



# Persuasive Psychology

evidence everything growth

Psychologist

Psychologist

Psychologist

Psychologist

Psychologist

Psychologist

Psychologist

Psychologist

Psych

psychologist

Psychologist

Psycholog

Psychologist



Psychologist



@BartS

Psychologist



Psychologist

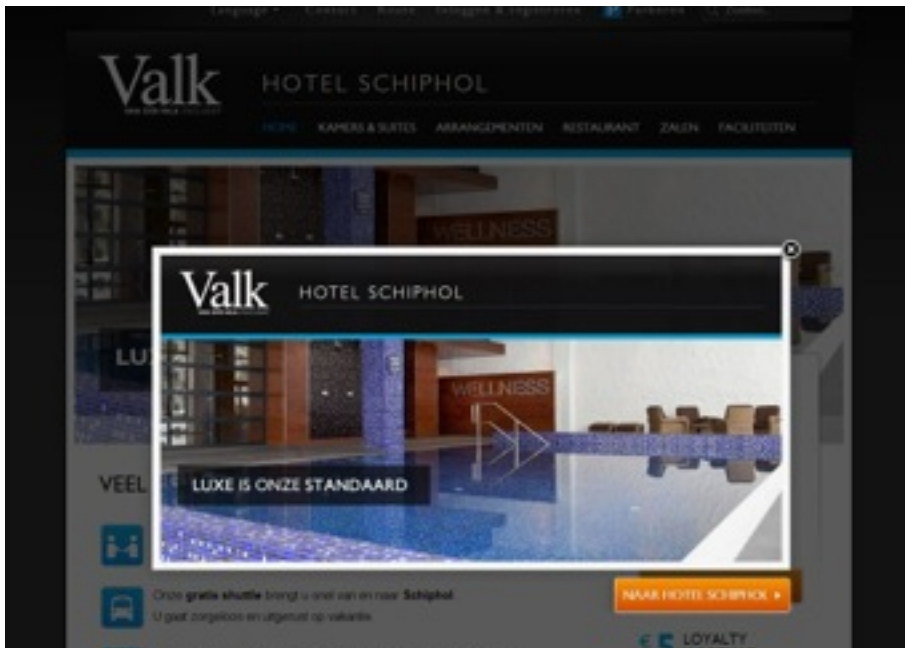
Psychologist

Consumer psychologist

Psychologist



# Just to wake you up



Variation A



Variation B





# Persuasive Psychology

the evolution of our brain



# Birth of our universe: 13.8 billion years ago

## HOW DID OUR UNIVERSE BEGIN?

Some 13.8 billion years ago, our entire visible universe was contained in an unimaginably hot, dense point a billionth the size of a nuclear particle. From there it has expanded - a bit - fighting gravity all the way.

**Inflation**  
In the first instant, expansion is exponential, energy field inflates space to 1000-fold and fills it with a soup of subatomic particles and forces.  
Age:  $10^{-32}$  microseconds  
Size: infinitesimal to golf ball

**Early building blocks**  
The universe rapidly cools. Quarks clump into protons and neutrons, the building blocks of atomic nuclei.  
Perhaps dark matter forms.  
Age: 10 milliseconds  
Size: 1-billionth present size

**First nuclei**  
As the universe cools down, it cools the lightest nuclei, of hydrogen and helium, enter a state fog of gas. (Most of it light.)  
Age: 10 to 200 seconds  
Size: 1-billionth present size

**First atoms, first light**  
As electrons begin orbiting nuclei, meaning atoms, the gas thickens but when photons are emitted, this light is set free. (As you know, photons run fast.)  
Age: 380,000 years  
Size: .0001 present size

**The "dark ages"**  
For 200 million years, the universe is dark. The only light, charges of matter, that still remains, glimmers from hydrogen.  
Age: 380,000 to 500 million years  
Size: .0001 to 0.1 present size

**Gravity wins: first stars**  
Gravity gradually collapses under their own gravity - and that of dark matter - to eventually form galaxies and stars. Nuclear fusion lights up the stars.  
Age: 300 million years  
Size: 0.1 present size

**Religiosity wins**  
After being shrouded for billions of years by gravity, matter expansion accelerates again. The subject, dark energy, to capture our hearts.  
Age: 10 billion years  
Size: .77 present size

**Today**  
The universe continues to expand, scattering matter and energy. As a result, fewer stars form and galaxies are forming.  
Age: 13.8 billion years  
Size: Present size





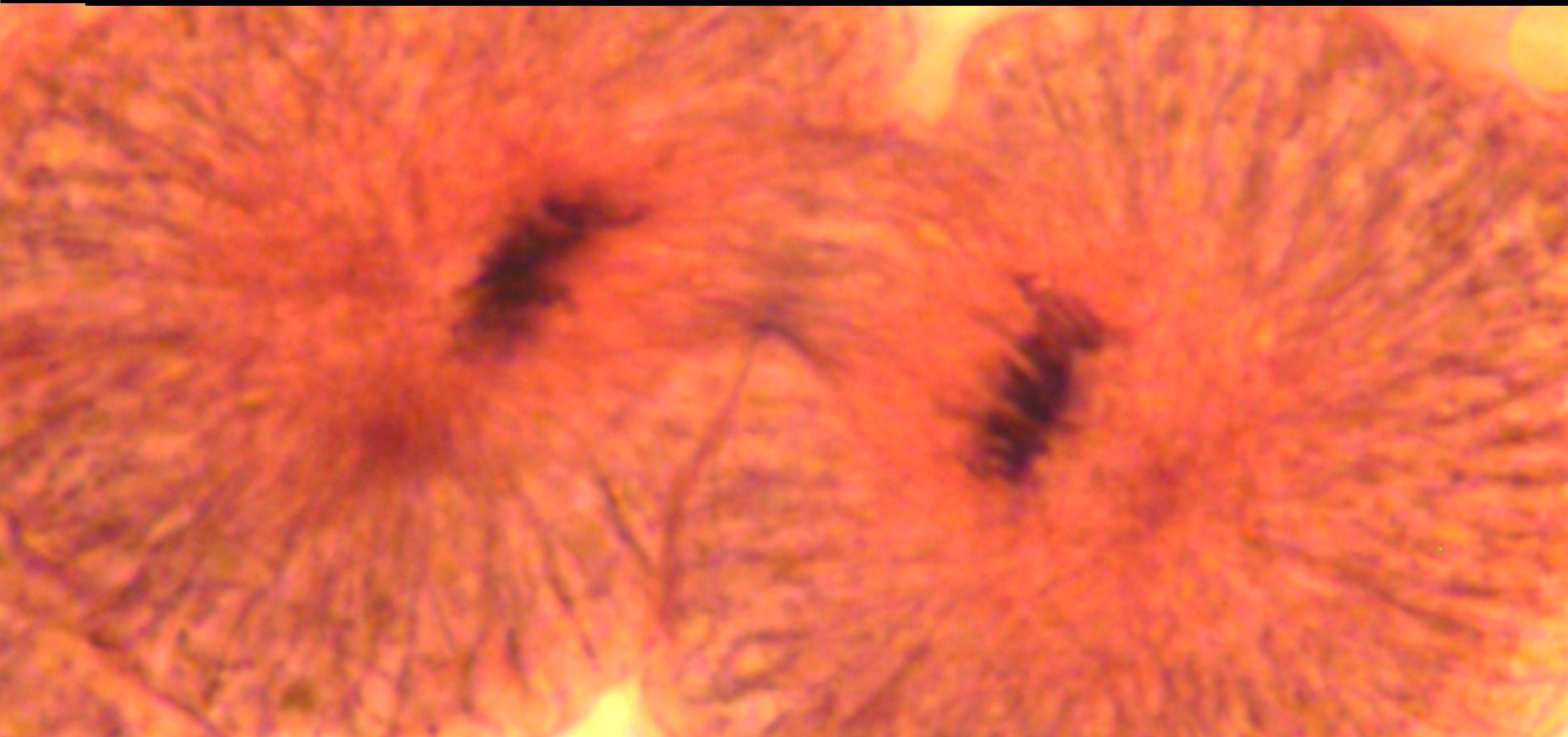
# Birth of our planet: 4.6 billion years ago



