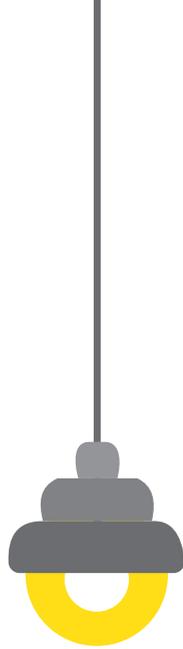




BRACH
PSYCH

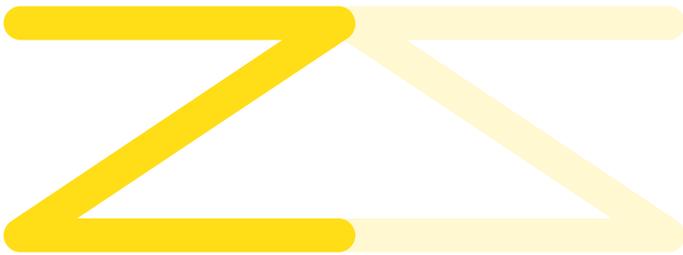
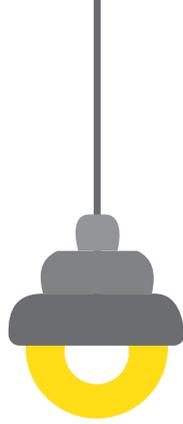


CONTENT PAGE



SOCIAL INFLUENCE AFFECTS DECISION-MAKING AND CHOICES IN SO MANY WAYS. WE ARE INCLINED TO ASSUME THAT CHOICES AND THOUGHT ARE OUR OWN, HOWEVER, THROUGH INFLUENCES, WE ARE WAVERED AND CAN BE MANIPULATED TO MAKE CERTAIN CHOICES AND THOUGHTS. THROUGH PERCEPTION, WE CAN EXPLORE THE EFFECTS AND SHOW THE VULNERABILITY OF THE MIND.

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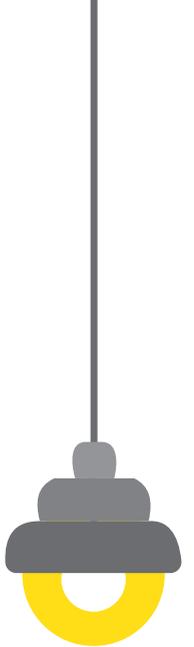


ALL BRAINS HAVE THE SAME FUNCTION, AS THE HEART PUMPS BLOOD. THE BRAIN IS RESPONSIBLE FOR THOUGHTS IDEAS AND OPINIONS.

Psychology can explain a lot of the decisions we make and even how to manipulate a decision, this booklet is to bring awareness to these tricks and processes to help people understand the truth behind advertising, media and the world.

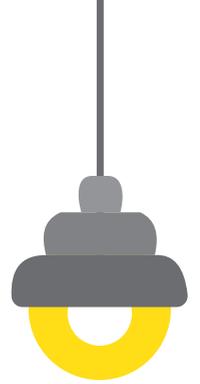
The objective of this journey is to notice what influences you while being aware of your actions in response to the influences and to not be affected by the negative and learn from the positives. This booklet will explain a selection of psychological theories and experiments that will explain human tendencies and behaviours while explaining how they are applied in the media and life.

You will be given all the tools you need to learn, make your own judgement and control the extent of influence you allow to affect your final call. You also don't need to conform, just because your boss voted for labour or conservative doesn't mean you should too. Listen and observe the world around you, one does not need to be a scientist to understand the ways of psychology and human nature.



DECISION- MAKING & THOUGHT PROCESS:

CONFORMITY

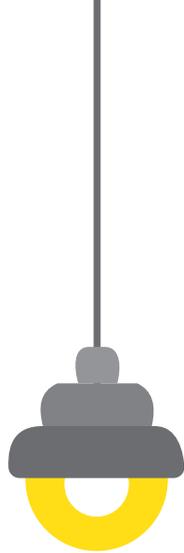


CONFORMITY, the act in which one ignores a correct action or answer knowingly to conform to the mass or due to the conflate creating self-doubt to the point of conforming. One of most common social influencing factors, have you ever been in a situation or group conversation and agreed to things you might not find normal? Without realising that this happens to us on a daily basis, when we think we are just going with the flow or join a group to fit in. This method is used and exploited in advertising and we are fully unaware of its effects on our decision-making.

Types of Conformity

- Compliance

When an individual allows influence because they want to attain a favourable reaction from another person or group. Moreover, conforming to the majority (publicly), even while not agreeing with them or their views (privately). This is seen in Asch's line experiment. Compliance is a temporary behaviour change.



- Internalisation

When an individual is welcoming to the effects of internalisation because the behaviour, ideas and actions that are being discussed or explored are rewarding. This type of influence involves both public and private conformity, this is when a person is willing to publicly change his or her behaviour to fit in with the group or majority, while also agreeing with them privately.

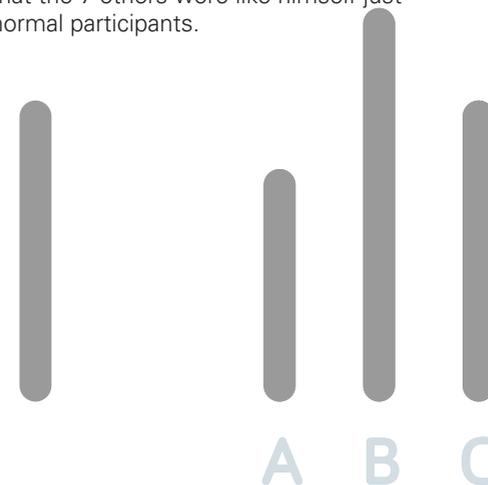
This is the most effective level of conformity as the beliefs of the group become the individual's belief. Making the changes in one's behaviour permanent.

- Identification

This occurs when an individual wants to establish or maintain a self-defining relationship with another person or group. Individuals conform to the expectations of a social role, e.g. doctors, police officers and politicians. One does not have to change their private opinion. A good example is Zimbardo's Prison Study.

