

The most common mistakes

10. When we say that an attitude performs a function, we mean that it:

- a. serves a need
- b. predicts behavior
- c. changes society
- d. tells us the right thing to do
- e. helps you to function in the world

18. One-sided arguments are better when:

- a. Receiver uses peripheral route to process persuasive information
- b. You are absolutely right
- c. There is a risk of the receiver's ability to understand the second side
- d. The second side is better than ours
- e. We cannot refuse the second side
- f. Receiver doesn't know the second side

Belief strength

Smoking marijuana is can cause health problems

1 2 3 4 5 6 7

Belief evaluation

Having no health problems is

Very bad

Quite bad

Neutral

Good

Very good

Normative belief

My girlfriend thinks that marijuana is:

Very bad

Quite bad

Neutral

Good

Very good

Motivation to comly

I care what my girlfriend thinks:

1 2 3 4 5 6 7

“BLIND” TEST

- Rate the samples on the scale from 1 to 5 in categories:
 - Flavor
 - Feel
 - Appearance



RAJEC.

evian.



DOBRA
VODA

BONAQUA.

Classical conditioning

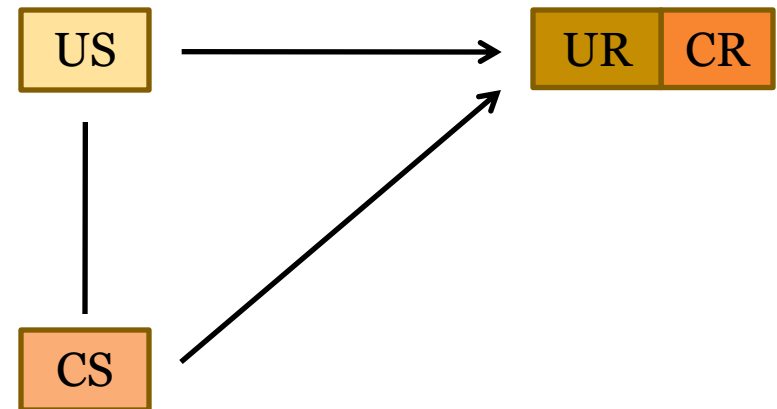
The power of associations

A decorative graphic consisting of several horizontal lines of varying lengths and colors (yellow and white) extending from the right side of the slide.

Classical conditioning

- A neutral unconditioned stimulus (US) is paired with a conditioned stimulus (CS) until the latter can substitute for the former.

- Unconditioned stimulus (US)**
 - meat
- Unconditioned response (UR)**
 - salivation in response to meat
- Conditioned stimulus (CS)**
 - bell
- Conditioned response (CR)**
 - salivation in response to bell





Fa, Google, Yahoo, Joj, etc

- **Words carry certain emotional value**
- When you are about to create a name for your company, project or anything else you want to choose something that carries positive evaluation.
- When you choose one with relatively neutral value you should conditioned your audience to perceive it as positive



Staats and Staats (1958)

1. They presented meaningless syllables
 - The first group had it paired with positive words
 - The second group had it paired with negative words
2. After the procedure, participants rated the “potential” of those syllables

Results: The syllables paired with the positive words were rated as more positive and the syllables paired with the negative words as more negative

Before you scold me, Mom ...
maybe you'd better light up a

Marlboro

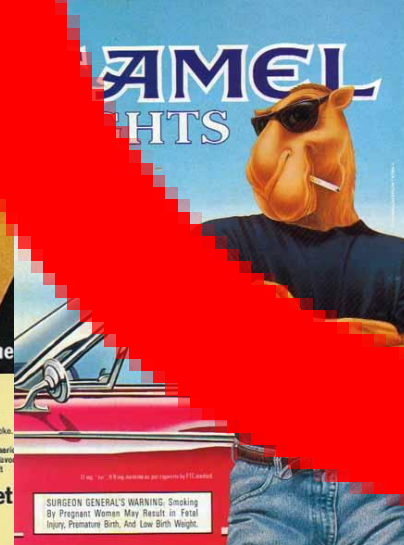


Smoke **CAMEL** than any other cigarette!