 Birth of life: 3.6 billion years ago



 Birth of sex: 1.2 billion years ago



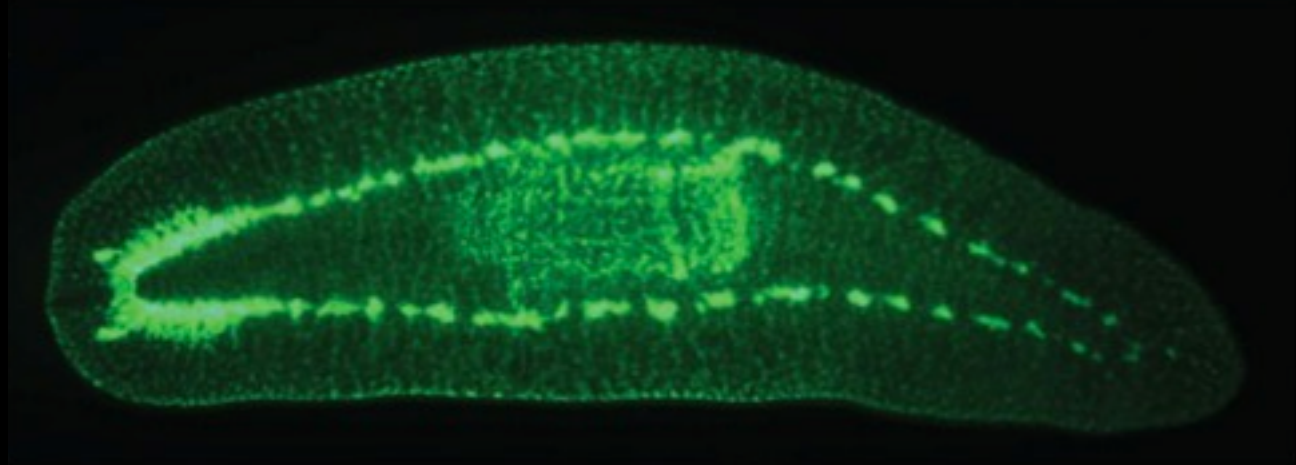
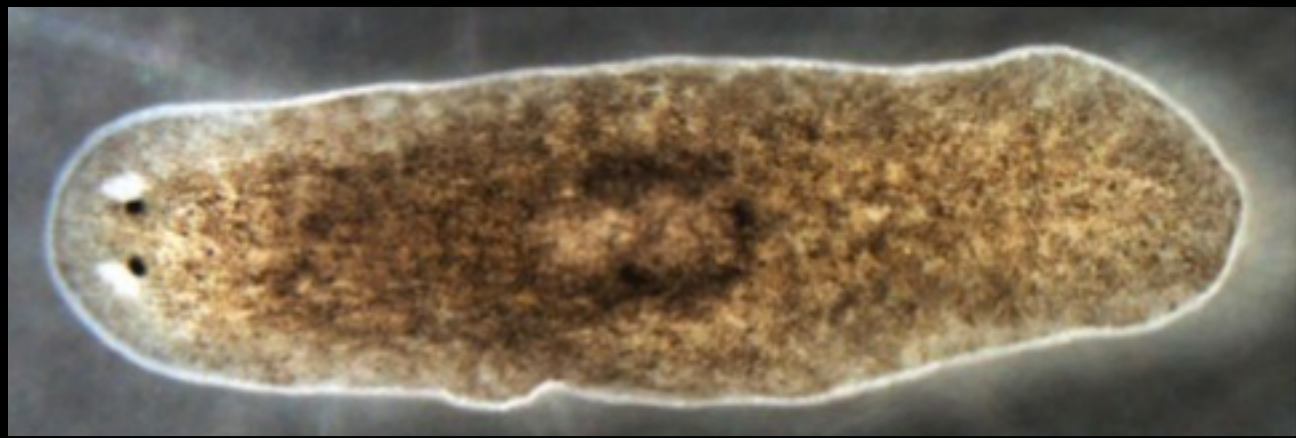








