

CIALDINI

He tells a story about mother turkeys, who respond automatically to “cheep cheep” sounds that chicks typically make. So ingrained a habit that mother turkeys will even treat a stuffed animal like her young if it makes the “cheep cheep” sounds.

How does this relate to advertising?

People, too, respond mindlessly to certain cues and what advertising tries to do is take advantage of that. (Compare to female firefly who mimics the mating signal of another genus of firefly in order to kill male fireflies of that genus.)

If you see money on ground, you pick it up without hesitating.
If something moves unexpectedly, you automatically turn and look.
There are many many ways we respond without thinking, as a reflex.
Reflexive thinking, aka stereotyped thinking (is not actually thinking...)

What happened with his friend in the jewelry store?

Couldn't sell turquoise jewelry so she left a note w/employee to mark it down half price. The employee misread and instead doubled the price—and the jewelry sold.

Why???

People respond automatically to standard principle expensive = good. A form of stereotyped thinking.

Is reflexive thinking necessarily bad?

Is acting based on a general principle (“rule of thumb”) necessarily bad?

No. People act on general principle because certain ones simplify life. We have to rely on stereotyped thinking to some extent. If you go on vacation at a friend's house, for example, it's helpful to know what type of things you may find in a kitchen. If you go for a job interview, it's helpful to know what a typical job interview is like. If you see a man running down the street screaming obscenities and waving a butcher knife, it's helpful to assume that he may be dangerous.

If you had to analyze every single aspect of a person, event, situation individually, your head would explode.

What's the contrast principle?

* Sharon who wrote her parents the letter about dorm fire, skull fracture, pregnant, and engaged to diseased boyfriend....getting a D in American History and an F in Chemistry.

* Realtors often show a crappy apartment first because it'll make the mediocre apartments seem better.

If I'm grading essays, do you want the essay I grade right before yours to be terrible or great?

How does this relate to selling?

You can manipulate how people perceive your product by contrasting it with something less desirable.

* Examples: sell the expensive item (suit or car) first

Realtors first show crappy houses

* Undetectable strategy

What effect does viewing media images of beautiful people have on personal relationships?

Everyday people appear uglier in comparison.

How does contrast principle illustrate “cheep cheep”?

--it works automatically because people aren't consciously thinking about it.

Do you see contrast principle more in old ads or new ones?

Why do we rely on reflexive (stereotyped) thinking?

If you had to analyze every single aspect of a person, event, situation individually, your head would explode from exhaustion.

Why do TV producers use canned laughter? Everyone hates it. How does it work?

Makes people laugh longer and harder; makes them think material is funnier—especially when it's bad.

But how can this be? We know the laughter is fake, yet it influences us anyway.

grand opera -- claquing (blatant)

--> compare to testimonial ads

"Social proof" -- we look to others for evidence of what is right.

Examples not found in the book:

--stores used to hire people to stand and stare in the windows

--Early on, Frank Sinatra's publicists paid girls to scream and faint at his shows

--Advertisements claiming "best selling," "#1" product

--Nike hires goodlooking fans to wear its clothes and cheer at US Open

What's the "Werther effect"? Why do airline and car crashes increase after highly publicized suicide stories?

Copycat effect.

(a person is most likely to kill himself if the suicide victim was like him)

When are people most likely to copy others? (ie when is "social proof" most powerful)

- When people are uncertain (example of cars following other cars blindly)
- Likable

Do you see more ads that exploit "social proof" in old ads or new ones?

What makes people likable?

Can you give me an example of this? (personal/advertisement)

- physical attractiveness (assign traits such as talent, kindness, honesty, intelligence); attractive political candidates receive more votes; treated better in courtroom (twice as likely to avoid jail!), workplace
- similarity (dress like us, similar interests, background, etc.)
- compliments/flattery
- familiarity (example of your face/prefer own mirror image)

How do you think this influences presidential elections?

Why do people get mad at weatherman when s/he reports that weather is bad?

- sexy woman/car ad -- another example "cheep cheep"

Why do radio stations announce call letters before hit song that everyone loves?

For advertisers, what's more important: that association be logical or that it be positive?

Association doesn't have to be logical, just positive.

For advertisers, what's more important: that association be logical or that it be believable?