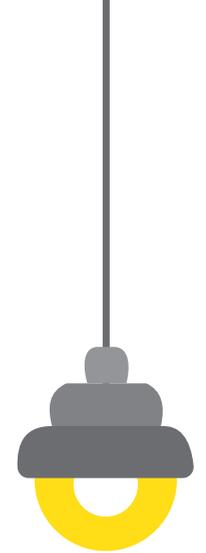
SOLOMON ASCH - CONFORMITY EXPERIMENT

In 1951 Solomon Asch conducted a study on the amount and limits to which social pressure can persuade and affect a person to conform. The experiment studied 50 male students that believed they were taking part in a vision test. Asch placed a participant in a room with 7 other actors who acted as participants. The actors had already discussed their answers to the presented line task, while the real participant had no idea and was to believe that the 7 others were like himself just normal participants.



Each person in the room was asked which line out of (A, B, C) was the comparison line to the example line and to say aloud their answer. The correct answer was always obvious. The real participant was sat at the end of the row and was the last to answer.

All the participants and actors were asked 18 trials in total, the actors answered incorrectly on 12 of the trials.





RESULTS

Out of the 12 trials around 75% of participants conformed to the group at least once, around

one-third (32%) of the participants answered clearly the wrong answer and conformed with the incorrect majority.

EXAMPLES IN THE MEDIA

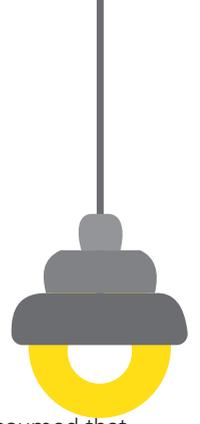
CONFORMITY IN THE MEDIA

The effects of conformity are all around us from buying the latest fashion trends to new technology. The word fashionable basically is a conformity label, what does this mean? When one is fashionable to a certain degree it means they have all the latest fashion, and others copy their fashion sense. In a way, everyone belongs to a certain trend or a mix of trends.

Technology is a crazy money-making industry that is running on the fact people always want to have the newest and best of things. However, this need is built into our behaviour by the media, when a new phone launches we are exposed to visuals of influencers and people of authority using it or speaking fondly, we see our friends with the product and then we ourselves conform and buy to belong to the group. We are aware of this grouping function in our society, are you a Mac or Windows person, Samsung or Apple?

Social media creates perceptions of beauty, health and happiness. When in reality each one differs from one to another, however, we do tend to conform and make differences in our appearances and lifestyles to fit with the social norm due to the altered perception that marketing and media sell to the masses.

THE HALO EFFECT

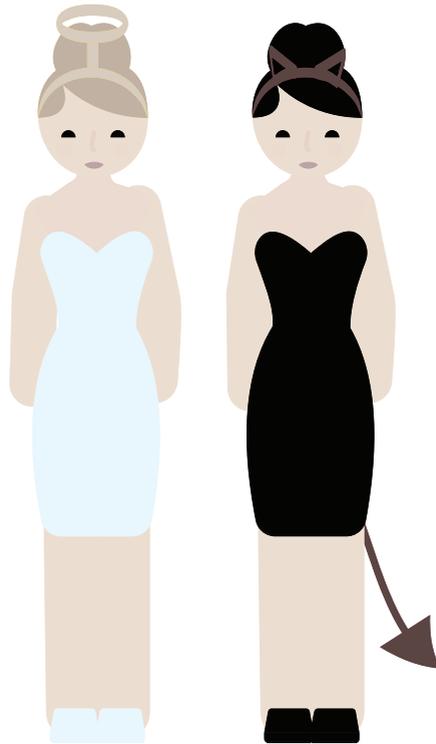


HALO EFFECT, Have you ever assumed that an attractive person would be intelligent or friendly and that they would have a good judgment of character?

Even if you believe you haven't you most likely have, as we are unaware of this phenomena which is the theory of the halo effect.

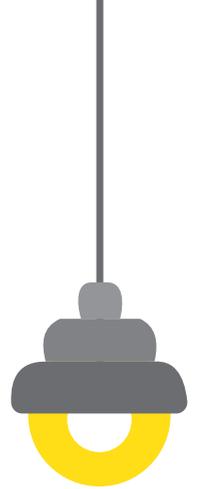
We judge others on their appearance and create assumption unconsciously, another aspect of this effect is we tend to make judgments on what we see or hear first, positive or negative this effect is the truth behind the importance of the first impression. When a person is trying to convey bad news he or she will try and sugar coat it in a way, we have all done this in one way or another. This effect is applied in our daily life but we are unaware of its effects.

For example, when two groups of women are shown a video of a man describing himself, each description is identical, however, when the man is describing himself to group A he is using an upbeat motivated tone. While with group B a less motivated tone. So even though the description is identical, both groups create a completely different judgement of the man.



Also if a man was shown two images of women and one described with positive features first and the other started with negative however both descriptions are created from the same group of words just in different order say one started with Friendly, Beautiful and ended with Envious while the other started with Envious, Stubborn and ended with Friendly. The first lady would be more appealing as the Halo effect will shadow the negatives as the Initial impression created was positive.

EXAMPLES IN THE MEDIA



Examples of The Halo Effect in the media are all around us. The effect allows brands, companies and any type of business to create a positive reputation by promoting a popular product or authority figure that is seen in a positive light.

This effect can also harm a brand if the one product or figure get classified as bad, this will create a shadowing effect for the whole organization.

An example of this was in 2005, Apple focused their marketing on the iPod, after a marketing push Apple sales increased by 38% and profits by 384%. This was because the perspective of Apple being innovative and technology leader covered all the Apple products.

SOUP



CHICKEN

WATER

SPOON

BREAD

JUICE

WHAT IS PRIMING AND WHAT DOES IT DO?

Priming is a form of memory that we are unconscious of, creating connections that we assume are part of our thought process allowing particular words, figures and objects to evoke and link to other words, figures and objects quicker and easier.

If you were asked to memorize these words

**CHICKEN
WATER
SPOON
BREAD
JUICE**

SO_P

Once you complete the memorizing. Then you are asked to fill in the word

SO_P

SO_P.

Priming is the reason behind when we are asked to fill in the word SO_P. Most likely the answer will be soup as the words in our memory are associated with food allowing the unconscious connection.

SOUP

Another example is visual associations, so if you are giving a list of colours but are asked to call out the colour the word is written in and not

the written colour its self. Most likely you will make one or two mistakes, as we automatically read the words and not the colour they are written in.



