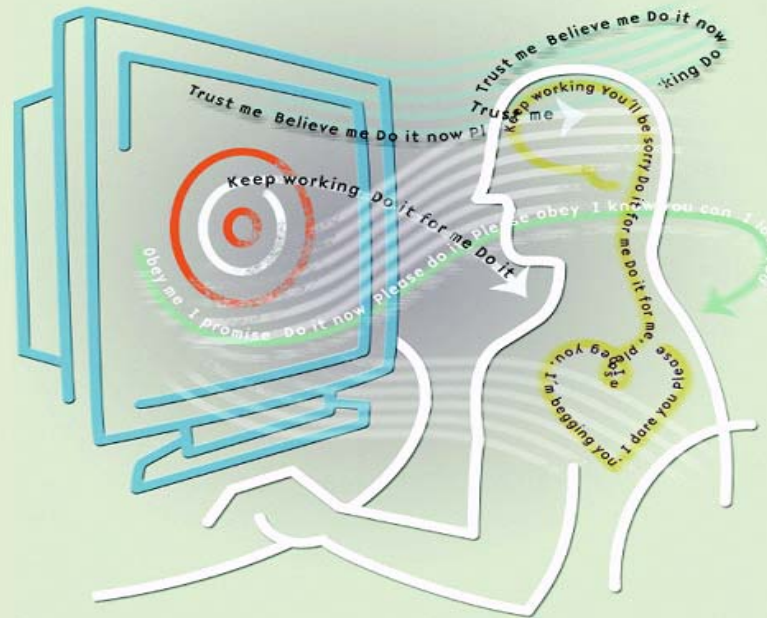


Persuasive Technology Lab

Introducing BuddyBuzz



**B.J. Fogg & Colleagues
Stanford University**

What's this all about?

BUDDYBUZZ



Read what friends read
Rate articles for your group

a social network

for reading

You can buzz through text at 700 words per minute
It's the most efficient way to read digital text