# BIRTH OF OUR BRAIN: 0.6 billion years ago





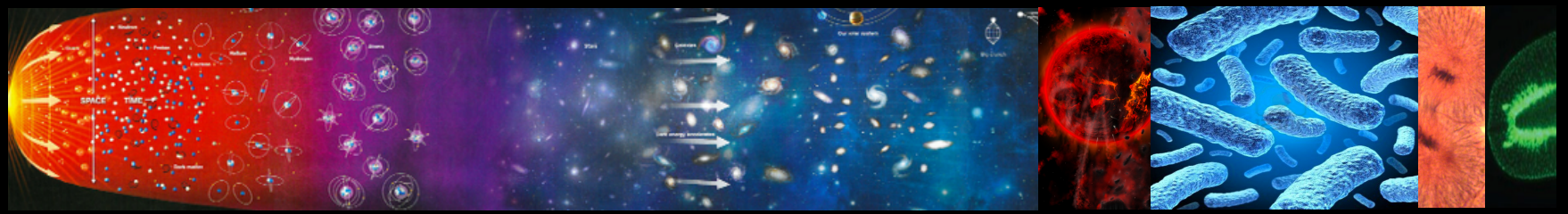
# From big bang to brain

Big Bang

Earth

Life

Sex Brain



13.8 billion yrs

4.6 billion yrs

3.6 billion yrs

1.2 billion yrs

0.6 billion yrs

Today





# Evolution of our brainstem: 600 million years





# Evolution of our limbic system: 250 million years







# Evolution of boobs: also 200 million years







# Evolution of humans: ONLY 2.4 million years





# Evolution of homo sapiens: ONLY 170.000 years





# 1) Cognitive revolution

70.000 years ago





# Cognitive revolution: We gain IMAGINATION!



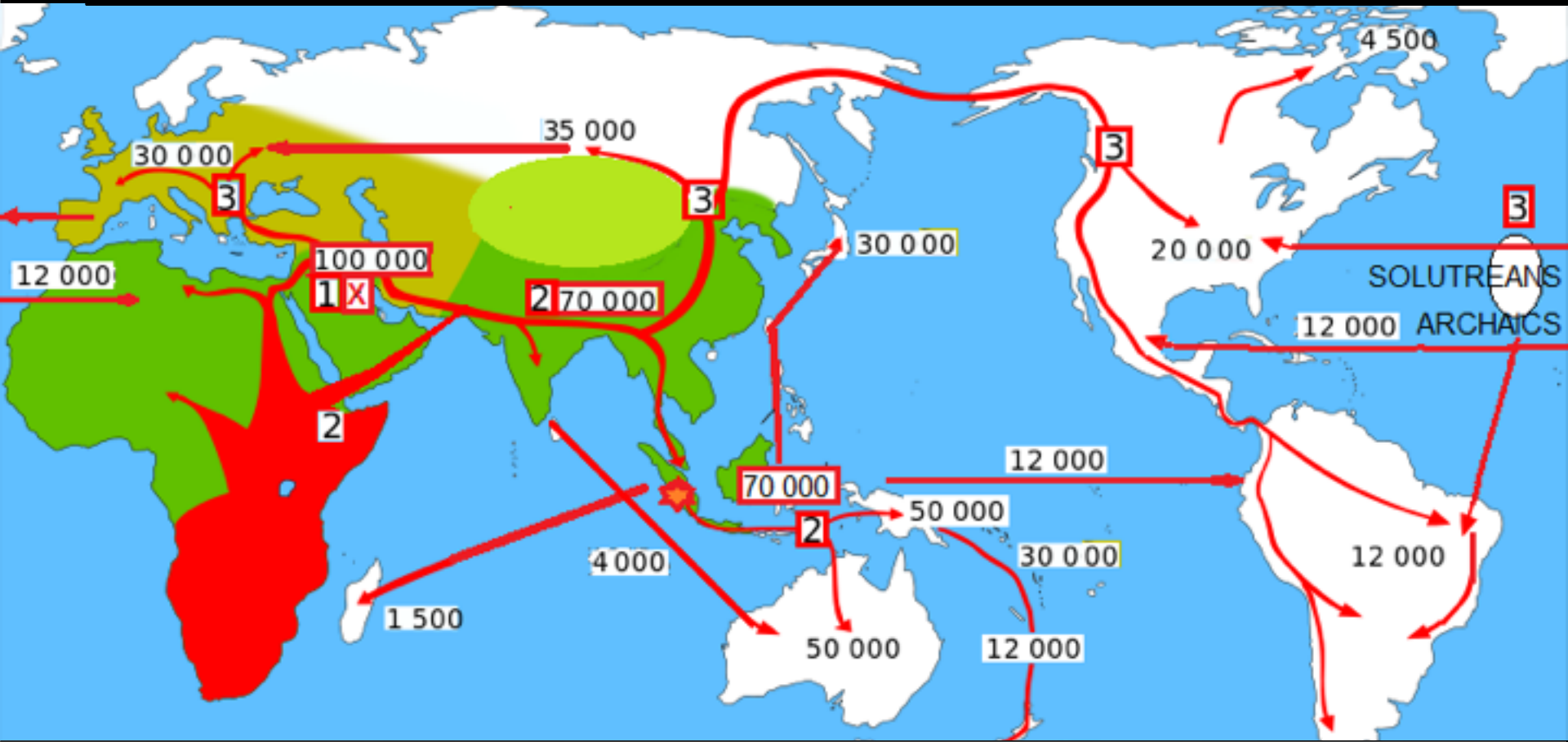


# Cognitive revolution: consciousness & SELF-CONTROL boost!





# Cognitive revolution: Wiped out all other human kinds





## 2) Agricultural revolution

10.000 years ago





# Agricultural revolution: Control over FOOD (and the future)







# Agricultural revolution: Bad for individual humans





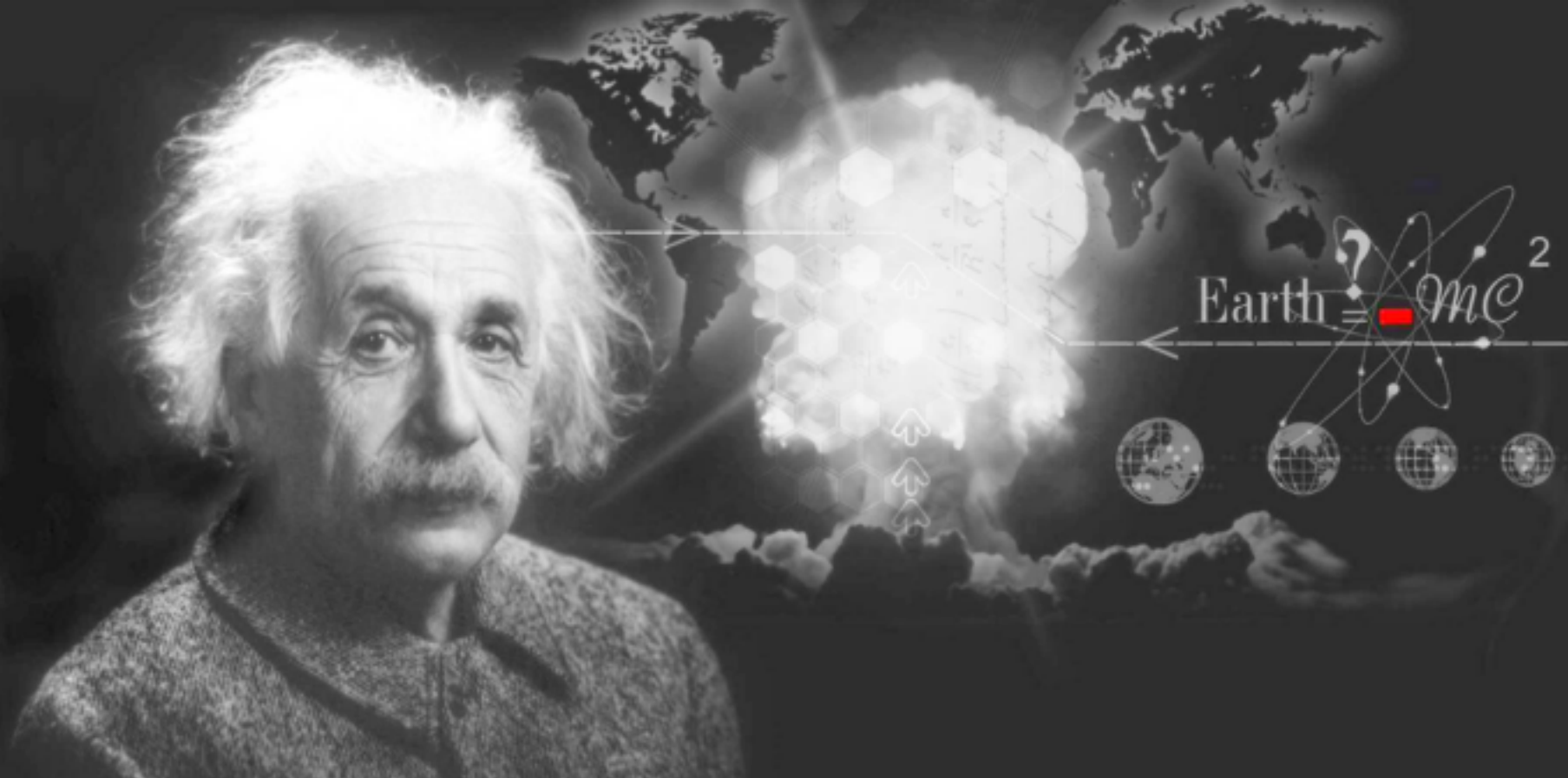
## 3) Scientific revolution

500 years ago



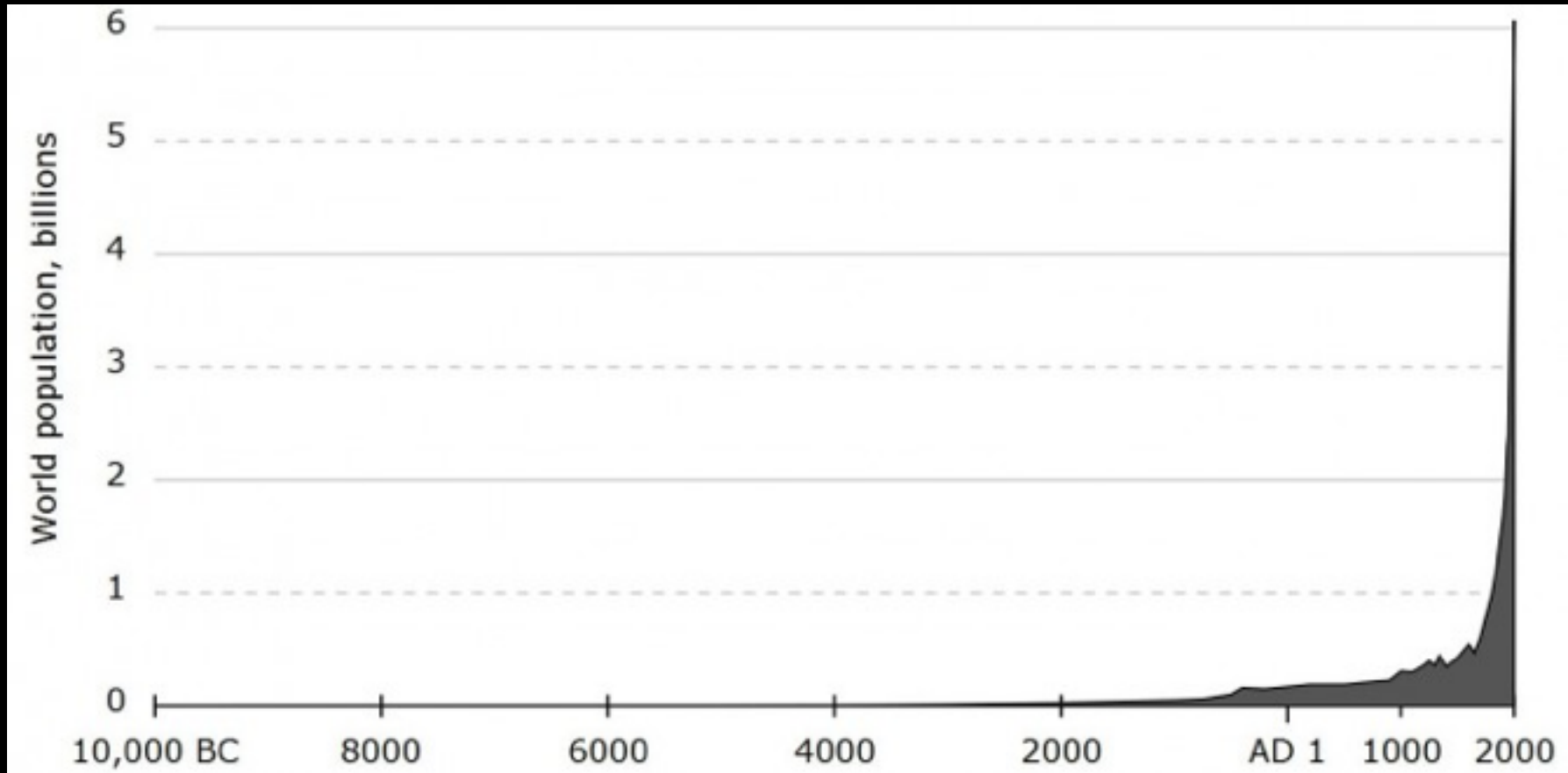


# Scientific revolution: we gain control over NATURE itself





# Scientific revolution: Exponential growth







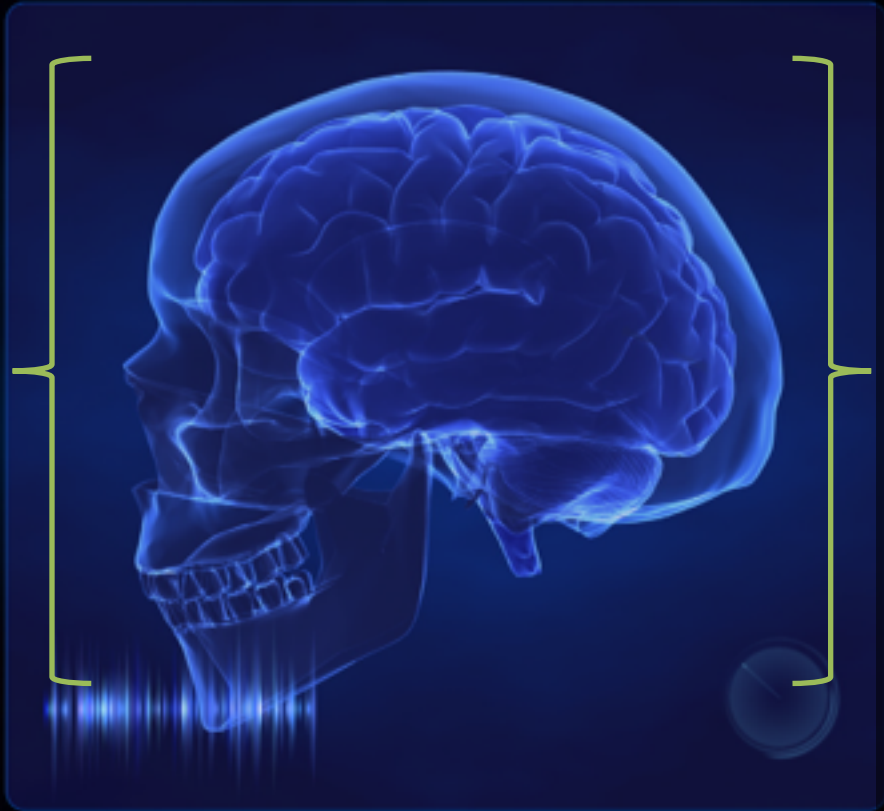
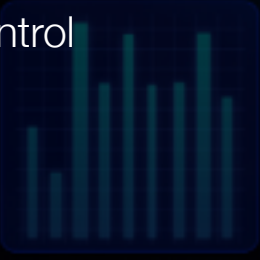
# Persuasive Psychology

...and the dual processing brain

# We have a dual processing brain

## System 2

- ✓ Slow & lazy
- ✓ Rational & logic
- ✓ Conscious
- ✓ Reasons & Rules
- ✓ Requires attention
- ✓ Effortful
  
- ✓ Future
- ✓ Control



## System 1

- ✓ Fast & always on
- ✓ Emotional
- ✓ Subconscious
- ✓ Intuitive & associative
- ✓ Large capacity
- ✓ Effortless
  
- ✓ Automatic
- ✓ WYSIATI





$$2 + 2 = ?$$







Be aware that he is lazy and can only do 1 thing at a time

Ratio

requires full attention and  