RED

BLUE

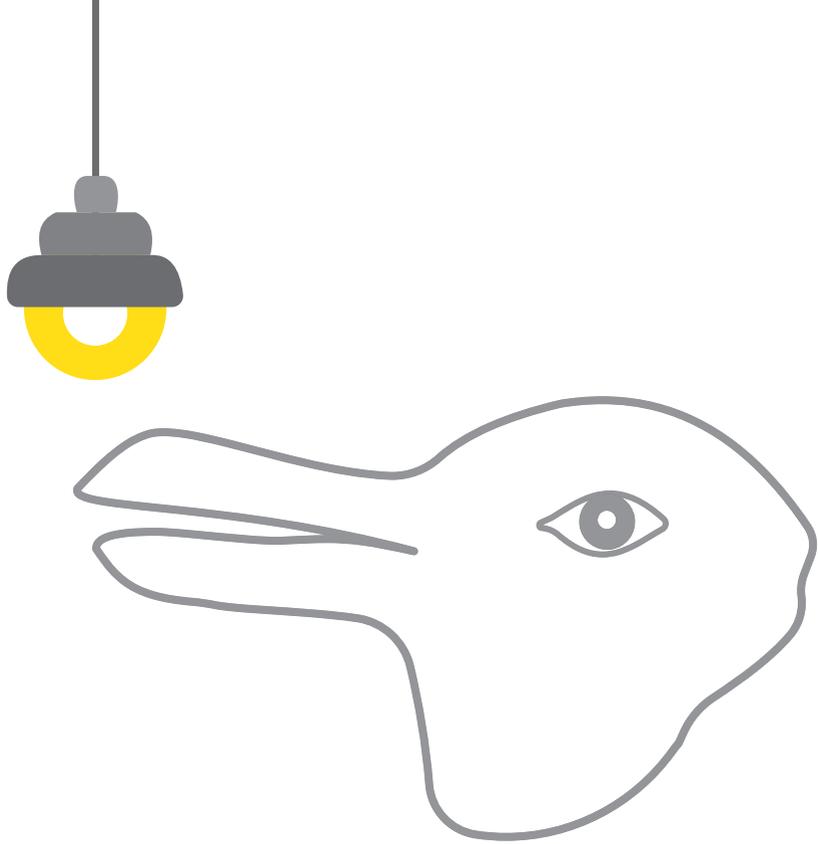
GREEN

PINK

BLUE

BLACK

PURPLE



Example of visual priming is the classic what do you see? Now if I had to talk about a rabbit, or tell a story with a rabbit character you would likely see the image above as a rabbit.

Also, if I was to start talking about a duck or maybe how delicious Duck à l'orange is, you would likely see a duck. Looking at the image now you will be going back and forth between a duck and rabbit.

EXAMPLES IN THE MEDIA

PRIMING IN MEDIA

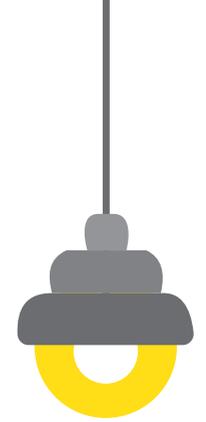
The media use priming with most campaigns and advertisements, especially political campaigns. The media may not be able to make a person vote for or against an issue or person, however, it does have the power to evoke and create interest in an issue or candidate.

By continuously raising issues and questions, the media has the power to create positive and negative images that can affect our perspective. This can be used to highlight a particular candidates cause to give them more exposure to create a lasting image in our minds that will affect the voting process.

The media can present facts in ways that can lead the audience to think in a particular way or view all due to interpretation. Creating a baseline for future arguments and reports by using a framework to interpret a story to best fit their cause.

BEHAVIOUR & SOCIAL EFFECTS:

BEHAVIOUR

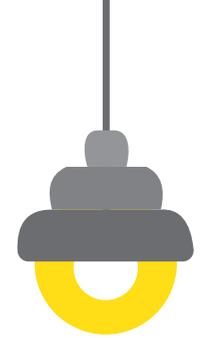
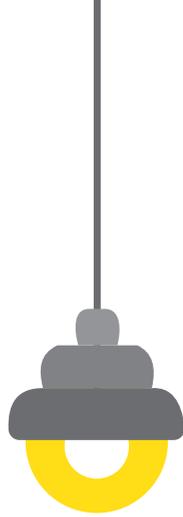


BEHAVIOUR, have you ever smiled when smiled at, laughed when others laugh or panicked when others panick?

These are examples of situational behaviour, as our actions change depending on our surroundings and emotional position. People also tend to mimic behaviours and actions unconsciously, when people say that to be positive you need to be around positivity, there is truth to this as a person's behaviour will adapt and be affected by their surroundings.

Nature versus nurture, the behaviour and traits we have as adults are a combination of our upbringing by family and surroundings such as friends, school and workplaces.

Conditioning plays a big part in behaviour as the behaviours that build our personality are conditions created by our experiences through life.



BOBO DOLL EXPERIMENT

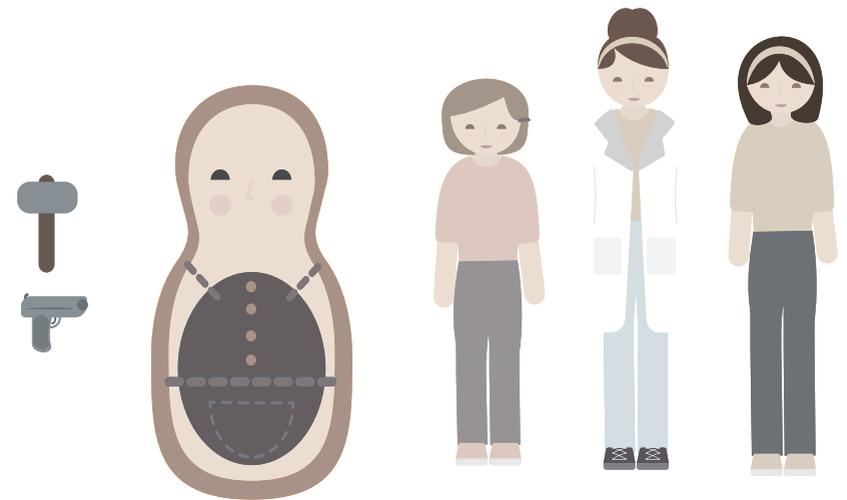
During the 1960s, Albert Bandura experimented on observational learning, conducting a series of studies known as Bobo doll experiments.

Bandura wanted to explore if social behaviours like aggression could be learnt through observation and imitation. The experiments consisted of 36 boys and 36 girls aged between 3 to 6 years old.