You'll enjoy Camels for the same reason
more doctors enjoy them. Camels have
and hold them, pack after pack, and
were asked
cigarette do you
The brand named
was Camel!



Blow in her face and she'll follow you anywhere



Hit her with tangy Tipalet Cherry. Or rich, grape-y Tipalet
Burgundy. Or luscious Tipalet Blueberry. It's wild!
Tipalet. It's new. Different. Delicious in taste and in aroma.
A puff in her direction and she'll follow you, anywhere.
Oh yes... you get smoking satisfaction without inhaling smoke.

Smokers of America,
do yourself a flavor.
Make your next
cigarette a
Tipalet

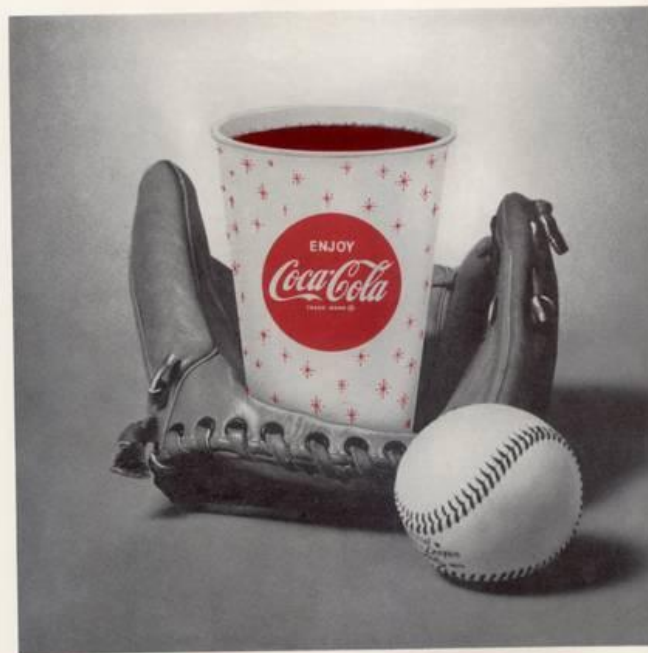
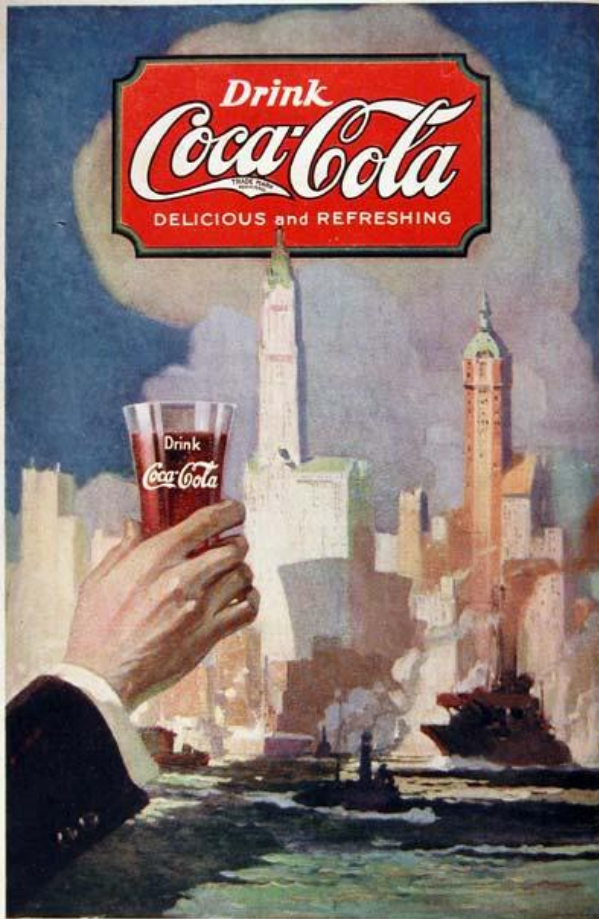
New from Murid. About \$ for 25c.

**SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.**

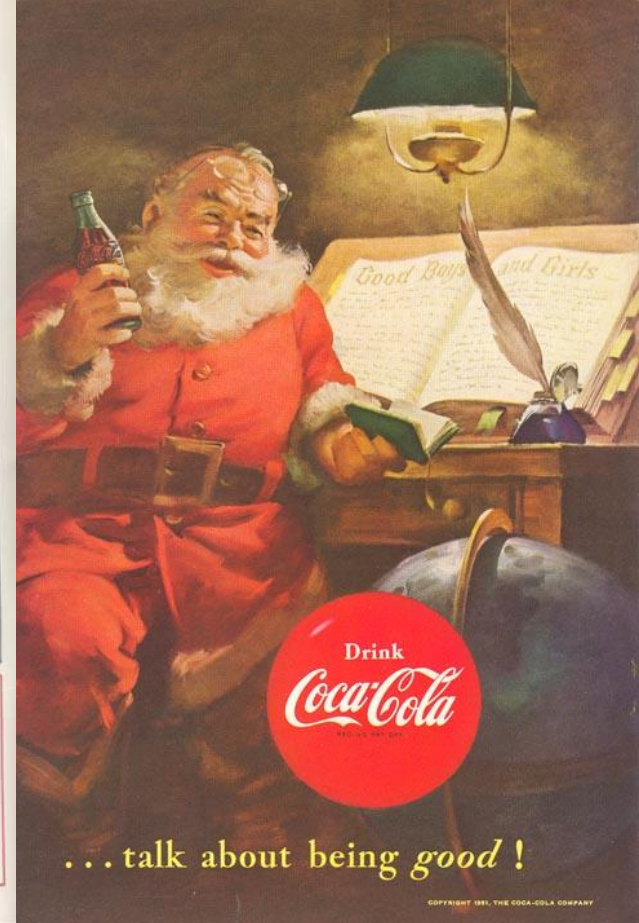
Best Camels in your "T-Zone" (T for Throat, T for Taste).