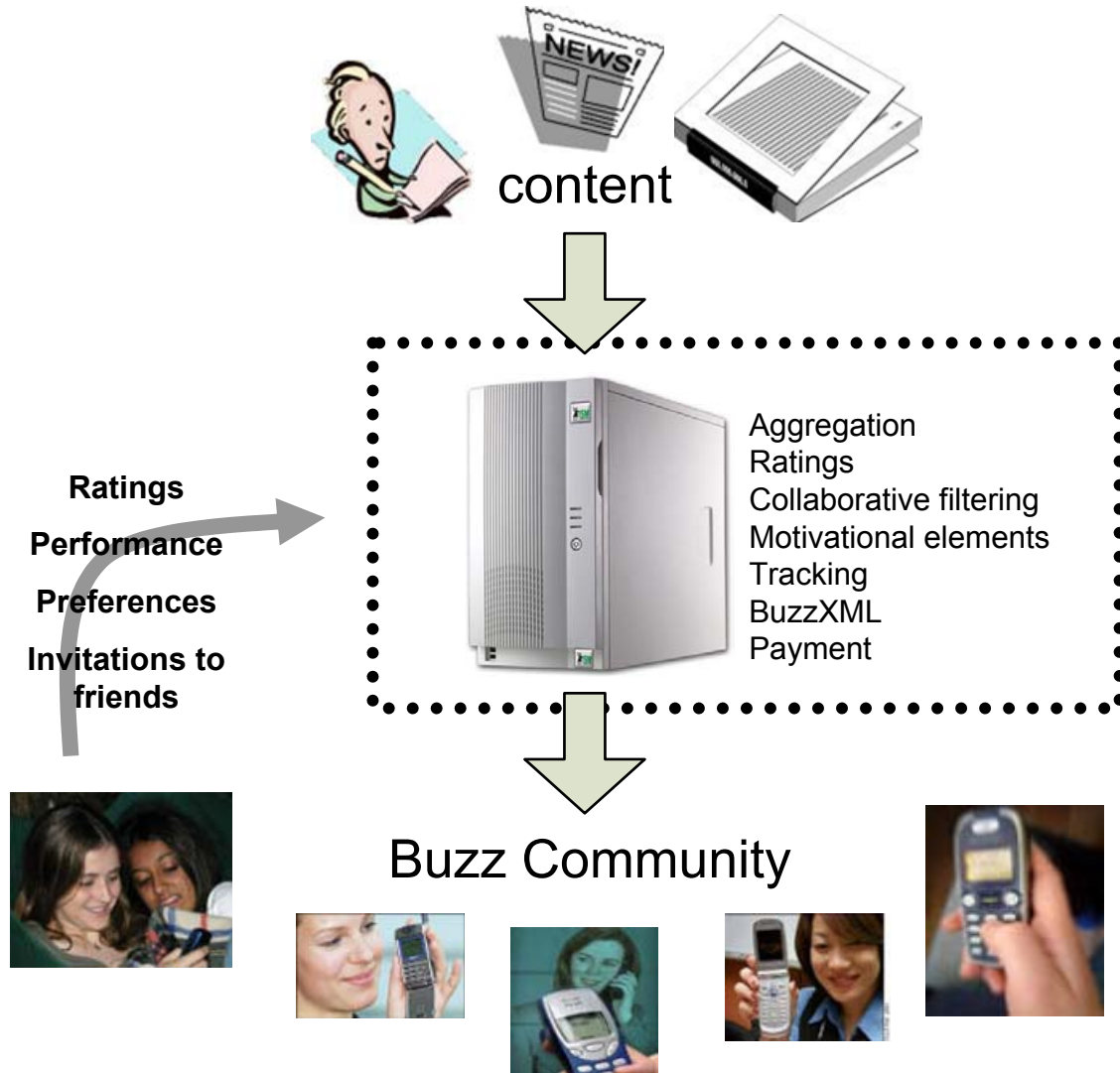
Content ratings
Collaborative filtering

quality content

on your mobile phone

Your buddy
& sidekick

BuddyBuzz Overview

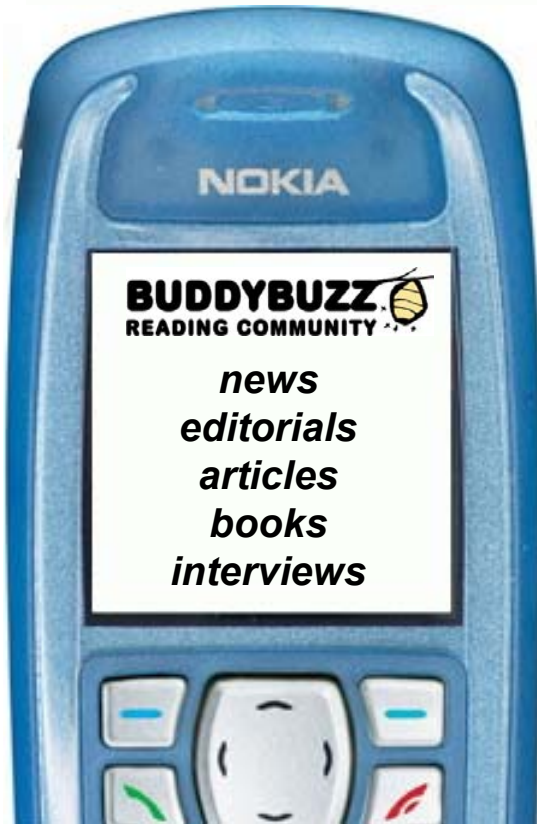


Stanford University confidential
BJ Fogg, Ph.D.

The Persuasive Technology Lab at Stanford University announces . . .

BUDDYBUZZ

a social network for speed reading quality content on your mobile phone



- ***Read quickly***

You can buzz up to 700 words per minute.

- ***At your convenience***

Your phone is always there for you.