The children were then split into 3 groups of 24 children, each group was manipulated in a different condition:

- Aggressive model is shown
- Non-aggressive model is shown
- No model is shown (control condition)

Each group was then split into 12 equally mixed groups of boys and girls, and the conditions were played out by either a female or male model. The children were individually taken into a room that contained toys and played in the corner for 10 minutes while they either witnessed:



EXAMPLES IN THE MEDIA



One group of 24 children is subjected to a male or female model showing aggressive behaviour towards the Bobo doll. While attacking the doll the adults showed manners such as throwing the doll in the air and hitting it with a hammer and kicking.

Another group was subjected to non-aggressive behaviour, the adult only played in a quiet subdued manner for 10 minutes. The final group was used as a control group thus not subjected or exposed to any model behaviour.

After all the groups were exposed to the manipulated behaviours, the children were taken into the next room. The room contained some aggressive toys and non-aggressive such as the toys were mallet and pegboard, dart guns, and a 3 foot Bobo doll also a tea set, crayons, three bears and plastic farm animals. Each child was left in the room for 20 minutes while being observed through a one-way mirror.

RESULTS

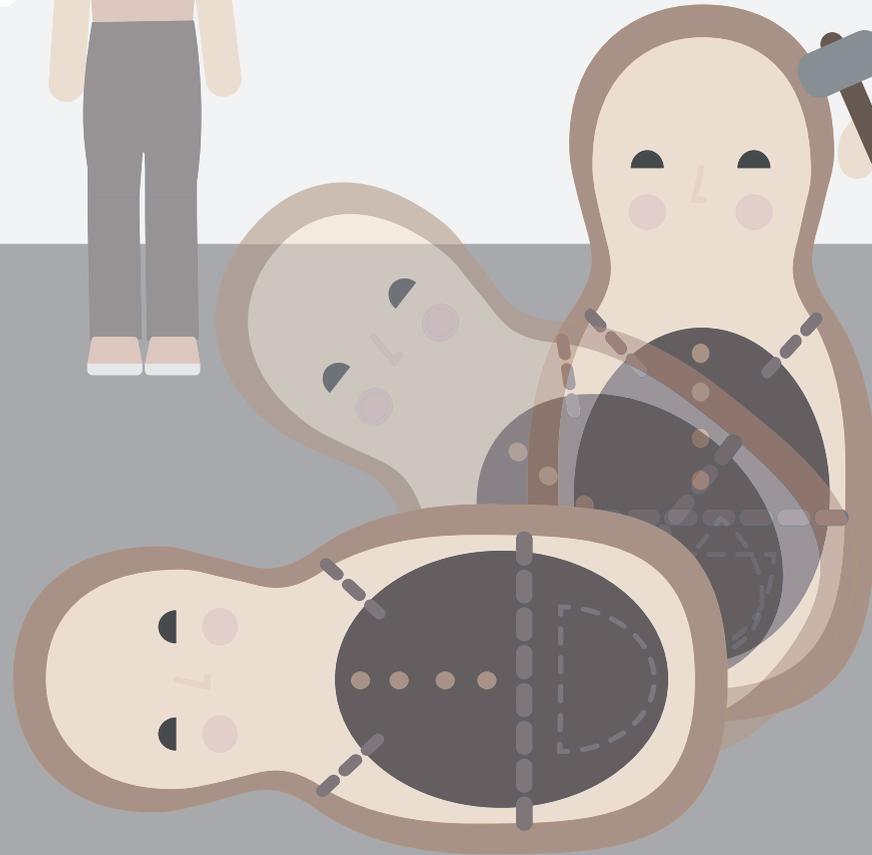
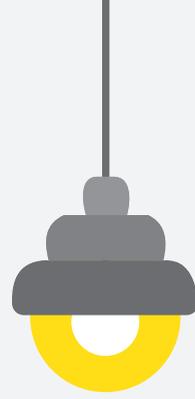
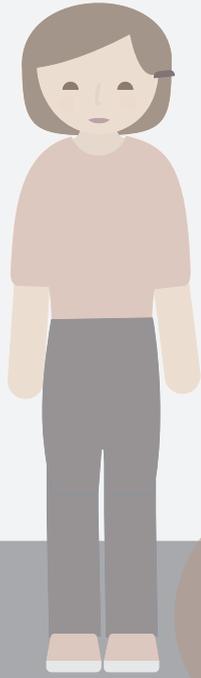
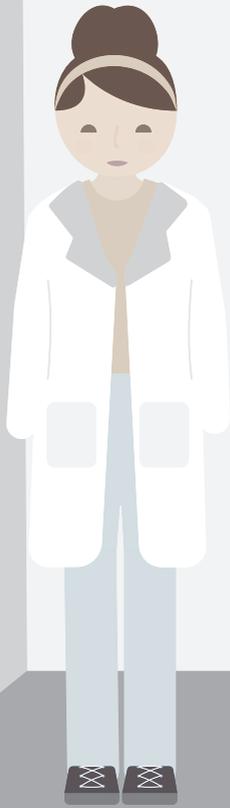
The findings were that the children that observed the aggressive model made far more imitative aggressive actions than those who were in the non-aggression or controlled groups. The findings also support Bandura's (1977) Social Learning Theory. Being that, children learn social behaviour such as aggression and others by the process of observation learning by watching the behaviour of another person.

