

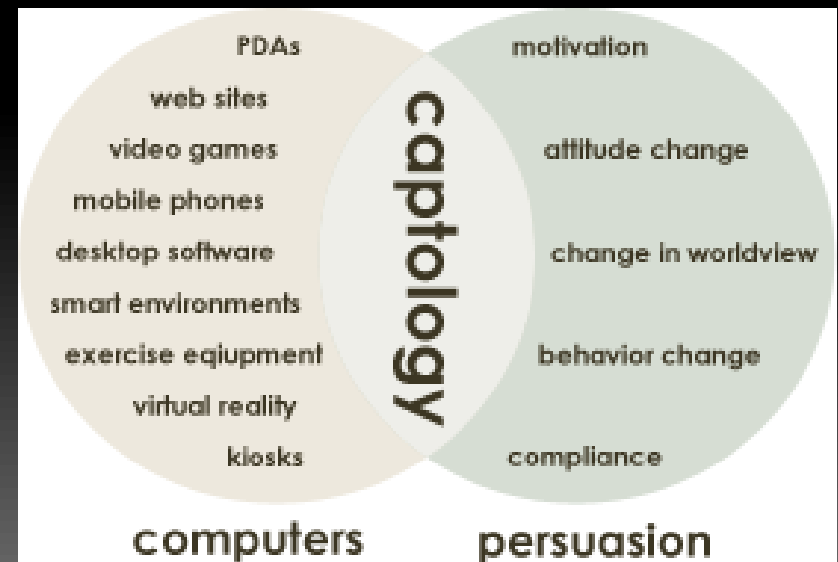


# PERSUASION IN OUR SOCIETY

# CAPTOLOGY

- Captology is the study of computers as persuasive technologies.
- **CAPT** (Computers as persuasive technologies)

Design, research, and program analysis of **interactive computing products** (web, mobile phones, other interactive devices) for the purpose of changing people's attitudes and behavior





## Current Captology projects

- **Persuasive online video**

(Youtube – political campaign, advertising)

- **Psychology of Facebook**

(how influence takes place inside a social network)

- **Peace Innovation & Technology**

(Stanford researchers believe that, with the new digital tools, world peace is possible in 30 years)

- **Web Credibility Studies**

(How to increase the credibility of your web presentation)



Suggest to Friends

Posílejte návrhy přátelům a pomozte mi ji najít! děkuju všem! =o\*

(tlačítkem "navrhnout přátelům" tady nad tímto článkem nahoře!)

#### Fans

6 of 52,819 fans

See All



Veronika Trochanová



Jarka Horeisi



David Přeča Přeček

## ♥ !!POZOR!! - HLEDÁ SE SLEČNA Z TRAMVAJE ČÍSLO 22! POMOZTE MI JI NAJÍT! ♥

Become a Fan

Wall

Info

Photos

Discussions

Reviews

#### Detailed Info

Public Transit:

PROSIM ČTI POZORNĚ A CELÝ ČLÁNEK:

v pátek 11. 12. 2009okolo 4 hodin jsem jel z I.P. Pavlova tramvají 22 směr na Nám. Míru. Ve předu tramvaje seděla dívka a pořád se na mě usmívala. Měla naproti sobě kamarádku. Povídali si spolu a já si ji jen prohlížel opodál. Když jsem měl vystupovat, všiml jsem si, že něco píše. Vystoupil jsem a ona z druhé strany přiložila papírek. Než jsem pochopil, že to byl email jejího facebooku, nestihl jsem si to už pořádně přečíst.

myslel sem, že už ji nikdy neuvidim, ale pak mě napadl tenhle šílený nápad. Je to fakt asi blaznovina, ale ja si rekl, proc to nezkusit. Tady na facebooku je plno skupin, ktere nemaji smysl, tak tahle by aspon nejaky smysl mela.

Pokud mi chcete pomoct, rozešlete prosím návrh na tuto skupinu všem svým kamarádům. Ty pak pošlou dál a třeba se povede, že se to dostane až k té holce! Neuvěřitelně moc by to pro mě znamenalo. Pozvánky se posílaj pomocí tlačítka "navrhnout přátelům", které se nachází pod hlavním obrázkem skupiny. Děkuju moc všem, kteří chtěj pomoc mě, abych dostal druhou šanci poznat tu holku!

