

IPHONE VS. ANDROID



ATTITUDES

SPRING 2018



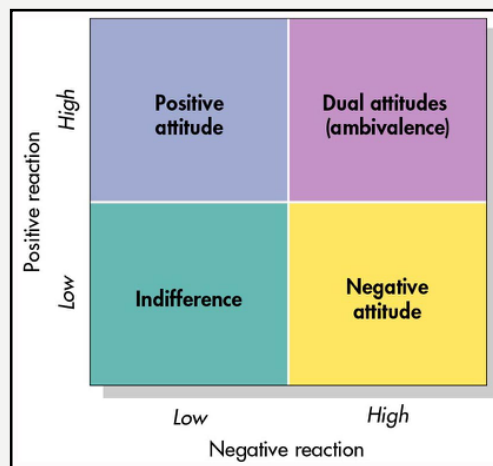
WHAT IS AN ATTITUDE?

- Attitudes vary in valence
 - Positive/negative
- Attitudes vary in intensity

Strong
feelings

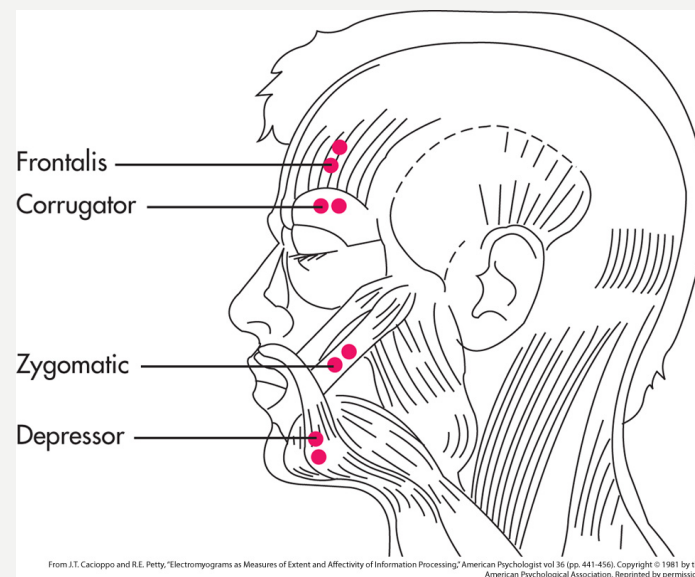


Weak
feelings



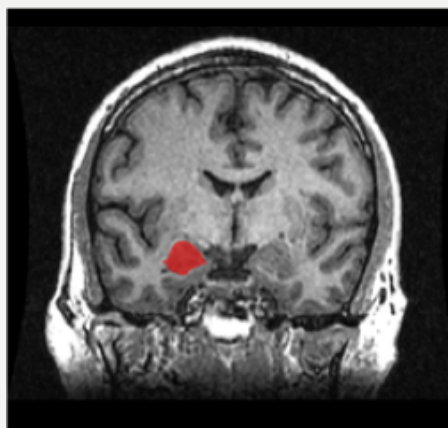
MEASURING ATTITUDES: COVERT METHODS

- Facial Electromyograph (EMG): An electronic instrument that records facial muscle activity associated with emotions and attitudes.