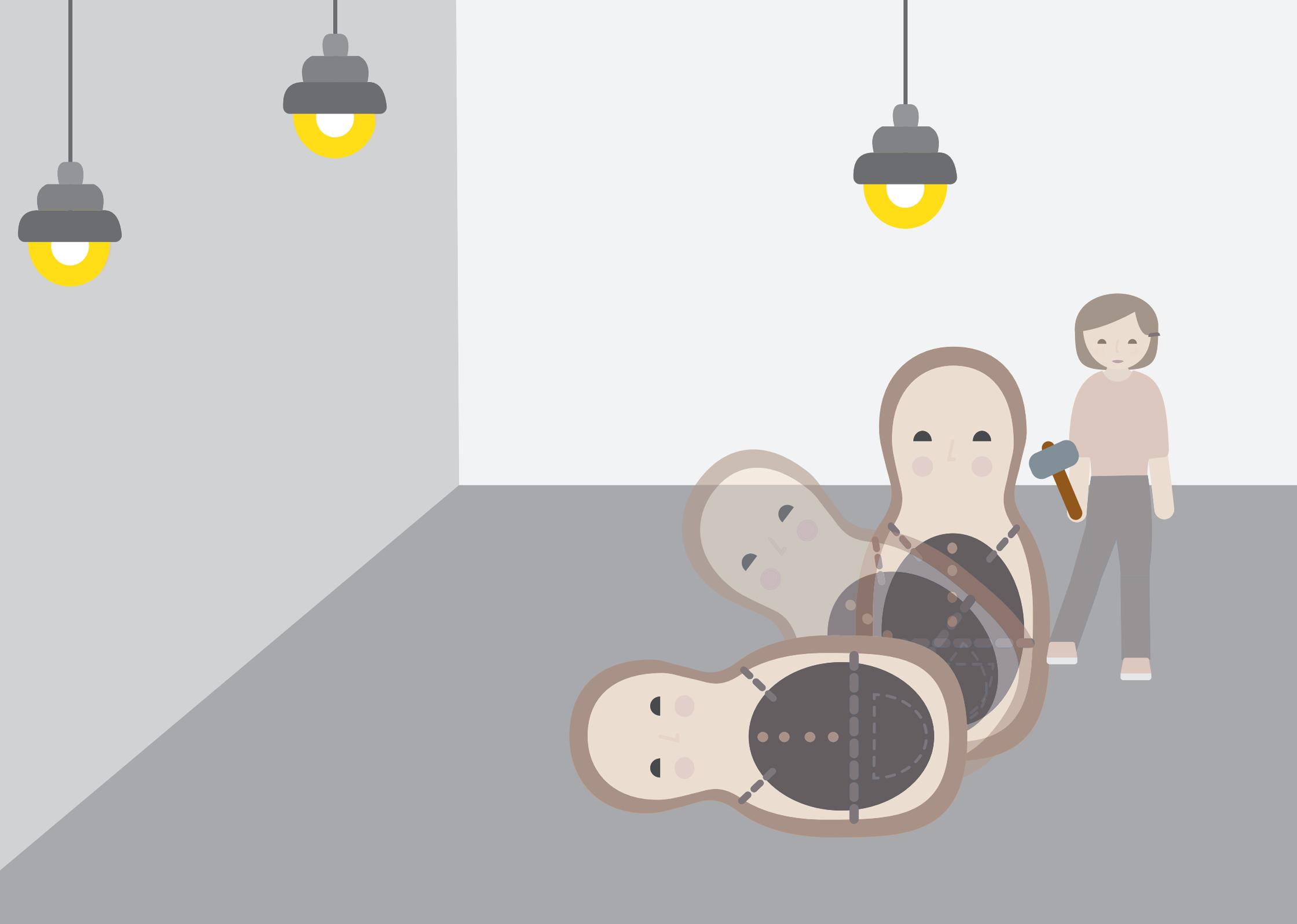
This study has important implications for the effects of media violence on children.

SOCIAL BEHAVIOURS

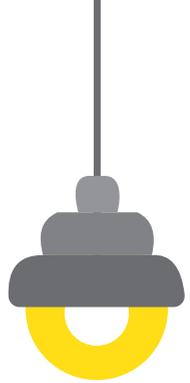
Violence and aggression in the media lead to increase in real life behaviour, as we saw in the previous experiment children mimicked the actions of the aggressive adult. But what was not shown is that this mimicking effect does not only apply to children but adults alike. Violent video games, films and news have been shown to increase aggression in young adults.

Many TV shows are based on violence these days one reason for this can be the increase in arousal that comes with exposure to media violence. Violence and sex sell well that is the reasoning for the increase of media exposure to violence.





WE
C
N
E
I
D
E
B
O

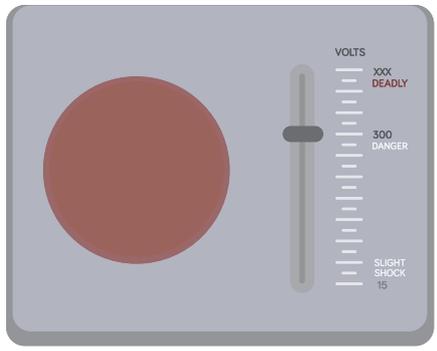
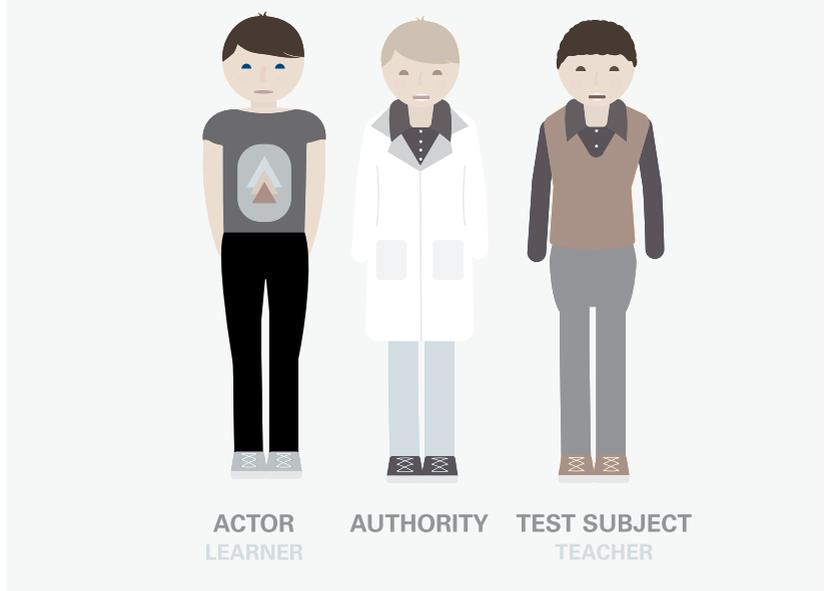


WHAT IS AN AUTHORITY FIGURE, AND WHY DO WE GIVE THEM CONTROL AND OBEY THEM?

Let me guess, your not one of those people or your don't see the reasoning in what is being said. Well, the human mind is conditioned to obey authority figures, now what does this mean? Well, have you ever done something wrong knowingly but thought its okay because you were told to, maybe by an older sibling, a boss or someone with authority such as a doctor for instance.