Create an Ad

Give a Gift



The "Sock on a Door" gift is available now in the Gift Shop.

More Ads

# “Alarm clocking”

Watch this for better understanding:

[http://www.youtube.com/watch?v=SaKyjKvembQ&eurl=http%3A%2F%2Fwww.captology.tv%2F&feature=player\\_embedded](http://www.youtube.com/watch?v=SaKyjKvembQ&eurl=http%3A%2F%2Fwww.captology.tv%2F&feature=player_embedded)

How It Works | Login | My Account | Help

**steepandcheap**  
One killer gear deal, one item at a time until it's gone.

Don't miss another deal.  
**INSTANT ALERTS**

**CURRENT DEAL** | ALERTS | DISCUSS | CART

Take your discount to 50% - Use Coupon Code 4E2-1-QDMQ - [BackcountryOutlet.com](http://BackcountryOutlet.com)

## Mountainsmith Aurora II Camera Lumbar Pack

The Mountainsmith Aurora II Camera Lumbar Pack is comfortable, secure way to transport your camera into the hills.

**\$26.98** 55% Off  
Reg. \$59.95

Color/size  
Warm Grey, M

Quantity:  
1

**Add to Cart**

TIME REMAINING: (Total Time: 20min)  
**6:19**

QTY REMAINING: (Total Qty Offered: 17)  
**14**

PEOPLE ON SITE: 3,500  
**3,091**  
3,000

E F

# Captology

## Check This Out



Celebrate Disney  
Disney movies, toys,  
games, and books.



Continue Shopping  
See your recently  
viewed items.



Grad Gifts  
Save on practical  
and personal  
presents.



Summer Reading  
Save on  
blockbusters, beach  
reads and more.



Selling on Amazon  
List items for free  
and sell to millions.

## Features & Services

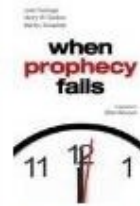
### Selling with Amazon

- Publish on Kindle
- Sell Your Stuff
- Fulfillment by Amazon
- WebStore by Amazon
- Advantage Program
- Associates Program
- Amazon Payments

### Amazon Exclusives

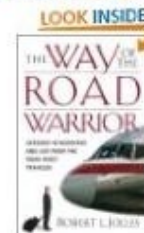
- Amazon Prime
- Amazon Bestsellers

## Latest from Authors You May Like, Including Elliot Aronson



When Prophecy Fails, 2nd Edition Paperback by Leon Festinger, Henry W...  
~~\$17.95~~ **\$12.21**  
([Why is this recommended for you?](#))

> [See more recommendations](#)

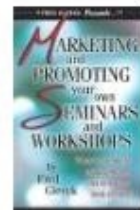


The Way of the Road Warrior: Lessons... Hardcover by Robert L. Jolles, F. W...  
~~\$22.95~~ **\$22.95**  
([Why is this recommended for you?](#))



Harvard Business Review on... by Harvard Business School Press  
~~\$22.00~~ **\$14.96**  
([Why is this recommended for you?](#))

## Recommended for You

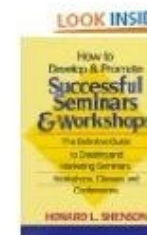


Marketing and Promoting Your Own... Paperback by Fred Gleck  
~~\$19.95~~ **\$13.57**  
([Why is this recommended for you?](#))

> [See more recommendations](#)



How to Make it Big in the Seminar... Paperback by Paul Karasik, Paul Karasik  
~~\$15.95~~ **\$10.85**  
([Why is this recommended for you?](#))



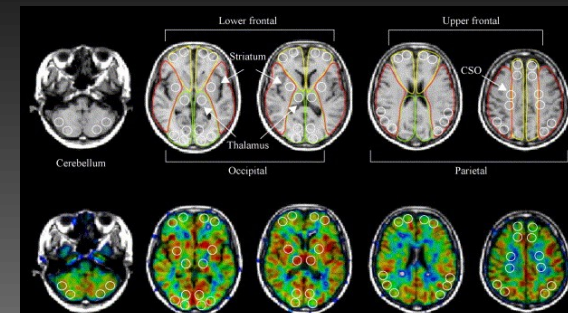
How to Develop and Promote Successful... Paperback by Howard L. Shenson  
~~\$40.00~~ **\$32.12**  
([Why is this recommended for you?](#))



# NEUROMARKETING



- Neuroscience + Marketing = Neuromarketing
- Study of consumer's sensorimotor, cognitive, and affective responses to marketing stimuli by the means of brainscanning
  - fMRI
  - EEG



# Neuromarketing



- How do we react to in-store signs and promotions?