can't deal with distraction





# We miss information, without being aware



Ratio  
requires full attention and  
can't deal with distraction





$$17 \times 24 = ?$$





George's dad has 3 sons:



Huey, Luey & . . . .





System 1 is hard to control

**YELLOW BLUE ORANGE**

**BLACK RED GREEN**

**PURPLE YELLOW RED**

**ORANGE GREEN BLACK**

**BLUE RED PURPLE**

**GREEN BLUE ORANGE**





I Know A Calculation is fast, work.

**HOWEVER, IS:**  
Don't stop and think about it

**Answer immediately!**




# Especially when system 2 is depleted



Ego-depletion  
Our mental energy for self-control is quickly used up

# That's why you get graphs like these

Segment	Mobiel verkeer <input type="checkbox"/>							
CR	mon	tue	wed	thu	fri	sat	sun	Eindtotaal
06	0,00%	0,00%	1,27%	0,00%	4,00%	4,76%	0,00%	1,10%
07	0,00%	0,76%	0,55%	1,14%	3,23%	0,00%	0,00%	0,85%
08	2,55%	3,37%	0,53%	1,92%	2,08%	1,41%	0,00%	1,72%
09	4,33%	5,50%	4,15%	3,33%	3,55%	1,81%	0,76%	3,19%
10	5,62%	3,92%	4,31%	3,19%	2,34%	2,35%	0,00%	3,08%
11	3,56%	7,69%	4,23%	4,26%	2,79%	1,30%	0,00%	3,44%
12	3,06%	3,94%	6,25%	4,39%	5,18%	0,00%	0,54%	3,45%
13	3,33%	2,61%	5,38%	4,47%	4,23%	1,78%	0,00%	3,15%
14	6,07%	3,92%	2,50%	5,59%	5,13%	2,45%	1,14%	3,85%
15	7,76%	3,77%	2,51%	3,68%	2,08%	0,55%	0,63%	3,27%
16	4,17%	3,87%	5,29%	3,70%	4,05%	0,50%	0,54%	3,27%
17	4,35%	1,79%	5,99%	4,97%	5,81%	0,00%	1,71%	3,34%
18	6,09%	3,00%	1,97%	4,26%	3,82%	1,13%	0,66%	3,07%
19	0,48%	2,47%	2,72%	1,81%	1,58%	1,02%	0,00%	1,59%
20	0,95%	3,85%	1,72%	1,90%	1,93%	0,00%	0,51%	1,74%
21	0,44%	1,64%	1,60%	1,81%	2,05%	1,52%	2,79%	1,65%
22 	1,92%	0,81%	0,43%	2,08%	0,00%	0,00%	2,11%	1,01%
23	1,85%	3,21%	2,67%	0,85%	0,59%	0,00%	0,00%	1,37%
<b>Eindtotaal</b>	<b>3,48%</b>	<b>3,21%</b>	<b>2,95%</b>	<b>3,09%</b>	<b>2,79%</b>	<b>1,09%</b>	<b>0,67%</b>	<b>2,57%</b>