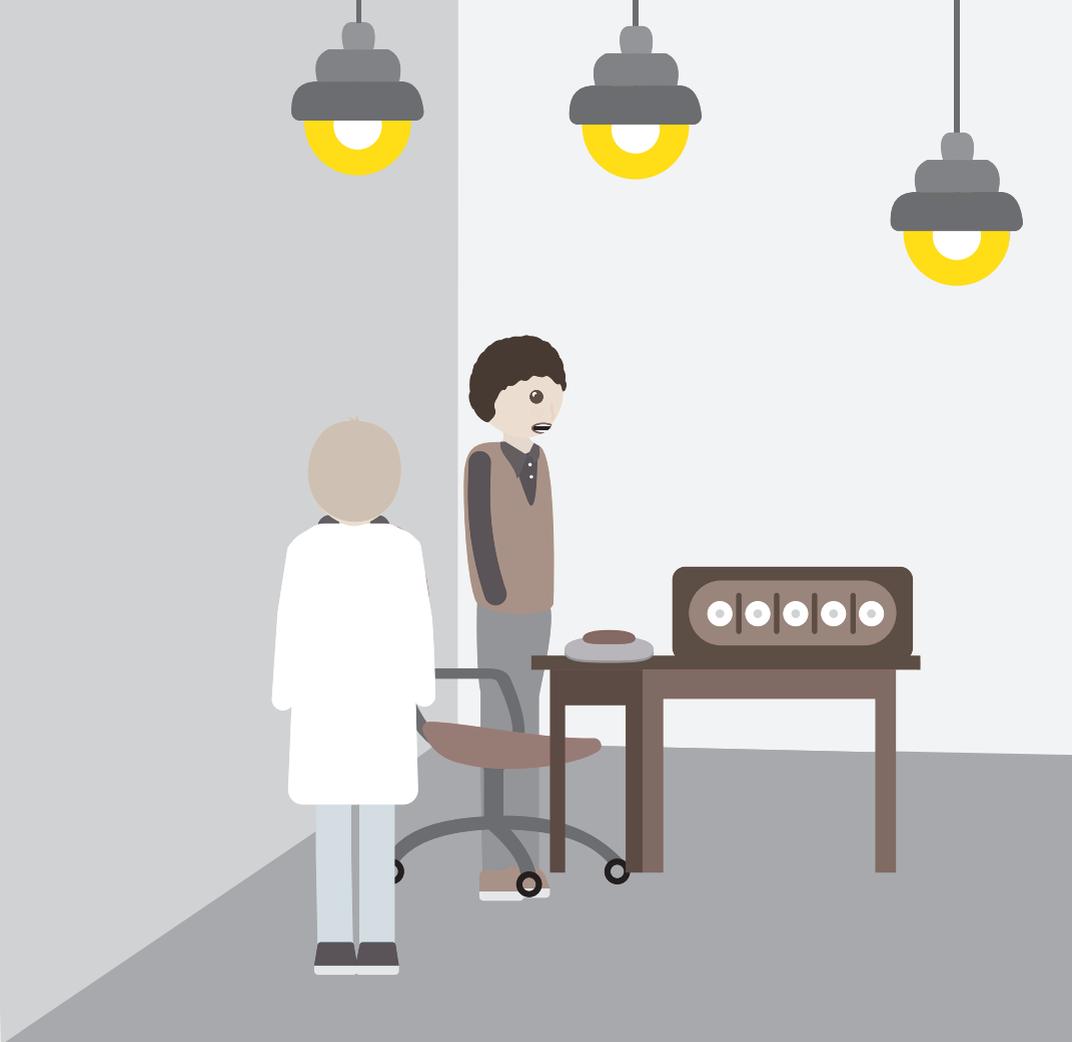
THE MILGRAM EXPERIMENT

This experiment is one of the most influential and well-known studies of obedience in psychology, the study was conducted by Stanley Milgram in 1963, a psychologist at Yale University. He focused on the conflict between obedience to authority and personal conscience.



ELECTRIC SHOCK GENERATOR

The reasoning behind the experiment came around after world war II, as soldiers that committed acts of genocide were claiming that they were just following orders from their superiors. Milgram wanted to explore the traits of obedience and if people submit to obedience from authority figures.



An ad was placed in newspapers to participate in a study of learning at Yale University, participants would receive £4.50 pounds which is more like £40 in our current day.

The experiment entailed that the participant was paired with another person and they would then draw a straw to find out who would be the "teacher" and "learner" however the participant did not know that the draw was fixed so that he would always be the teacher and that the learner was actually an actor.



The Learner (actor) was taken into a separate room and had electrodes attached to his arms, while the teacher and researcher (authority figure) went into another room next door. The room had an electric shock generator and a row of switches marked from 15 volts a slight shock to 375 volts danger severe shock to 450 volts xxx deadly.

The learner was given a list of paired words after he had memorised them the teacher was asked to call out a word and test the learner on the pairing word from a list of 4 possible answers.



PLEASE
CONTINUE

ARE
YOU SURE



IT IS ABSOLUTELY
ESSENTIAL THAT
YOU CONTINUE.

HE'S
SCREAMING



PLEASE
STOP!

The “teacher” is also told to administer an electric shock each time the learner answers incorrectly while increasing the level of shock with each mistake. The shock generator had 30 switches marked from 15 to 450 (slight shock to severe shock).

The learner gave mostly incorrect answers, as the teacher would then have to give him an electric shock. When the teacher would question or refuse to administer the shock, the researcher (authority) would give prods or orders to ensure they continued. There were a series of four prods, if one was not successful then the next would be read out, and so on.

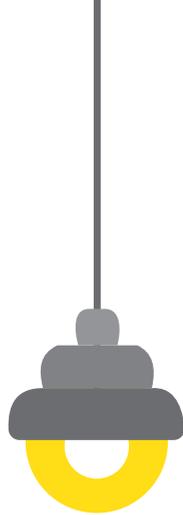
Prod 1: *Please continue.*

Prod 2: *The experiment requires you to continue.*

Prod 3: *It is absolutely essential that you continue.*

Prod 4: *You have no other choice but to continue.*

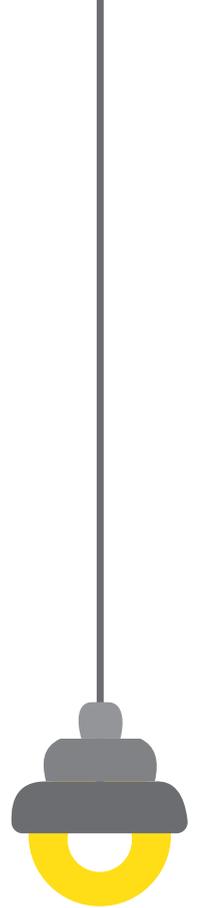
The aim of the experiment was to research how far people would go in obeying authority even when the orders involved harming another human being.



