Platform

Social Media

Inviting individuals to join an online movement/trend. For example: #MeToo, #BlackLivesMatter

inducing events

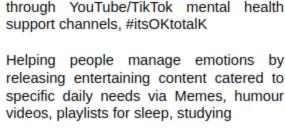












Extrinsic ER

Attempting to influence how people perceive a situation via Youtube channels

Influencing others' emotional responses

for analysing/debating current