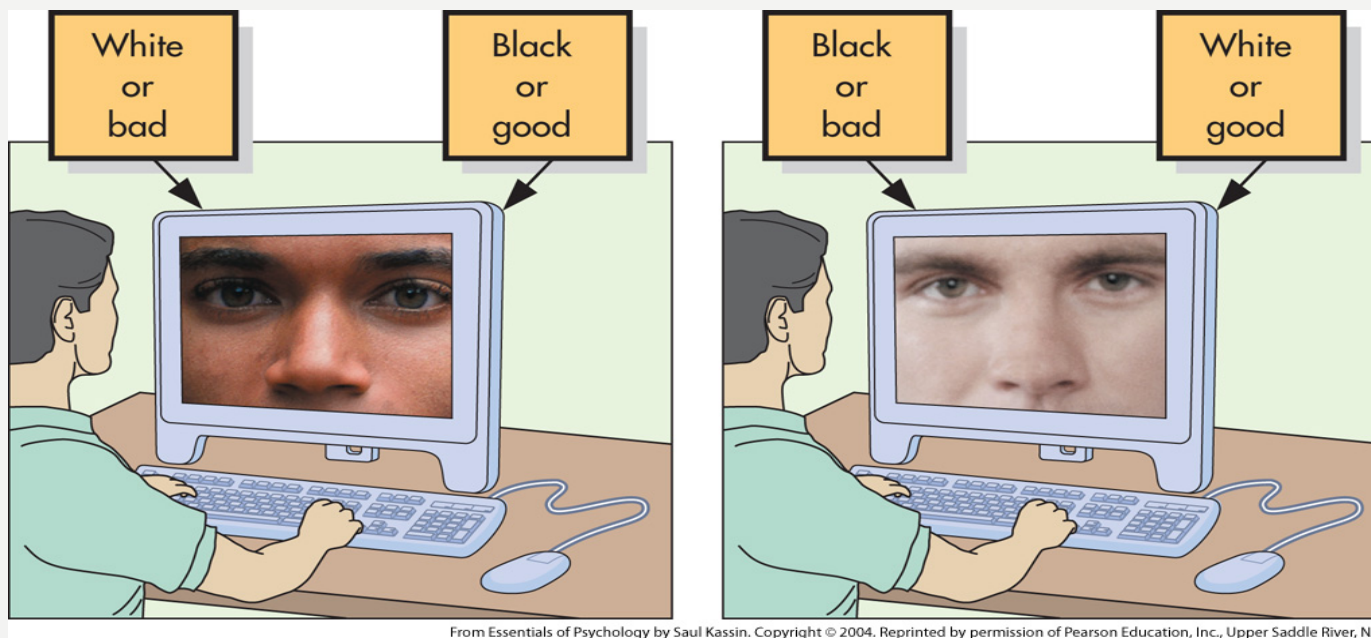


MEASURING ATTITUDES: COVERT METHODS

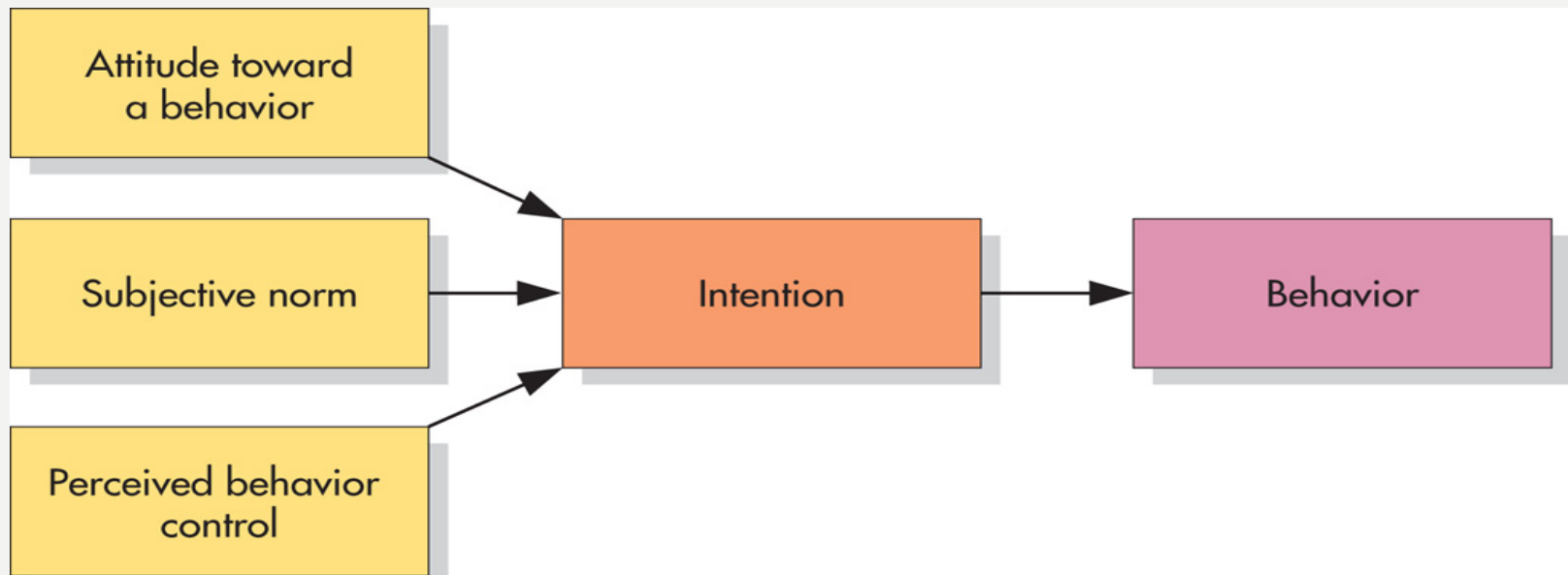
- Functional Magnetic Resonance Imaging (fMRI) – neuroimaging of brain activity
- Electroencephalograph (EEG) – electrodes on surface of scalp measures brain activity



MEASURING ATTITUDES – IMPLICIT ASSOCIATION TEST (IAT)



THEORY OF PLANNED BEHAVIOR



From Organizational Behavior and the Human Decision Process, Vol. 50, by Ajzen, p. 179-211. Copyright © 1991 Elsevier. Reprinted with permission.

CENTRAL OR PERIPHERAL?

**SOME FOODS ARE PROCESSED
SO MUCH, LOST NUTRIENTS
MUST BE ADDED BACK IN.
WE JUST USE THE NUTRIENTS
NATURE PROVIDES.**

In order to fill the nutritional gap created by over-processing, various manufacturers attempt to fortify their unwholesome foods with industrial vitamins and minerals. They are discovering, however, that you can't pull a fast one on Mother Nature—the products end up falling short of the benefits provided by simple, whole foods. Whether it's seed-oil infused cereal, calcium-enriched pasta, or ketchup enhanced with vitamin E, companies put a lot of resources into changing foods from their original form, only to later try and fortify them back to the way they were.

