



LIAISON

CAS

experience

JULY 24-25 2023

CHICAGO, IL



“Using Psychology Principles to Maximize Your CAS Marketing”

Meet Our Presenter

Dr. Wendy R. Williams

Senior Director for Graduate Studies,
PSYCAS Staff

American Psychological Association



Systematic/Heuristic and Elaboration Likelihood Models

- Systematic Processing/Central Route
 - Detailed information processing, review and evaluation
 - audience is paying attention
 - audience is motivated to consider arguments
- Heuristic Processing/Peripheral Route
 - Reliance on superficial cues without thoughtful consideration
 - audience is NOT paying attention
 - audience is NOT motivated to consider argument

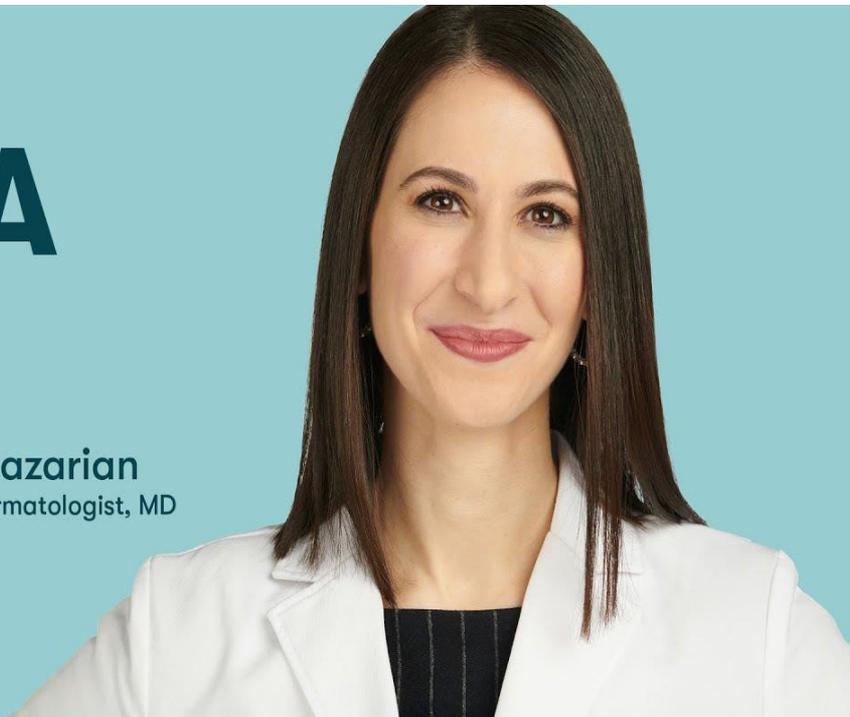
When are we persuaded?

- Source
- Message
- Audience

Source/Communicator

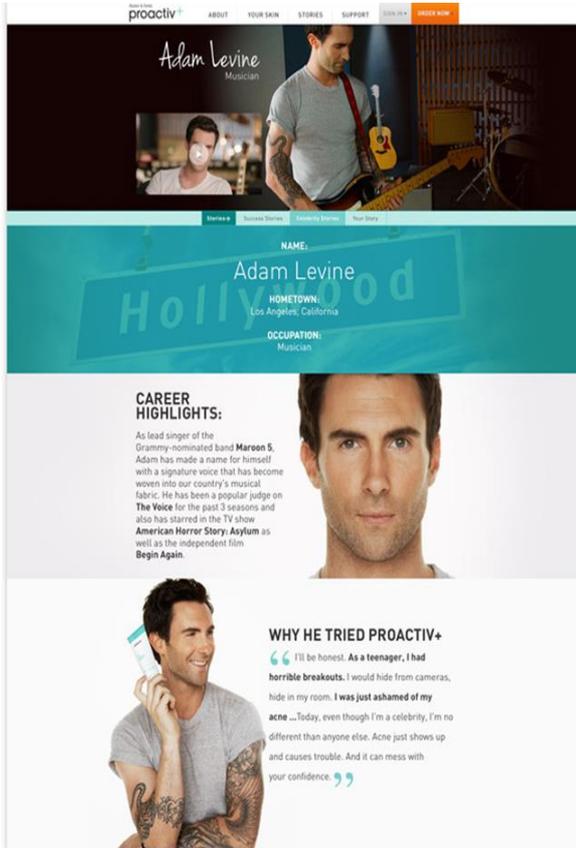
Q&A

with
Dr. Rachel Nazarian
Board-Certified Dermatologist, MD
Proactiv Partner



- Credibility
 - Expertise

Source/Communicator



proactiv+ ABOUT YOUR SKIN STORES SUPPORT SIGN IN ORDER NOW

Adam Levine
Musician

Home About My Story My Story

NAME:
Adam Levine

HOMETOWN:
Los Angeles, California

OCCUPATION:
Musician

CAREER HIGHLIGHTS:

As lead singer of the Grammy-nominated band Maroon 5, Adam has made a name for himself with a signature voice that has become woven into our country's musical fabric. He has been a popular judge on **The Voice** for the past 3 seasons and also has starred in the TV show **American Horror Story: Asylum** as well as the independent film **Begin Again**.