# Or these

Segment	Desktop							
Som van Col Kolomlabels								
Rijlabels	mo	tu	we	th	fr	sa	su	Eindtotaal
06	0,00%	0,00%	0,00%	0,00%	0,00%	0,67%	0,00%	0,11%
07	1,16%	0,62%	0,59%	0,53%	0,63%	0,32%	0,00%	0,57%
08	0,47%	0,40%	0,95%	0,44%	0,93%	1,16%	0,53%	0,66%
09	1,24%	0,64%	1,10%	0,44%	1,39%	0,84%	0,69%	0,84%
10	1,49%	0,95%	1,55%	0,94%	1,59%	1,13%	1,98%	1,29%
11	1,14%	0,97%	1,52%	0,88%	1,41%	1,21%	1,36%	1,17%
12	1,44%	1,24%	1,46%	0,82%	1,68%	2,20%	2,15%	1,50%
13	1,35%	1,31%	1,56%	1,12%	1,85%	2,12%	2,28%	1,60%
14	0,81%	1,35%	1,40%	1,34%	1,79%	2,43%	2,76%	1,60%
15	1,10%	1,43%	1,29%	1,27%	1,67%	1,89%	1,47%	1,40%
16	0,79%	1,32%	1,38%	0,94%	1,57%	2,07%	2,20%	1,34%
17	0,87%	2,05%	1,82%	2,03%	1,76%	2,45%	2,81%	1,87%
18	1,47%	2,55%	1,95%	1,49%	1,70%	1,75%	2,61%	1,91%
19	1,89%	1,96%	2,35%	1,86%	2,97%	1,86%	2,00%	2,08%
20	1,68%	1,99%	2,30%	1,88%	2,29%	3,09%	2,27%	2,11%
21	1,81%	2,83%	2,20%	2,17%	2,03%	2,14%	1,82%	2,17%
22	2,56%	2,97%	2,23%	2,49%	2,83%	2,06%	1,97%	2,47%
23	2,70%	2,75%	2,99%	2,51%	3,52%	0,94%	2,32%	2,55%
<b>Eindtotaal</b>	<b>1,38%</b>	<b>1,63%</b>	<b>1,73%</b>	<b>1,30%</b>	<b>1,83%</b>	<b>1,82%</b>	<b>2,04%</b>	<b>1,63%</b>



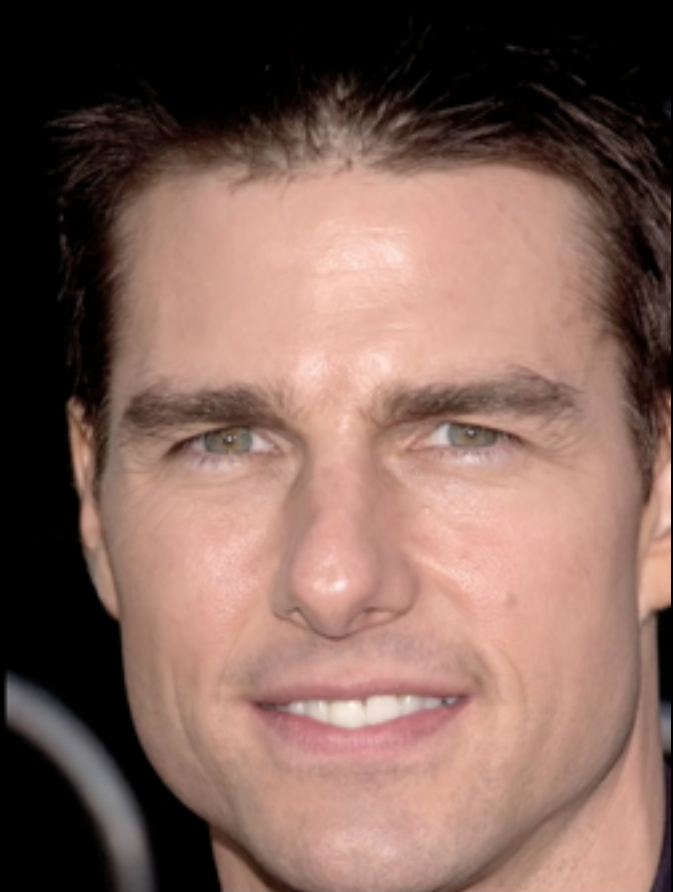


# System 1: is ALWAYS ON





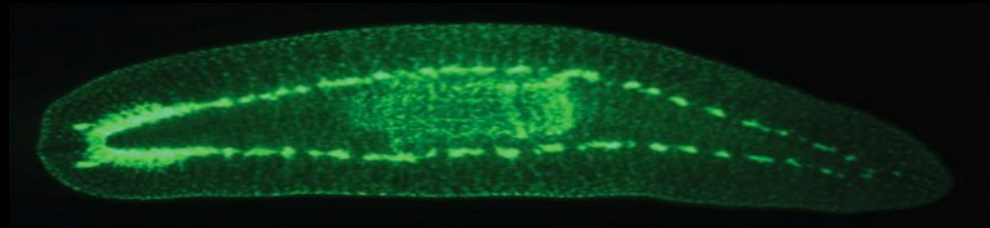
It sometimes needs system 2





# The evolution of our brain

Brain



600 million yrs

Limbic system Cortex



250 million yrs



200 million yrs

Humans

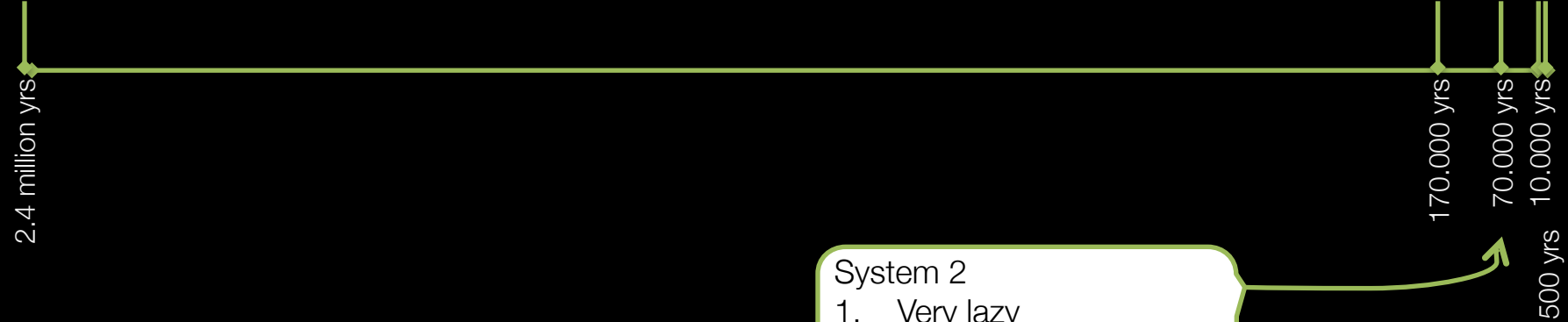
2.4 million yrs





# The evolution of our brain

Homo sapiens



System 2

1. Very lazy
2. Quickly distracted
3. Quickly depleted





# Persuasive Psychology

How to persuade two systems?



The screenshot shows the homepage of 'The Wheel of Persuasion'. At the top, there is a navigation menu with links for Customer, Dialogue, Environment, You, Offer, and About. The central feature is a large circular diagram divided into several colored segments: Customer (green), Offer (yellow), Dialogue (pink), Environment (blue), and others. In the center of the wheel is a brain icon with the text 'ONLINE PERSUASION'. Below the wheel, there is a prominent pink button that says 'ENTER NOW' with a warning below it: '- but don't click here -'. The page also features a search bar, a login section titled 'Login w/ your account', and an article titled 'Latest online Persuasion Techniques' with a sub-heading 'Ambiguity Aversion'. The article includes a short paragraph and a small image of a website interface showing a '+20%' increase in conversions.





