

Psychology of persuasion

- How to catch someone's attention and how to trigger emotional responses.

Weaknesses are part of being human.

- Exploiting these weaknesses in your designs
- Not having your weaknesses exploited by others.

* The seven deadly sins (to make them work for you)

- 1) Pride
- 2) Sloth
- 3) Gluttony
- 4) Envy
- 5) Anger
- 6) Lust
- 7) Greed.

1. | Pride || hubris || cognitive dissonance

Pride - taking a pride in doing something positive is healthy

hubris - more or less of arrogance, self confidence without foundation, is deadly.

Cognitive dissonance is what happens when we are presented with facts that do not fit our model of reality.

Cognitive dissonance makes customers upset and make them regret about paying higher price.

To counter that - rationalizations are given for having paid the price.

Techniques include

- Exclusivity: limited edition.
- Association with famous people.
- social approval
 - if 'neutral' someone is doing it, I should do it too.

Personal messages work best - "spearphishing.

- An appeal from high authority.
- or an appeal from someone just like you.

The enemy of pride is humility and self control.

To sell the idea using Pride.

- make them feel they are incomplete.
- show people empty slots in collection.
- make game out of it. give levels of memberships, accumulate points etc.
- keep initial items free, ask for payment for the rest.

2.

SLOTH - laziness

user interface should require minimum of effort for the user to reach your goal.

Desire lines - path with few barriers.

'F-pattern' on text heavy pages.

- Make sure eyes are drawn to the things you want them to see.
- Motion is often good for this, as high-contrast, bright colors.

Provide fewer options.

- The more choices someone has to make, the longer it takes and the more likely they will give up.

Pre pick your preferred option.

Negative options: each to sign up hard to unsign

Notify me about more surveys.

- box unchecked 48%

Do Not notify me about more surveys

- box unchecked 96%

The enemy of sloth is perseverance.

- paying attention.

3. GLUTTONY.

- Gluttony is when we overconsume to the point of extravagance or waste.

- people like to "show off".

companies encourage this by making us feel we deserve to be rewarded.

- Site also make us fearful of missing out.

Create reward values.

- make people feel they "won" / awarded to make it clear that effort was involved.

mention weaknesses before customers find out, they'll trust you more.

Get commitment to small thing to convince about big thing.

Ask for a big thing, if turned down
ask for smaller thing immediately.
Guilt of refusal makes people
more likely to agree.

Present hard decisions only after
investment has been made.

Don't make users sign up to see
initial site content.

Use of time constraints
— sale ends in 30 min etc.

fear of losing out affects judgment.

The enemy of gluttony is self control.

self control help us control over our
emotional responses.

Over optimism makes people
continue with task long after they
should have given up

4 ANGER

- fear with focus.
- with definite cause becomes anxiety.
- when self-created becomes guilt.

strategies to sell without angering customers

- use humor to deflect anger
- Avoid over anger with slippery slope.
- Use metaphysical arguments to beat opponents

Suler's six factors:

- You don't know me
- You can't see me.
- See you later. (asynchronous interactions)
- It's all in my head. (assigning negatives to the people you don't know)
- It's just a game.
- We're equals.

① Using anonymity to comment opinion

- Quora - anonymous replies.

② Scare people and then provide solution.

5 ENVY

- The feeling of deprivation, inferiority or shame.
- Manufacture envy through desire & aspiration.

Create desirability

- Secrecy
- Be one of the selected few who know about an item
- Scarcity
- small numbers, low availability of an item
- Identity's importance
- identify the item with desirable lifestyle, person / Activity
- Aesthetics
- pleasing look
- functionality
- Item solves problem nobody else is solving.

How to create envy?

- provide comparison point.

Make people feel ownership before they buy.

- show how product can make their life better.
- offer demo version.
- create levels of reward.
- use reviews, testimonials.

Create status difference to drive behaviour.

- show how one group is different & better than other groups.
- 'Apple'.

Emphasize achievement as a form of status.

- focus on points gained, not on how much they need for a reward.

Encourage payment as an alternative to achievement.

- pay for shortcuts.
- 'subway surfers'.

Let users advertise their status

- make status visible.

let people feel important

Manufacture envy in your products.
e.g. "Sent from my iPhone"

06 LUST

- intense desire for any item.

- reciprocation

- being likable works wonders.

- Flattery makes people more
susceptible to persuasion.

- label people

Frame your message as a question.

Create an ingroup

- provide distinction b/w ingroup & outgroup

- helping ingroups can see themselves
as winners!

give something to get something

make something free

sell intangible values

Make request to be seen more favorably

Ben Franklin Effekt

- He borrowed a book from someone who had always opposed him. When he returned , he included a note of thanks and praise .

07 Greed

The 4 possible behaviours bet'n 2 people
who want access to the same
resources,

Help others harm other.

Help cooperation, selfishness

Harm self Altruism Spite

- use partial reinforcement
- Make it into a game
 - customer should "win" rather than "finish/buy"

Design for skill, not for luck.