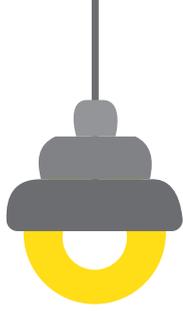
RESULTS:

Milgram found that 65% that being two-thirds of participants (teachers) continued to the highest level of shock; 450 volts and all participants administered the 300 volts dangerous shock. The conclusion was that people will most likely follow orders by authority figures, even to the point of killing or harming another human being.

Obedience to authority is ingrained in all of us from our upbringing. People tend to respond and obey orders from other people if they recognize their authority, legitimacy and moral right. This response is learned in a variety of situation for example family, school and workplace.



EXAMPLES IN THE MEDIA

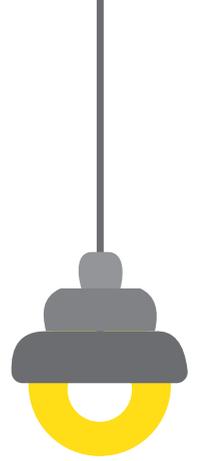


CONDITIONED TO OBEY

The media takes advantage of this trait that is within most people as we are conditioned to obey authority since birth by parents, teachers, police, doctors and many more. An authority figure is someone who has great knowledge and experience in a certain field. Also able to influence people in make purchasing decisions because people trust their judgement.

Advertisements use authority figures to boost sales and increase trust in products, for example, Smashbox which is a cosmetics brand wanted to boost their social media outreach. One of the experts that helped them achieve what they wanted was a YouTube beauty Vlogger, Casey Holmes. She posted an image of herself wearing Smashbox cosmetics products on social media while mentioning the brand. Smashbox's social media skyrocketed, receiving over 13,000 likes and driving engagement to their Instagram account.

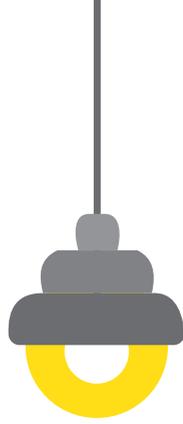
EXAMPLES IN THE MEDIA



iGrill is an app that helps track food temperatures while cooking and an e-commerce selling cooking products. In an average month, the website gets roughly 70,000 views. However, when Mark Zuckerberg, Facebook founder made a Facebook post about one of their products the website traffic went crazy. iGrill website received up to 1,000 hits per minute, crashing the site. Also, the app downloads increased drastically after the mention and their brand awareness increased.

There are many more examples such as Sensodyne, Chanel, Armani, Lancome and most cosmetic and fragrance brands also energy drinks and food brand have started to use athletes to sponsor their products such as Special K and Gatorade.

BEHAVIOUR



STANFORD PRISON EXPERIMENT, In 1973 Zimbardo wanted to explore the length of time and extent people would take to conform to social roles in this case a guard and prisoner in a role-playing simulated prison life exercise. Zimbardo wanted to investigate whether the brutality among the guards in American prisons was a result of sadistic personalities or more to do with the prison environment.





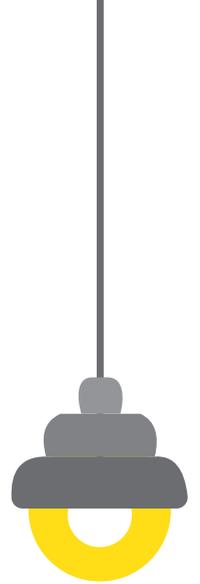
The participants were then randomly given the roll of either prisoner and guard, two volunteers were reserves and one drop out leaving the total being 10 prisoners and 11 guards. The guards worked 3 at a time for an 8-hour shift, the prisoners were also placed 3 in a room.

A solitary confinement cell was designed for prisoners that misbehaved, the simulation was created to be as real life as possible. The prisoners were treated as real criminals, being arrested and taken to the local police station where they were booked and fingerprinted.

Then blindfolded and driven to the simulation, on arrival prisoners were stripped naked and had all their personal possessions removed. They were given prison clothes and bedding then locked in their cells. Each prisoner was issued a number and was to be referred to by only their number, this was to make them feel de-personalised.

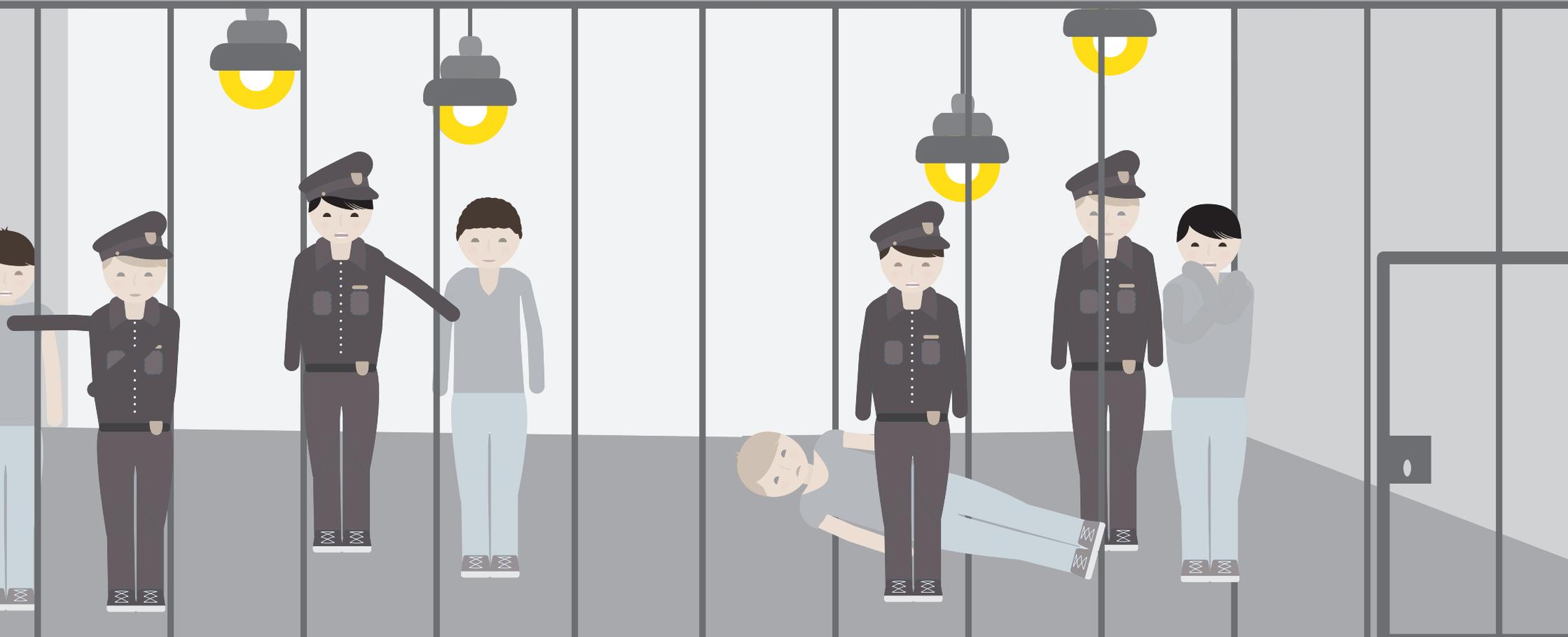
Within a short period, both the guards and prisoners started to settle into their roles, just a few hours in the guards began to harass the prisoners.