# The Square of Persuasion





Part 1: When you need ratio,  
but ratio is asleep...



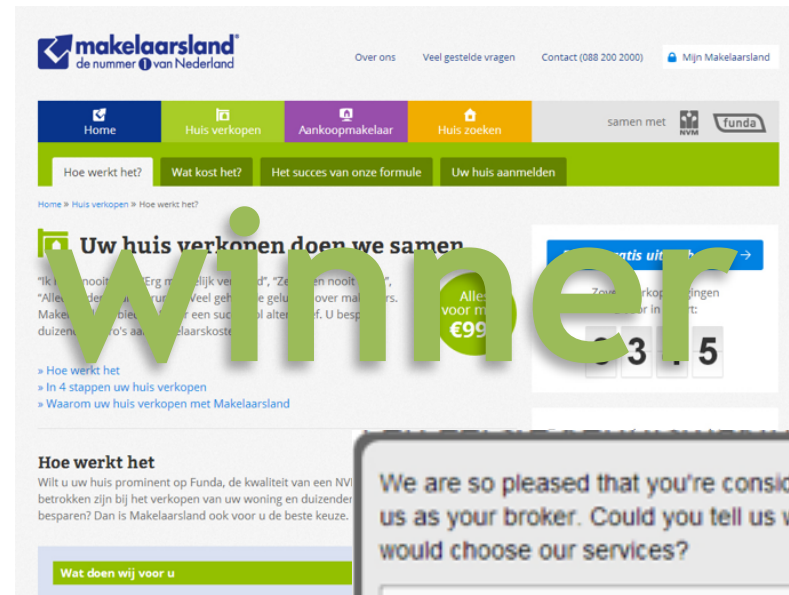
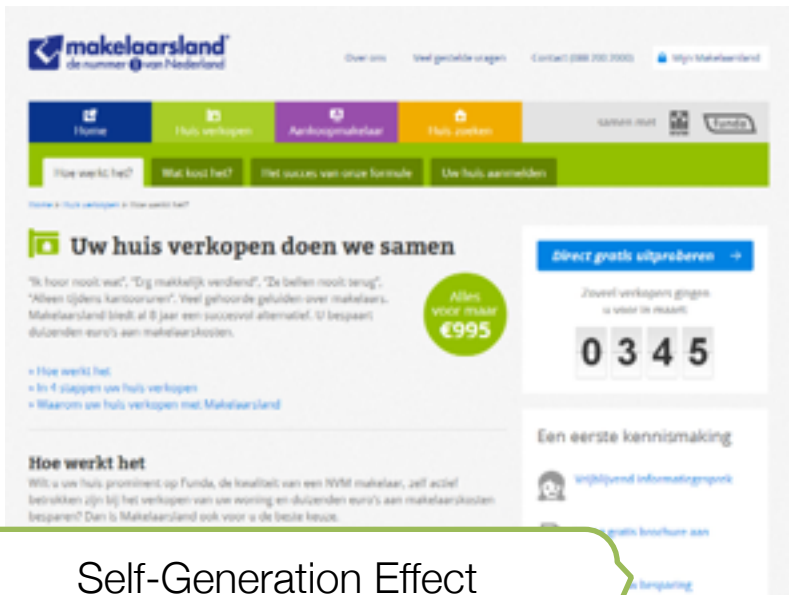
# Do something that system 1 can't handle automatically

Go against habits  
 Make sure system 1 can't  
 deal with it automatically

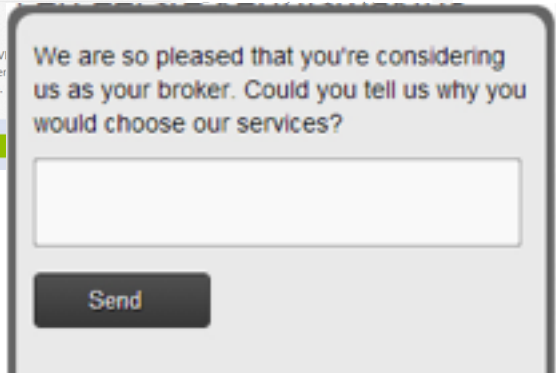




# Or use alerting triggers



Self-Generation Effect  
We remember & like things more  
when we thought of it ourselves



Test done by TrafficBuilders during OnlineDialogue's Master of Online Persuasion Course



Part 2: When you need ratio,  
and ratio is awake





# Do not deplete System 2

**Skonfiguruj zestaw**

Wybierz pakiet

Wybierz telefon

Wybierz usługę



**Koszyk**

Wybierz pakiet

Wybierz telefon

Wybierz usługę

**winner**



**Koszyk**

1. Dane osobowe

Imię i nazwisko

Adres

Telefon

Wzrost

Waga

Wzrost

Waga



# And NEVER focus on Ratio alone

## MoneYou Sparen - 6 maanden Vast (2,70%\*)

Waardering ★★★★★: 4.2/5 (150 reviews) [Bekijk alle reviews](#)

Je wilt sparen en de zekerheid hebben van een vaste rente. Dat kan. Met de MoneYou Sparen 6 maanden Vast zet je je spaargeld een half jaar vast en heb je de zekerheid van een vaste rente.

- ✓ De zekerheid van een vaste rente
- ✓ Stortingen meteen rentegevend
- ✓ Een vaste looptijd van 6 maanden
- ✓ Al mogelijk vanaf een laag bedrag
- ✓ Eenvoudig [aanraaadvices](#)

Zo weet je van tevoren precies wat je rendement over een halfjaar is. Je kunt al inleggen vanaf €500. Zo simpel kan sparen zijn.

\*Nominiaal op jaarbasis



Kunnen we je helpen?

— Stel je vraag

## MoneYou Sparen - 6 maanden Vast

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Kunnen we je helpen?

— Stel je vraag



# winner

Descartes error:  
“Ratio needs emotions to add value to the argument”

Wat is het? | Wat levert het op? | Voorwaarden | Sparen voor een doel





Part 3: When you need emotions,  
get rid of rationality







# Do deplete Ratio when it's against you

# winner

One-Choice-Paradox  
Offer a minimum of 2 choices

Test done by Conrad during OnlineDialogue's Master of Online Persuasion Course





# By adding energy drainers

makro Twój Partner w Biznesie

Możesz być zarejestrowany, aby dokonać zakupów Zaloguj się teraz.

Gazetki i promocje Świat produktów Hale Usługi Konto Klienta Sklep Biuro-online Szukaj w sklepie

Włód do kategorii [Grill] z nami | Strona główna > MAKRO Biuro Online > Grill] z nami > Grill metalowy Tarrington House Deluxe

### Grill metalowy Tarrington House Deluxe

**Marka na wyłączenie! Promocja**

Grill metalowy Tarrington House Deluxe. Wysokiej jakości okrągły grill metalowy o wysokości regulowanej - od 69 do 80cm. Idealny do przygotowywania ... Więcej szczegółów

🟢 Dostępny 🕒 Dostawa w ciągu 24 h 🚚 Dostawa kurierem

Kod artykułu 546318001001

**Promocja**  
Cena za 1 szt.  
zł 99,99  
zł 69,99  
Cena netto  
zł 86,09  
Cena brutto (z 23% VAT)  
Oszczędzasz zł 30,00 do 09.06.2014

Ilość: 1 **Do koszyka**

Szczegóły artykułu Specyfikacja

Grill metalowy Tarrington House Deluxe. Wysokiej jakości okrągły grill metalowy o wysokości regulowanej - od 69 do 80cm. Idealny do przygotowywania smacznych posiłków na świeżym powietrzu. Średnica ruszki to aż 52cm. Dzięki zamontowanym kółkom można łatwo i szybko przestawić grill w dowolne miejsce. Dodatkowo w zestawie rożen stalowy. Waga całości to około 6,9kg, kolor czarny. Styłowe i ergonomiczne wykonanie z najwyższej jakości materiałów. Grill jest pokryty emalią porcelanową.

