

Psychology's tools in a medium

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ИНСТИТУТ КОММУНИКАЦИЙ И МЕДИА-БИЗНЕСА

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НАУЧНЫЙ РУКОВОДИТЕЛЬ: САМОДЕЛОВА Е.В



Contents do we speak today?

1. Introduction
2. What is this medium?
3. Psychology and its major branches in advertising.
4. Where does psychology hid in medium?
5. Emotion and you
6. Images faster than a text
7. STOP logos





Introduction

It was:

Marketers and advertisers are on the other hand, have spent over a century throwing spaghetti at the wall and hoping it will stick.



Now:

Marketers and advertisers is now transcending into a data-driven field. Now psychology and analysis is important in advertising. Today we don't "throw spaghetti at the wall and hope it will stick."





What is this medium

«The medium is the message» - Marshall McLuhan

Message can't be without a medium, but medium and message aren't equal.

A medium is a tool to transfer message. Medium for speaking is sound waves. One object can has a lot of media. They are placed on different levels, because they don't contradict to each other. For example, books.



- language, which is written
- author who wrote
- pictures, tables, graphs in book
- print

Psychology and its major branches in advertising.



Cognitive: Studies the “unseen” of mental processes including memory, perception, sensation, problem solving, motivation, and learning.



Evolutionary: Studies how evolutionary processes influence human thinking and behavior.



Social: Investigates how the social presence of others and society as a whole impact human thinking and behavior.



Neuropsychology: Looks at how thinking and behavior are influenced by the biological structure of the brain.

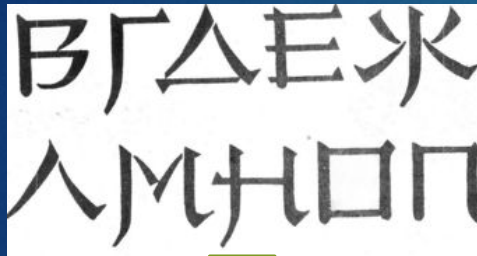


Behavioral: Focuses on the study of observable mental processes and learning from the environment.



W	A	R	M	NEUTRAL	C
PASSION	OPTIMISM	JOY	FRESHNESS	CALM	
ENERGY	CREATIVITY	HUMOR	GROWTH	TRUST	
ACTIVE	ENTHUSIASM	WARMTH	VITALITY	LOW	
LEADERSHIP	SAFETY	FRIENDLY	ENVIRONMENT		

Where does psychology hide in medium? Everywhere!



Association:
Japan and calligraphy



Association:
Church and the Bible



Association:
emotions and situations



Association:
emotions and words

Medium has quality and some benefits, that cause people's reaction. This is emotion, feeling, memory, desire or another reaction. Psychology examines and analyzes this reaction and after that uses it in different areas.

Brainteaser

What do Kim Kardashian's backside and the Ice Bucket Challenge have in common?



?



Emotion Plays a Big Role

For both positive and negative emotions emotional complex worked to multiply the effect. This means that the content was more viral when positive emotions were paired with surprise or amusement, and negative emotions had a multiplying effect when paired with empathy.



Amusement



Interest



Surprise



Happiness



Delight



Anger



Politeness



Frustration



Doubt



Embarrassment

Images faster than a text

Human senses are the bridge between our brain and the world. Moreover, visual information is processed 60,000 times faster in the brain than a text. Using visual content in campaigns means that your message gets processed faster, which is critical in a hyper-speed online world.



VS

Maslow studied what he called exemplary people such as Albert Einstein, Jane Addams, Eleanor Roosevelt, and Frederick Douglass rather than mentally ill or neurotic people, writing that "the study of crippled, stunted, immature, and unhealthy specimens can yield only a cripple psychology and a cripple philosophy."

STOP logos!

Scientists found interesting and noteworthy things: out of thousands of reactions, intrusive or prominent brand logos turn viewers away even for well-known and favorable brands. The reason why: they form what the researchers describe as an “unconscious aversion.”





Thank you



Made on the basis of article:

«THE PSYCHOLOGY BEHIND INBOUND MARKETING»
- AMBER KEMMIS