

## Psychology 400

### Project 3: Practice Your Persuasion, Design a Campaign

Note: You may work with another person on this project. Please inform me that you will be working together!

1. Plan a persuasion campaign. These campaigns may be social (e.g., persuading people not to buy puppies from puppy mills, or to use more ethanol) or political (e.g., persuading people to vote for a political candidate) or a public service announcement (e.g., stop drunk driving, prevent unwanted pregnancies). Campaigns must be real and have an actual audience. Be sure to discuss topic/campaign ideas with me. Design a campaign that makes use of the persuasion tools we have learned this term (especially in Petty & Cacioppo), such as conditioning, cognitive dissonance, fear appeals etc, building to the Elaboration Likelihood Model.

You should identify **WHO** says **WHAT** to **WHOM**, to **WHAT EFFECT**. That is:

- WHO is the communicator and what features of the communicator should be emphasized?
- WHAT is the message you are trying to send?
- to WHOM is the message being targeted to? What are the features of the audience?
- To WHAT EFFECT? What is your goal? Is it attitudinal? Behavioral? Be specific.

Note: This is a **CONCEPTUAL** project. You will not actually be trying it out or collecting any data on its success. You don't have time for that. Instead, focus on the conceptual details, paying attention to the **DETAILS** of how this might play itself out in the real world. That is, don't merely tell me your communicator should be attractive - but tell me why in this situation, given your message and audience **WHY** a communicator should have certain features.

Good projects will likely turn to sources outside of class readings, but you will not specifically lose points if you do not do that. I am most interested that you demonstrate a thorough knowledge of the **THEORY** behind your decisions.

2. Write an analytical paper

- Lay out the details of your campaign including what medium you would utilize. You will need to provide visual information about your campaign, such as a mock-up of what you propose.

- Detail why you made the choices you did, detailing **WHO** says **WHAT** to whom to **WHAT EFFECT**, again, paying attention to the psychological theory. For example, provide details about the audience and then describe why you have chosen the communicator and message you did **GIVEN** those audience features. Be explicit about how knowledge of attitude formation and change and general theories of persuasion from this class will inform the campaign.

Papers will be evaluated based on your knowledge of the topic, your ability to clearly specify your choices and your analysis of why those choices should be effective considering the theoretical knowledge, and your organization and clarity of thought. Papers that utilize more complex models are more likely to be rewarded. (Merely using Cialdini's work will likely **NOT** result in an A or a B).

Remember that a "C" means you have done the basic assignment. "B" and "A" papers will find more than the surface connections, go into more depth and analysis, bring in additional information and/or in other ways **demonstrate critical thinking and analysis skills**.

Papers should be a minimum of 1000-1500 words, or 4-6 DOUBLE-spaced pages and are due on the day of the presentation unless otherwise specified.

Please use APA style citations in the text and include a reference list, in APA style.

3. Prepare a brief, well organized, and eloquent oral presentation highlighting your campaign (5-7 minutes). Creativity will be rewarded.

The presentation is NOT expected to be interactive. I DO *require* the use of PowerPoint, and you should include a visual presentation of your campaign. Your presentation may only explore a subset of the analysis in your paper and is expected to **ONLY last 5-7 minutes** (with maybe a couple of minutes for questions after). All presentations will be given on exam day TUESDAY, March 14<sup>th</sup>

Presentations will be evaluated on content (e.g., clear descriptions, analysis), clarity, structure and organization (e.g., how you set up the presentation), delivery (e.g., clear speech, eye contact), quality of external materials (e.g., PowerPoint, handouts), and creativity. Please submit a copy of your PowerPoint presentation to me on presentation day.