<http://www.neurosciencemarketing.com/blog/articles/stores-shopping-cart.htm#more-431>





# Neuromarketing research on Super Bowl Ads



Neuromedia Analysis

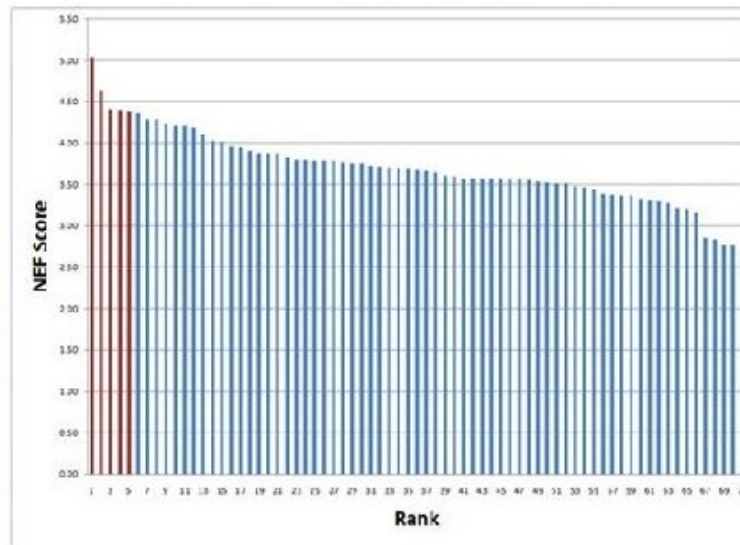
Commercials • Television • Cinema • Radio • Video Games • Print • Web

- Home
- Neuromedia?
- Services
- Examples
- Science
- Background
- Contact Us
- Press
- Events

## Welcome to the Sands Research 2009 Neuromedia™ Super Bowl Ad Analysis

Our three week Neuromedia™ study of the Super Bowl advertisements utilized our Neuro Engagement Factor (NEF) Score to rank all 71 of the included spots. The top five ads are featured in detail to the right.

[Click here to learn how to interpret the results](#)



- #1  Bridgestone - Tatars
- #2  Coke - Heist
- #3  Pixar - Up
- #4  CareerBuilder.com - Tips
- #5  Budweiser - Clydesdale Circus

612 N. Reeler Dr.  
El Paso, TX 79912  
info@sandsresearch.com  
(888) 267-6087

# Pepsi vs. Coca Cola



Montague, 2003

## 1. Blind taste tests of Pepsi and Coke

*Results* – neutral activity, both Pepsi and Coke had approximately 50% of preferences

## 2. Subjects were told the brand

*Results* – 75% preferred Coke. WHAT'S MORE, Coke activated medial prefrontal cortex - a part of the brain that controls higher thinking.

Possible explanation is that the brain was recalling images and ideas from commercials, and the brand was overriding the actual quality of the product.

# Political communication and persuasion

- Political communication and persuasion is **HIGHLY context dependent**



# Technology and political communication

- Franklin D. Roosevelt and his *Fireside chats* (1933 - 1944)





# Technology and political communication



facebook Home Profile Friends Inbox 146 Stanislav Galk Settings Logout

vejce pro paroubka  Profile Search | Friend Finder

All Results Groups Events

Show results from All Networks

Displaying 1 - 10 out of 23 results for: vejce pro paroubka [1](#) [2](#) [3](#) Next

	Group: Size: Type: Matches:	<b>Vejce pro Paroubka v každém městě!</b> 55,332 members Common Interest - Politics <a href="#">Name and Description</a>	<a href="#">Request to Join</a>
	Group: Size: Type: New:	<b>Vejce pro Paroubka</b> 311 members Common Interest - Hobbies & Crafts <a href="#">1 Fewer Member</a>	<a href="#">Join Group</a>
	Group: Size: Type: Matches:	<b>Vejce pro Paroubka jsou ubohý</b> 10 members Organizations - Political Organizations <a href="#">Name and Description</a>	<a href="#">Join Group</a>