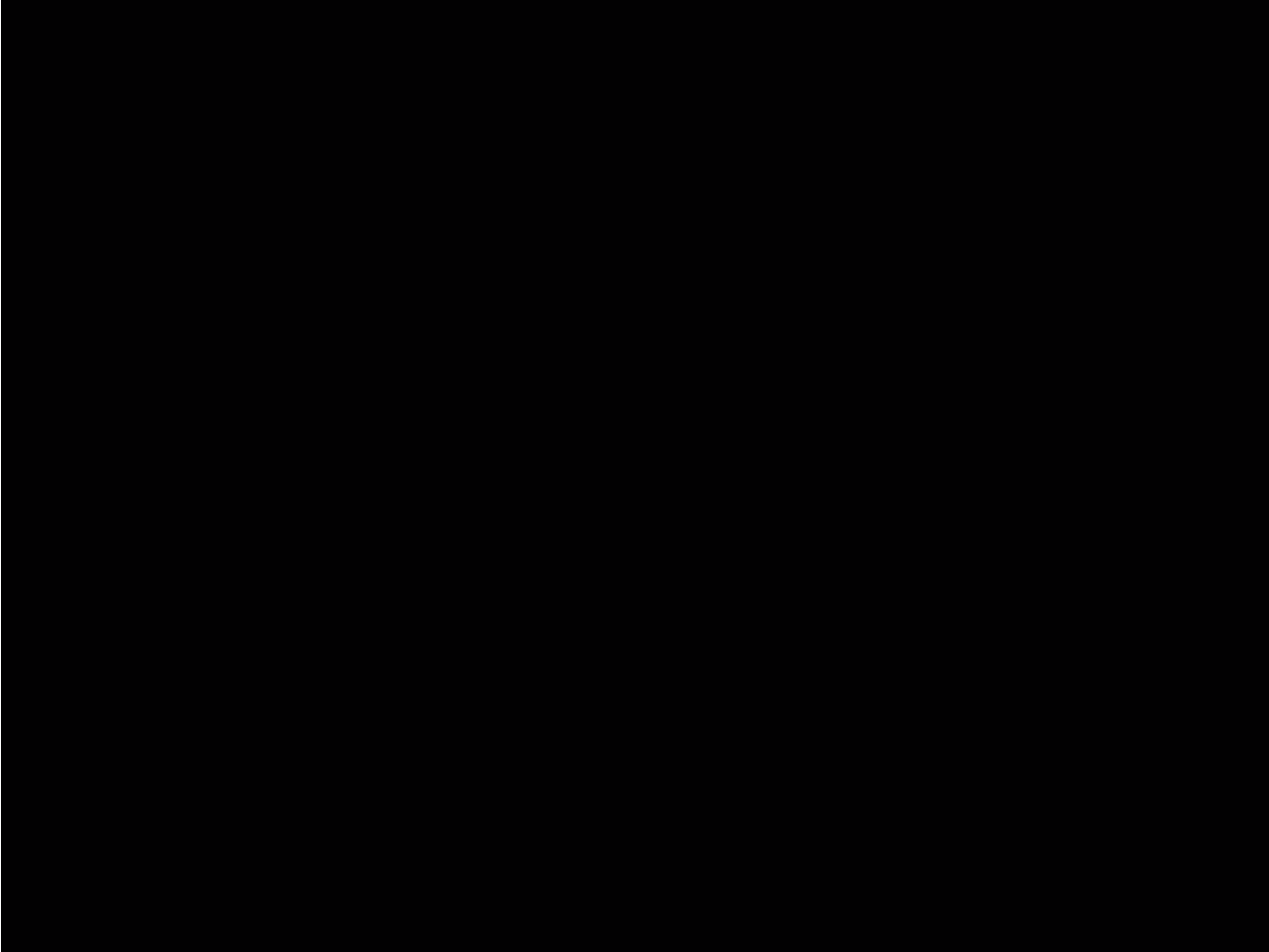
things go
better
with
Coke

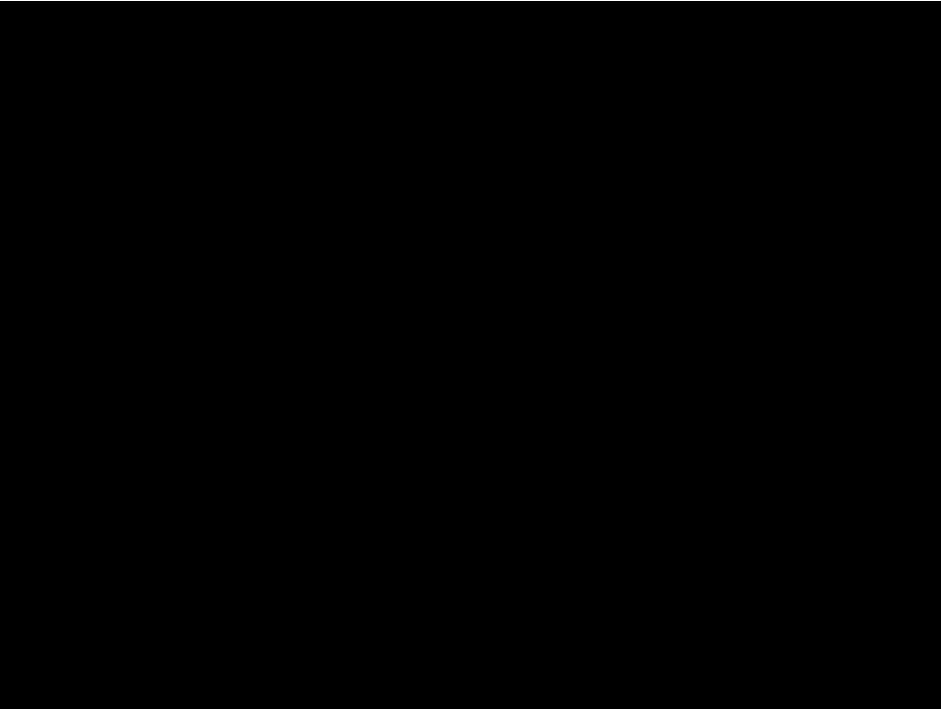


open happiness™









Classical conditioning

- A neutral unconditioned stimulus (US) is paired with a conditioned stimulus (CS) until the latter can substitute for the former.

- Unconditioned stimulus (US)**
 - meat
- Unconditioned response (UR)**
 - salivation in response to meat
- Conditioned stimulus (CS)**
 - bell
- Conditioned response (CR)**
 - salivation in response to bell