Both the prisoners and guards started to behave as their roles the guards would physically and verbally abuse at the prisoners and they then self-started to tail on each other to receive rewards and would take prison rules very seriously. The experiment was meant to run for a fortnight however by the 6th day it was terminated.





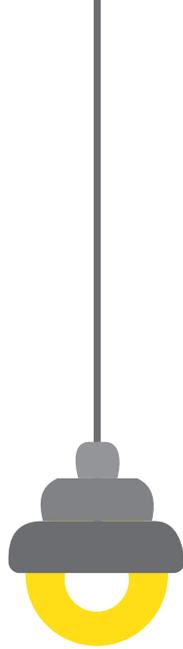
Due to the abuse and depth of the affect on the mental health of participants, Christina Maslach was the one to call for the termination as Zimbardo could not see the true effects as he was part of the experiment himself.



RESULTS

The experiment concluded that people quickly conform to the social roles, even more so if the role is strongly stereotyped as those of the prison guards. The “prison” environment was an important element in creating the guards’ brutal behaviour none of the guards showed sadistic tendencies before the study, showing that environment and a person’s perception of a situation can surface characteristics that people might not show normally.

It was hard for the guards to believe that they acted and behaved in those brutal ways that they had. Saying they hadn’t known this side of them existed or that they were capable of such things. The prisoners that normally express them self as assertive types couldn’t believe that they had responded in the submissive, cowering, dependent way they had.



EXAMPLES IN THE MEDIA

BEHAVIOUR & SOCIAL ROLES

Social roles are a powerful tool that can be used for positive and negative outcomes. A study was conducted with children that were split into eye colour groups one blue and the other brown.

The blue was labelled as the smarter group and this affected test scores and student performance. Students even picked on each other as the blue eyes student were treated as the other student’s superiors. The teacher then changed the titles around and the brown eyes were giving the power and roles reversed.

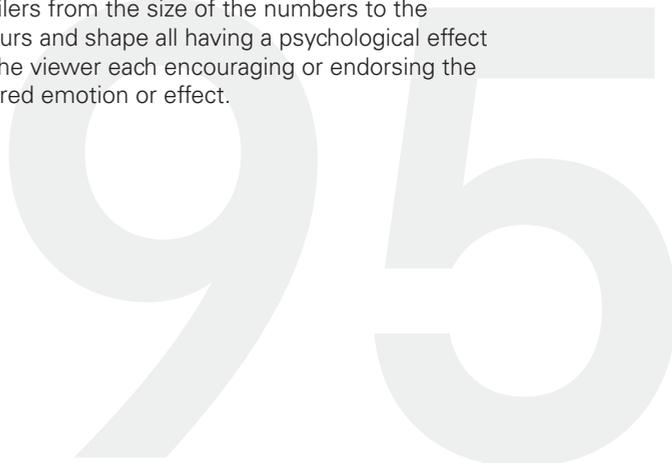
Social roles and other ways of changing one’s behaviour can also be used in positive ways, through mass media, for instance, to stop smoking, promote charity, healthy living and HIV awareness these are just a few of many that are promoted with behaviour changing marketing techniques.

PERCEPTION

AS HUMAN BEINGS WE DEFINE OURSELVES AS RATIONAL BEINGS, HOWEVER, WE MAKE SPLIT DECISION EVERY DAY THAT ARE NOT BASED ON REASONING AND UNDERSTANDING. WHAT DOES THIS MEAN?

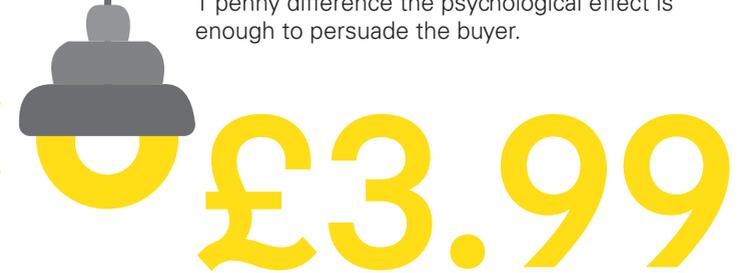
Well, if you were told to pick a fruit in a moment you would select one. Maybe it's your favourite fruit, colour or you just like the scent, this is one of the simplest ways to see the effect of influencing as the decision is based on social events & media and not rational thinking.

For instance, what would you choose or rather hear, a 5% chance of dying in a lifesaving operation or **95%** chance of survival. Most if not all people say they would select the **95%** chance of survival without even noticing they are the same statistic. Being represented in different ways alters our perception, this can happen with words or numbers or even a change in language or tone of voice. A play on numbers is seen a lot in advertising by proprietors, politicians and retailers from the size of the numbers to the colours and shape all having a psychological effect on the viewer each encouraging or endorsing the desired emotion or effect.



EXAMPLES IN THE MEDIA

For example, with price tags, businesses are more likely to sell products that end with "99" because it is easier to sell a product when the consumer is under the impression that it is substantially cheaper. Even though there is only 1 penny difference the psychological effect is enough to persuade the buyer.



Another interesting point in number perception is the size of the number and how the mind perceives certain figures. As a consumer, you are subjected to a wide range of advertising tricks, on a daily basis such as when a company has a negative clue or point they water down the impact by finding the smallest reference to the point. 30 days turn in to just a month, yes, it is still the same amount, however, the effect to the subconscious is less. Allowing the illusion that the consumer is getting a better product, the same effect is used when boosting a positive point such as nutritional benefits a product sounds more appealing when you read 1,000 milligrams of fibre than a simple one gram.



