**Discussion Question: 100 Things**

Using the ***100 Things Every Designer Should Know About People*** reading assignment, select two (2) of the "things" you read about.  In your post, include the number and title of the "thing" (i.e. #36 Time is Relative)  and then do two embellishments, one embellishment and one visual example, or two visual examples.

1. **Embellish:** Tell us something that the reading did not tell us on that specific "thing" or embellish on what was presented. Be sure you are adding meaningful content to the conversation and not just making noise. Your addition can be a link to an article or you can write out your embellishment.
2. **Visual Example:** Provide us with a graphic example that is relevant to web design. This can be something you create or something you find. Again, be sure to add meaningful content to the conversation.

***Before you submit your thread, put your name in the subject line.***

**#69-76**

My first embellishments for this discussion board will be Topic #73: Positive Feelings About a Group Can Lead to Groupthink. Whole cohesiveness throughout a group can seem desirable for a group to achieve, but this can easily lead to groupthink. When groupthink occurs, people are less likely to make waves by disagreeing with one another, which can damage the work being done. A way to combat groupthink is by playing devil’s advocate and taking on other perspectives to challenge a project or idea. Some may view devil’s advocate as negative, but it can be used productively. In his article on Inc., Bruce Eckfeldt elaborates on this idea. On a team, having varying viewpoints and perspectives is vital to finding the best way to approach a project, and playing devil’s advocate can help achieve this (Eckfeldt, 2020). Eckfeldt (2020) suggests that while playing the devil’s advocate role, it is essential to focus on ideas, not people, provide reasonable logic, recommend other suggestions, not push, and keep the viewpoint rotating.

For my visual embellishment, I included a photo of a group experiencing groupthink and then breaking out. ![A diagram of a group of people

AI-generated content may be incorrect.]()

Picture from: <https://www.b-c-training.com/bulletin/decision-making-during-crises-and-how-to-avoid-groupthink/>

For my subsequent embellishments, my topic of choice is Topic #74: Stories and Anecdotes Persuade More Than Data Alone. Storytelling can also reach into actual web design, as explained by the Storify Agency in their 2024 article. According to the Storify Agency (2024), storytelling is an “indispensable marketing tool,” transporting the user into a carefully crafted environment.

I included a photo of a customer review from Amazon for my visual embellishment. If you offer a product or service, having a spot that broadcasts reviews can be a great way to persuade users to purchase it. Reading a positive testimony from a happy customer can be the factor that leads someone to pull the trigger and make the purchase, especially when there is detail and a story-esque feel to it.

**A screenshot of a message

AI-generated content may be incorrect.**

Picture from:[**https://www.amalytix.com/en/knowledge/amazon-reviews/**](https://www.amalytix.com/en/knowledge/amazon-reviews/)

**References**

Eckfeldt, B. (2020, May 22). *How to Play Devil’s Advocate in a Productive Way*. Inc.com. https://www.inc.com/bruce-eckfeldt/how-to-play-devils-advocate-in-a-productive-way.html

Storify Agency. (2024, August 30). *Storytelling in Web Design: Boost Engagement & Retention - Storify Agency*. Storify Agency. https://www.storifyagency.com/transform-your-website-harnessing-storytelling-techniques-to-boost-user-engagement-and-retention/

**Assignment Requirements and Grading:**

1. An initial post of approximately 250 words is due by **Thursday, 11:59 p.m. CST**.
2. For the initial post to be considered substantive, it should be at least 250 words in length and fully cover the topics being presented. Single-sentence definitions or responses will not be awarded points.
3. Submit your post by clicking on the **Assignment Link** above, then **Create Thread**. You must create a thread in order to view your peers' posts. Tip: Create your post in a Word document and then copy and paste your work into the thread.
4. A minimum of three (3) responses, **to the original threads of other students**, of 100-200 words each are due by **Sunday, 11:59 p.m., CST**.
5. To view the rubric grading criteria, click on the following link: [Discussion Board Grading Rubric](https://content.bellevue.edu/cst/csd/rubricdbv3.pdf).

**(50 points)**

Jessica, I think you did a very nice job on your post! You are absolutely right that humans are wired for storytelling. This topic helped me understand why some people lean towards listening to personal anecdotes over proven facts. It makes a lot more sense to know that these stories affect people's emotional processing. I think including personal stories on the water campaign page is a perfect embellishment of anecdotes persuading more than data. Smells really are a powerful thing! I often think about how much more presentative advertisements would be if you were able to smell things like food advertisements.

Megan, you did a fantastic job on your discussion post for this week. You pose a very intriguing thought on people who do not possess a sense of smell. I think that since not everyone can smell and smells can not be broadcast through mediums like television or print advertising, it is vital to find ways to communicate this same appeal in different ways. I like how you included how not everyone likes surprises because I am in the same boat as you and do not enjoy them. There needs to be a thought process when adding surprise elements so people who do not like them are not fully deterred.

Nima, I think your discussion post this week is very well said! You are right that there is more brain activity when seeing people we know personally. You are spot on about the Facebook algorithm, and this is true for other platforms as well. The link between social closeness and similarities with strangers is a very interesting revolution to discover. I think this just proves why positive word of mouth for services and products can boost sales so much. Before our textbook, I never considered the relation that a lack of movement in the face because of Botox would cause for a person.