- ***Get great content easily***

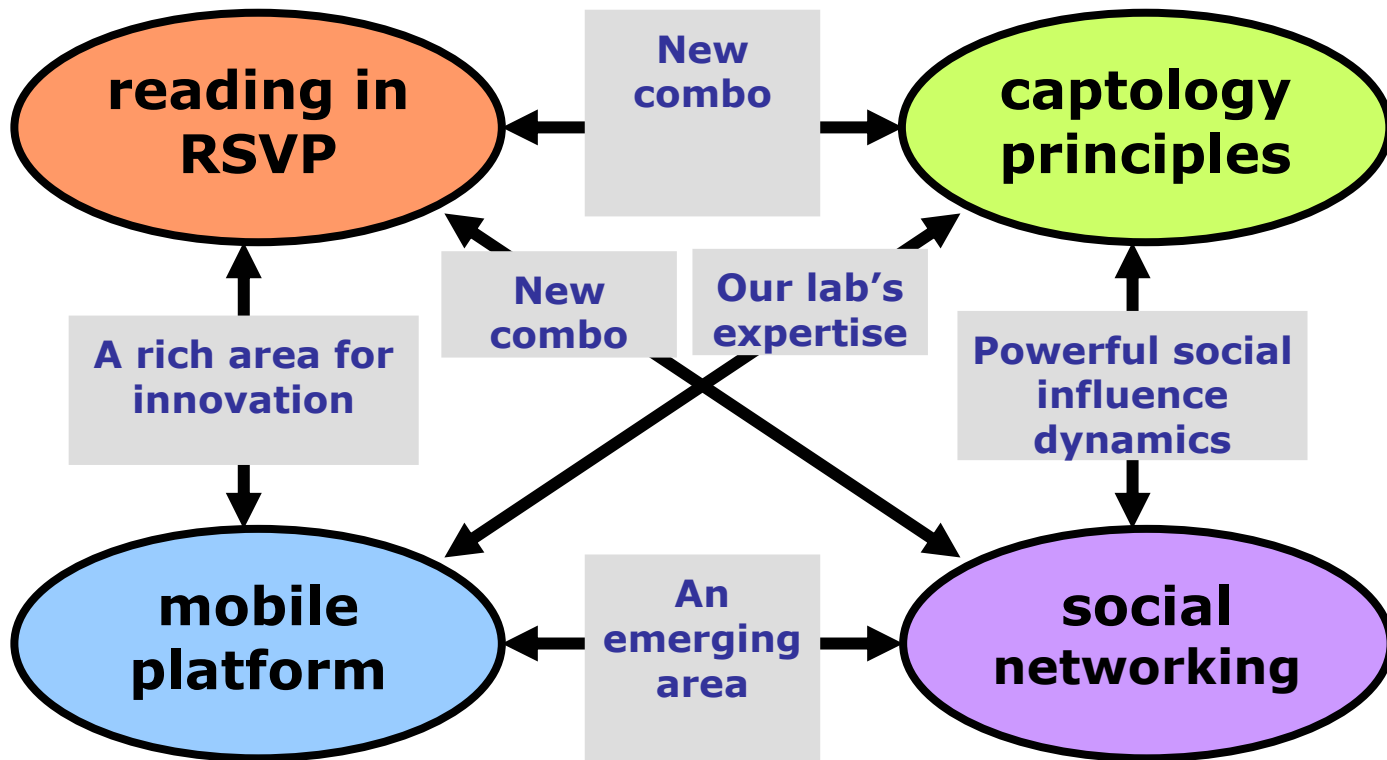
A rating system predicts what articles you'll like most.