# Technology and political communication

Get Local! Create Your MyBO Account ( [or Login](#) )

 **ORGANIZING FOR AMERICA**

**"I'M ASKING YOU TO BELIEVE.**  
Not just in my ability to bring about real change in Washington ... I'm asking you to believe in yours."  
-BARACK OBAMA

GET EMAIL UPDATES

[ABOUT OFA](#) [ISSUES](#) [VOLUNTEER](#) [OFA BLOG](#)

YOUR OPPORTUNITY  
**TO MEET**  
*the*  
**PRESIDENT**  
IN CHICAGO

STAND WITH THE PRESIDENT  
*on*  
**HEALTH CARE**

Meet the President | Stand with Sotomayor | Stories for America | Health Care Action Center

 **ORGANIZING FOR AMERICA BLOG**   **LISTENING TOUR EVENTS**



# Technology and political communication

**You Tube** Broadcast Yourself™  
Worldwide | English

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barack obama commercial

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## American Stories, American Solutions: 30 Minute Special



★★★★★ 11,152 ratings

2,089,996 views

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[\(more share options\)](#)



**BarackObamadotcom**

October 29, 2008

[\(more info\)](#)

Subscribe

Visit <http://www.BarackObama.com> for more information.

URL <http://www.youtube.com/watch?v=GtREqA1>

Embed `<object width="425" height="344"><param`

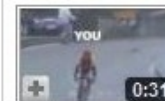
### More From: BarackObamadotcom



**Obama Speech: 'A More Perfect Union'**

6,094,310 views

37:39



**Don't Let Up**

486,819 views

0:31



**Four Days in Denver: Behind the Scenes at the 2...**

1,024,518 views

14:45



**The American Promise**

705,058 views

2:44

# Political communication

## Styles and strategies

- **Incumbency Style**
  - **Symbolic Trapping of the Office**  
(legitimacy, competency, charisma of the office)
  - **Creating pseudoevents to attract and control media attention**
  - **Consulting or negotiating with world leaders**
  - **Manipulating the economy or other important domestic issues**
  - **Endorsements by party and other important leaders**

### **DISADVANTAGES of Running as Incumbent:**

Run on own record

Public may blame them for all problems

Besides campaigning they have to do the job they've been elected for

There are much bigger expectations from them than from opponents

# Political communication

## Styles and strategies

- **Challenger style:**
  - **Attacking the record of opponents**
  - **Taking the offensive position on issues**
  - **Calling for a change**
  - **Emphasizing optimism for the future**
  - **Speaking to traditional values rather than calling for value changes**

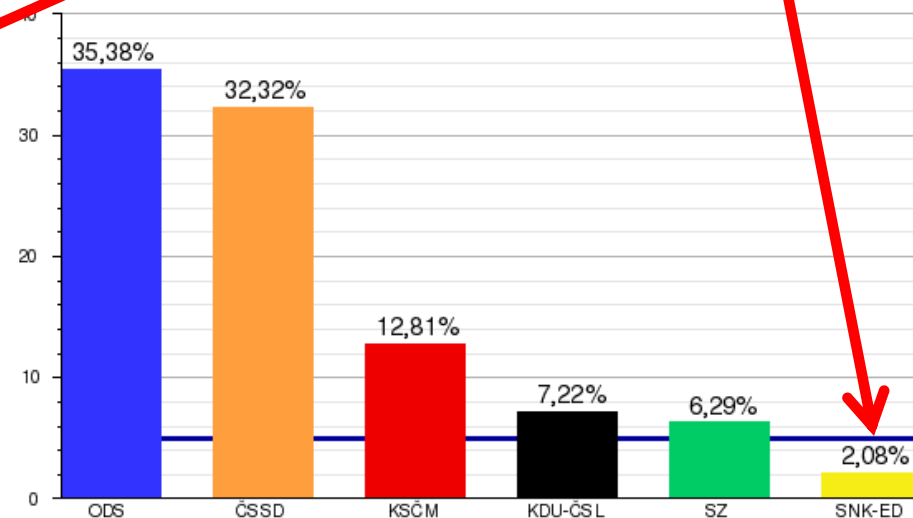
# Importance of political advertising

- Your campaign has to be seen!!!



# Importance of political advertising

Political parties participating in OVM





# What is a political campaign about?

Political campaign is mostly about mobilizing your **usual voters** and gaining **undecided voters**