▲ Powróć na górę

*Bądź na bieżąco. Otrzymuj najlepsze promocje szybciej niż inni.* Zapisz się Nie chcę promocji.

makro Twój Partner w Biznesie

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# winner

Ilość: 1 **Do koszyka**

**Drukuj**

Test done by Conrad during OnlineDialogue's Master of Online Persuasion Course

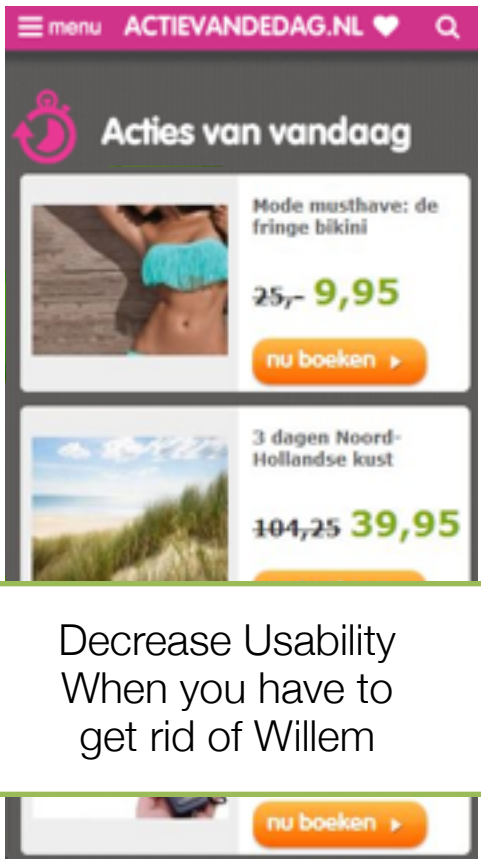


Part 4: When you need emotions,

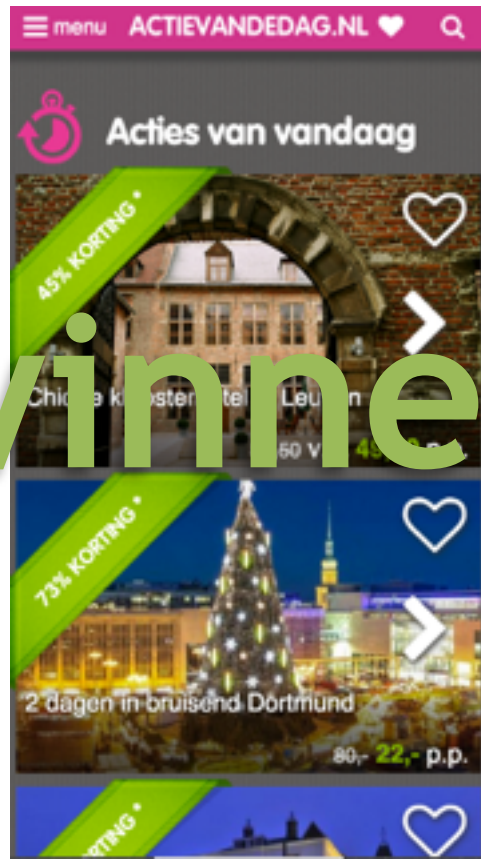
make sure rationality  does  not  wake up



Often it's best to have Ratio in a coma



Decrease Usability  
When you have to  
get rid of Willem





Why do we find it hard to believe?





Our brain is **not rational**





Our brain is rationalizing





Coming up with 'reasons'