Such fortifications don't happen at Chobani. We make Greek yogurt with the mindset that food should offer the benefits nature provides by design. Just read the backs of Chobani containers, and you'll see nourishing, untreated items you're actually familiar with: milk, honey, strawberries, blueberries, pineapples, peaches, and more.

Greek yogurt has been around for more than 4,000 years, and is a thicker, creamier cousin to standard Western yogurts. At Chobani, we use hormone-free, non-fat milk, strain it, and add live probiotic cultures—shown by many studies to improve your body's digestive processes. We then mix the yogurt with the finest ingredients possible, and dish out authentic, Greek yogurt that's nothing but good.

nothing but good.

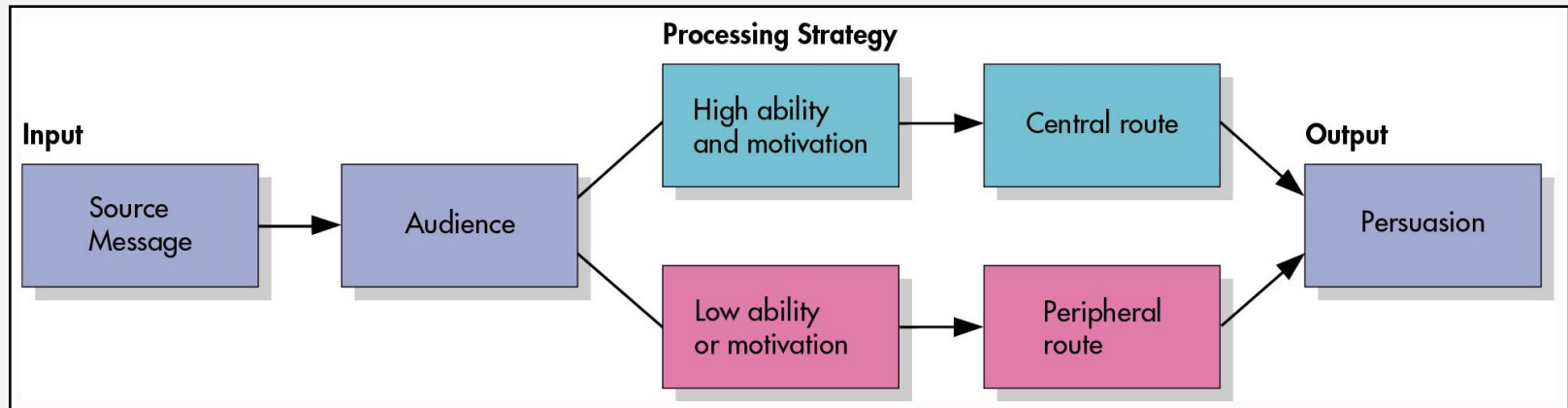
CHOBANI

TWICE THE PROTEIN • NO FAT

NO CHOLESTEROL • ALL NATURAL

CHOBANI.COM

TWO ROUTES TO PERSUASION



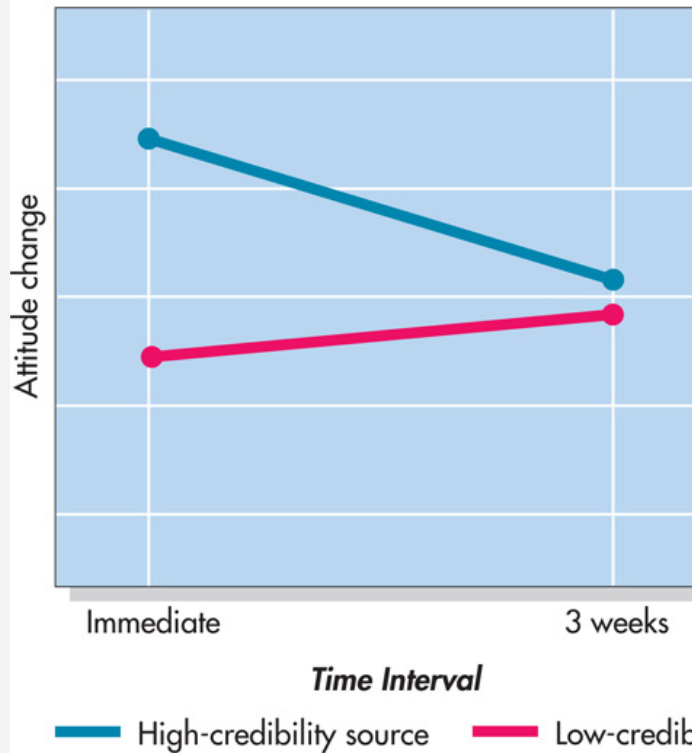
WHOM DO YOU TRUST?

GALLUP POLL (2014)

- Nurses – 80%
- Medical doctors – 65%
- Pharmacists – 65%
- Police officers – 48%
- Clergy – 46%
- Bankers – 23%
- Lawyers – 21%
- Business Executives – 17%
- Advertisers – 10%
- Car salespeople – 8%
- Members of Congress – 7%

SLEEPER EFFECT

Experiment 1:
Now You See It



Experiment 2:
Now You Don't