Sign up at www.buddybuzz.net

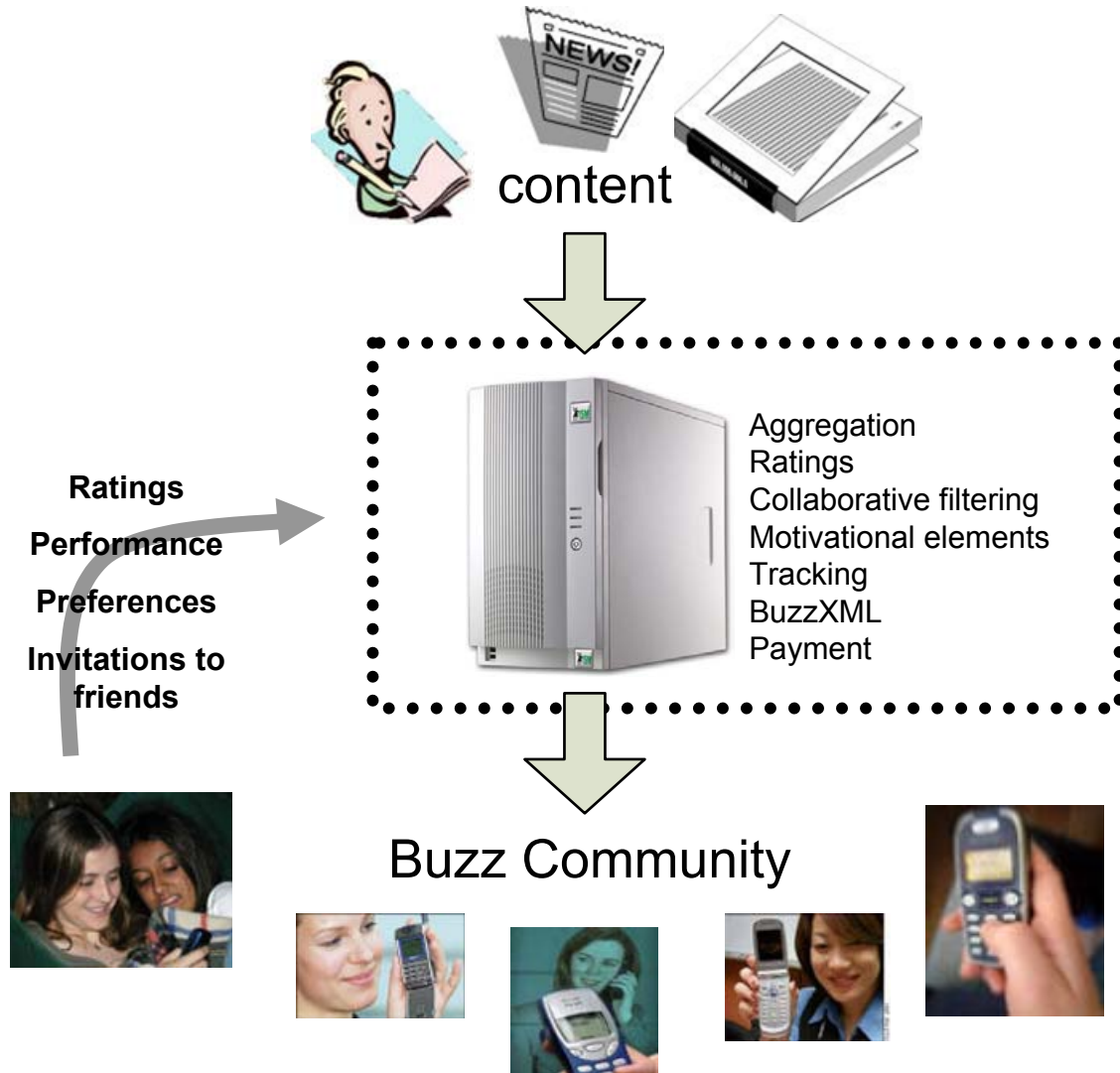
Areas of innovation

BUDDYBUZZ

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BuddyBuzz Overview



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Get involved with us . . .

- **Provide content for BuddyBuzz**
- **Form a reading group for your org**
- **Refine user experience**
- **Join us researching mobile persuasion**

- ***Sign up today and start buzzing***