



THE UNIVERSITY  
*of* ADELAIDE

# Social Psychology

## Psychology 1A Tutorial



# Final reminders

- MAEs 5 & 6 due 13<sup>th</sup> June
- Due 19<sup>th</sup> June  
(no extensions & no late submissions):
  - Tutorial Engagement Tasks
  - Research Participation / Alternative
  - Redemption MAEs
  - Redemption Essay Assignment

# Feedback time: SELTs

- Please respond: 30 May – 17 June
- [eselt.adelaide.edu.au/blue](https://eselt.adelaide.edu.au/blue)
- My name is XXX – feedback for me too please!
- Your feedback matters – new course features include:
  - New online lectures & workshop activities
  - Printable timetable on the MyUni Home page
  - Test Yourself activities
  - Piazza
  - Learning Plan
  - Clearer MyUni page layouts + hyperlinks everywhere

# Social Psychology Tutorial Plan

- Recap: Techniques of persuasion
- Activity: Examining advertisements
- Considering persuasion more generally

# Tutorial Engagement Task I

What is the difference between persuasion and social influence? Select ALL that apply.

- A. Social influence occurs through mechanisms tied to *group* dynamics; most notably, social norms and roles.
- B. Social influence affects behaviour, whereas persuasion affects attitudes.
- C. Persuasion is specific to marketing.
- D. Persuasion can fail, whereas social influence is automatic.

# Persuasion

## Recap:

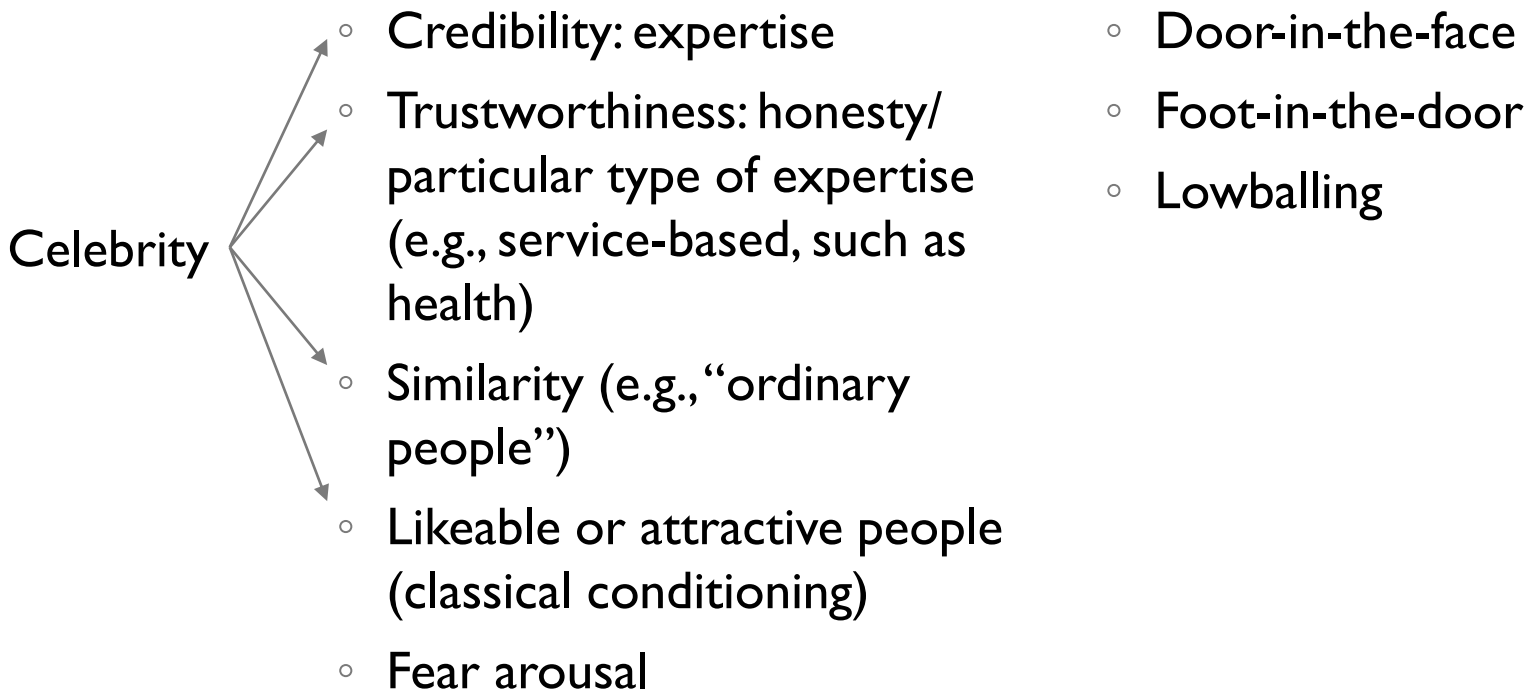
Techniques of persuasion (attempts at attitude change) discussed in the online lecture

- Credibility: expertise
- Trustworthiness: honesty/  
particular type of expertise  
(e.g., service-based, such as  
health)
- Similarity (e.g., “ordinary  
people”)
- Likeable or attractive people  
(classical conditioning)
- Fear arousal
- Door-in-the-face
- Foot-in-the-door
- Lowballing

# Persuasion

## Recap:

Techniques of persuasion (attempts at attitude change) discussed in the online lecture



# Examining advertisements: Group discussion

Which of these techniques are being employed in the following advertisements?

Refer to the activity aides handout.



# Examining advertisements

Oral B

<http://www.youtube.com/watch?v=EylnYqXPG04>

Ford Flex

<https://www.youtube.com/watch?v=bNKqhUlqPq4>

Diet Coke

<https://www.youtube.com/watch?v=PwYCvTpYMCA>

Nescafe

<https://www.youtube.com/watch?v=GXru4Q7Lgxo>

Quit smoking

<http://www.youtube.com/watch?v=F3W2fmYz2os>

# Tutorial Engagement Task 2

What is the **main technique** being employed in each advertisement?

Oral B	
Ford Flex	
Diet Coke	
Nescafe	
Quit smoking	

# Group discussion continued

How are these techniques used beyond advertising?

# Something to think about

How is advertising going beyond these techniques? How is it drawing on concepts from other fields in psychology?

<https://www.bbc.com/worklife/article/20200225-the-secrets-of-the-most-persuasive-adverts>

Thank you & bye for now!

We hope to see you in  
Psychology IB & beyond.