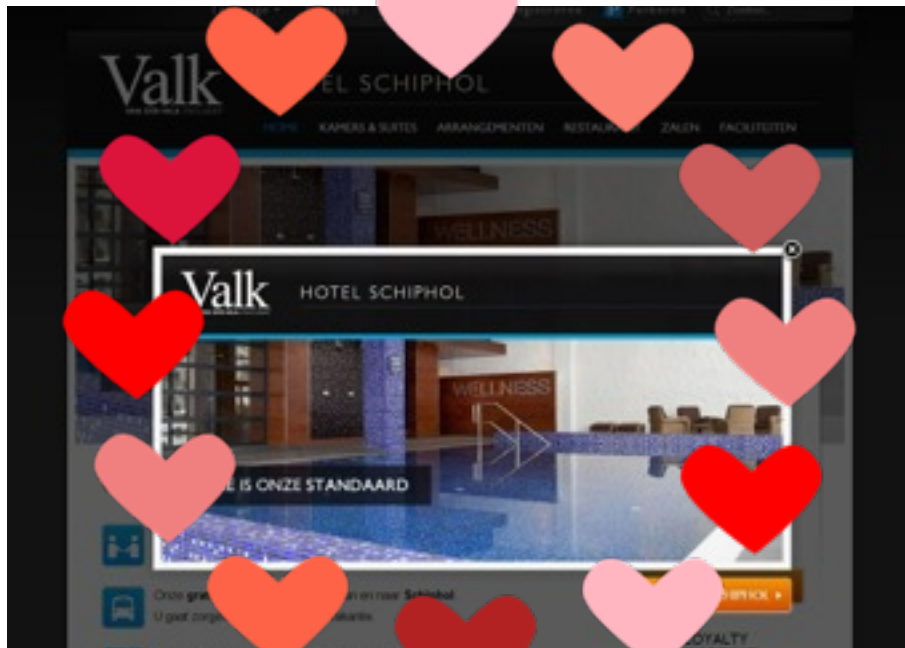


After we made the decision





# That's why we love physical touch



System 1



System 2



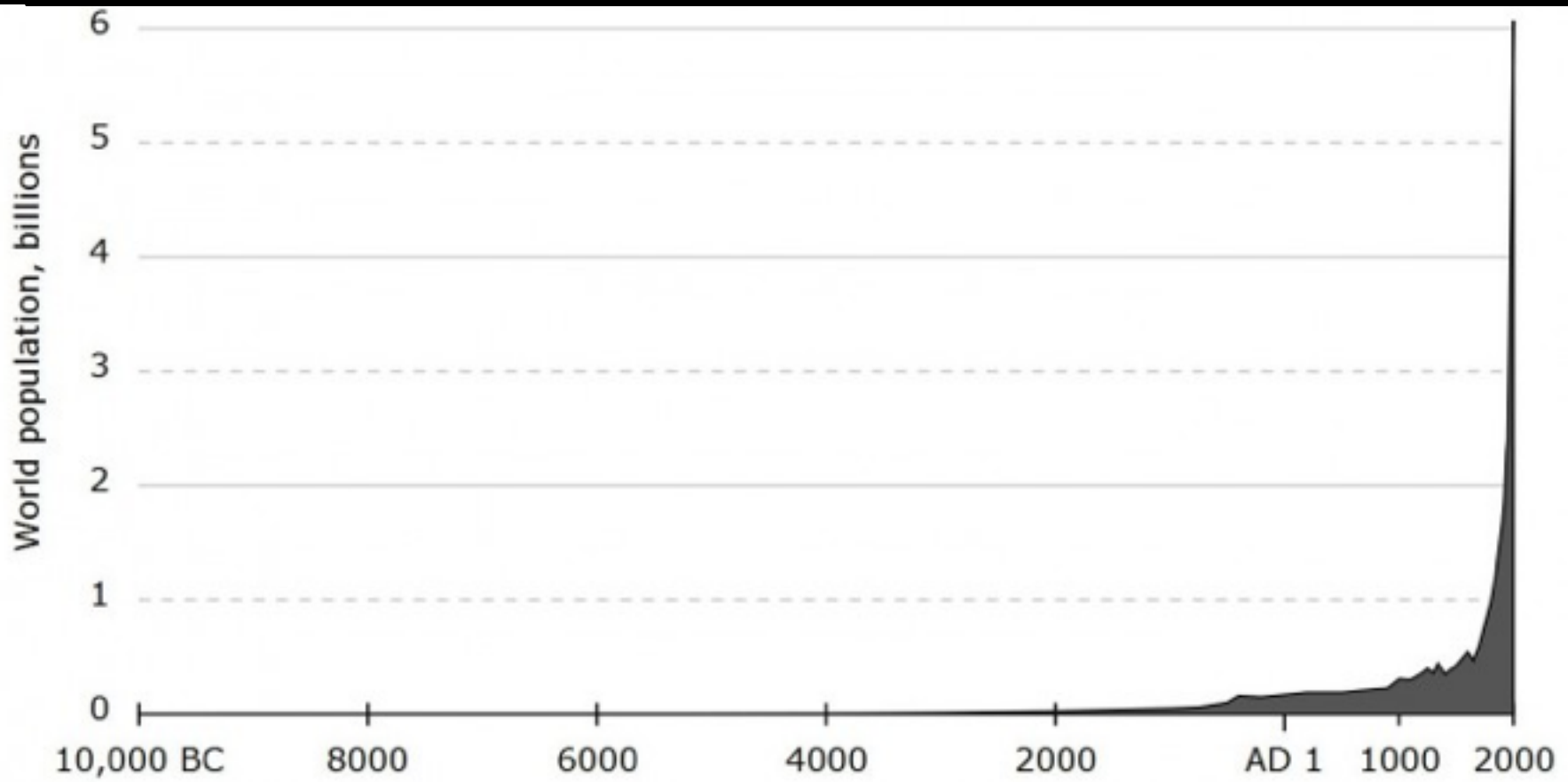


# Persuasive Psychology

evidence everything growth



# Do you want to grow like humankind?



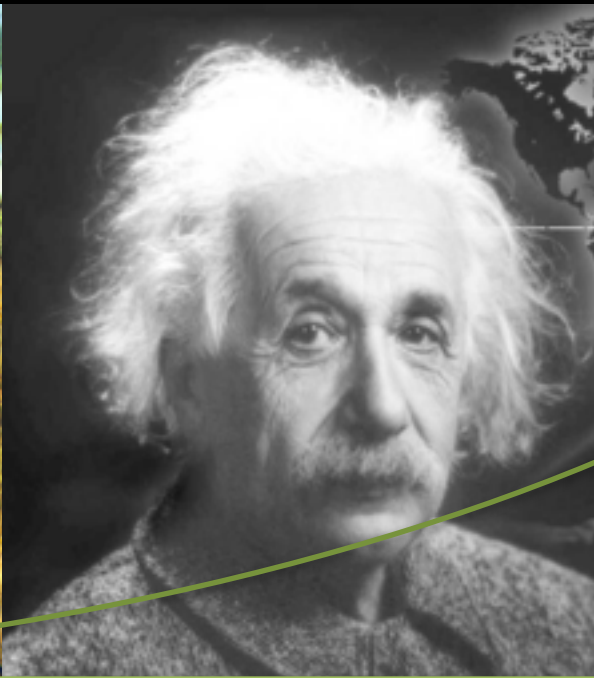


# Do you want to grow like humankind?

Cognitive  
revolution

Agricultural  
revolution

Scientific  
revolution



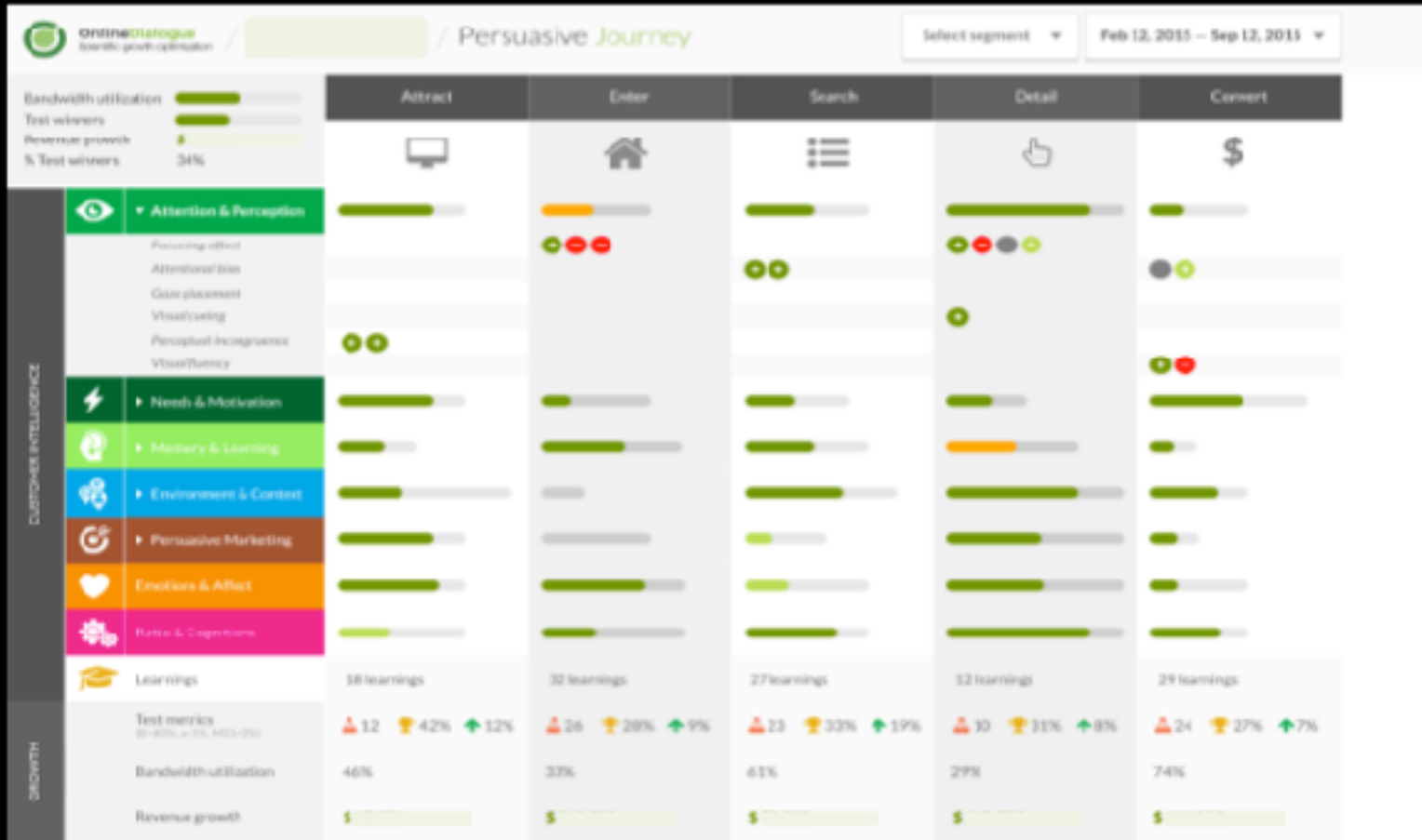
Some tips:

- 1) Know your SRP (Sample Rate Pollution!)
  - ✓ Multi-device use
  - ✓ Cookie deletion rate
- 2) Use the right statistics
  - ✓  $\beta=0,80$
  - ✓  $\alpha=0,05$
- 3) Know your test capacity
- 4) Track your ROI
- 5) Grow your scientific knowledge





# Be a scientist







# Thank you!

- ✓ Read my blog: [Wheel-of-Persuasion.com](http://Wheel-of-Persuasion.com)
- ✓ Find me: [@BartS](https://twitter.com/BartS)
- ✓ Find us: [OnlineDialogue.com](http://OnlineDialogue.com)





Pssst, one more thingie...

Be ethical; share your knowledge  
to empower customers too!