WHY HE TRIED PROACTIV+

“ I'll be honest. As a teenager, I had horrible breakouts. I would hide from cameras, hide in my room. I was just ashamed of my acne ... Today, even though I'm a celebrity, I'm no different than anyone else. Acne just shows up and causes trouble. And it can mess with your confidence. ”



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Olivia Munn
Actress and comedienne

Home About My Story My Story

NAME:
Olivia Munn

HOMETOWN:
Oklahoma City, Oklahoma

OCCUPATION:
Actress and comedienne

CAREER HIGHLIGHTS:

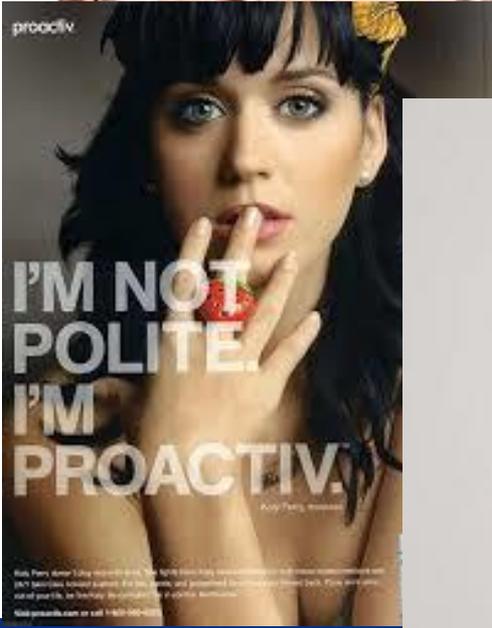
Versatile and driven - and comfortably geeky - Olivia Munn has made her mark on the world as a model, host, comedienne, author, actress and self-described sci-fi nerd, while inhabiting her many guest and starring roles on cable, in television and in film; most notably on the HBO series, **The Newsroom**, as correspondent on **The Daily Show** with Jon Stewart, and as the popular host of **Q4's Attack of the Show**.

WHY SHE TRIED PROACTIV+

“ I wake up one day, and I have this crazy, painful acne. Even though it wasn't covering my whole entire face, they were like spots everywhere. They were always popping up, and they never went away. I tried Proactiv+ and it took my skin to a brand new level of amazing. ”

- Credibility
 - Expertise
 - Trustworthiness
 - Multiple sources

Source/Communicator



- Credibility
 - Expertise
 - Trustworthiness
 - Multiple sources
- Liking
 - Attractiveness

Source/Communicator



- Credibility
 - Expertise
 - Trustworthiness
 - Multiple sources
- Liking
 - Attractiveness
 - Similarity

Source/Communicator



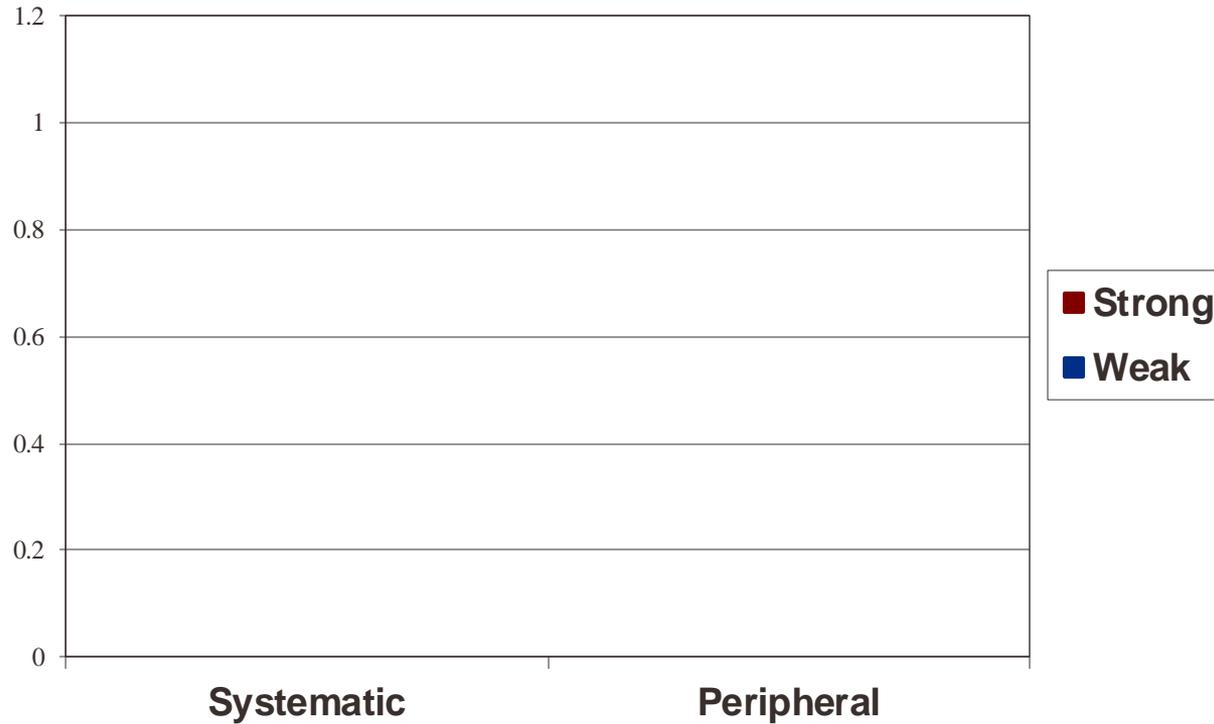
**SOCIAL
MEDIA
POST
BANNER
DESIGN**



- Credibility
 - Expertise
 - Trustworthiness
 - Multiple sources
- Liking
 - Attractiveness
 - Similarity
- Communicator as a peripheral cue

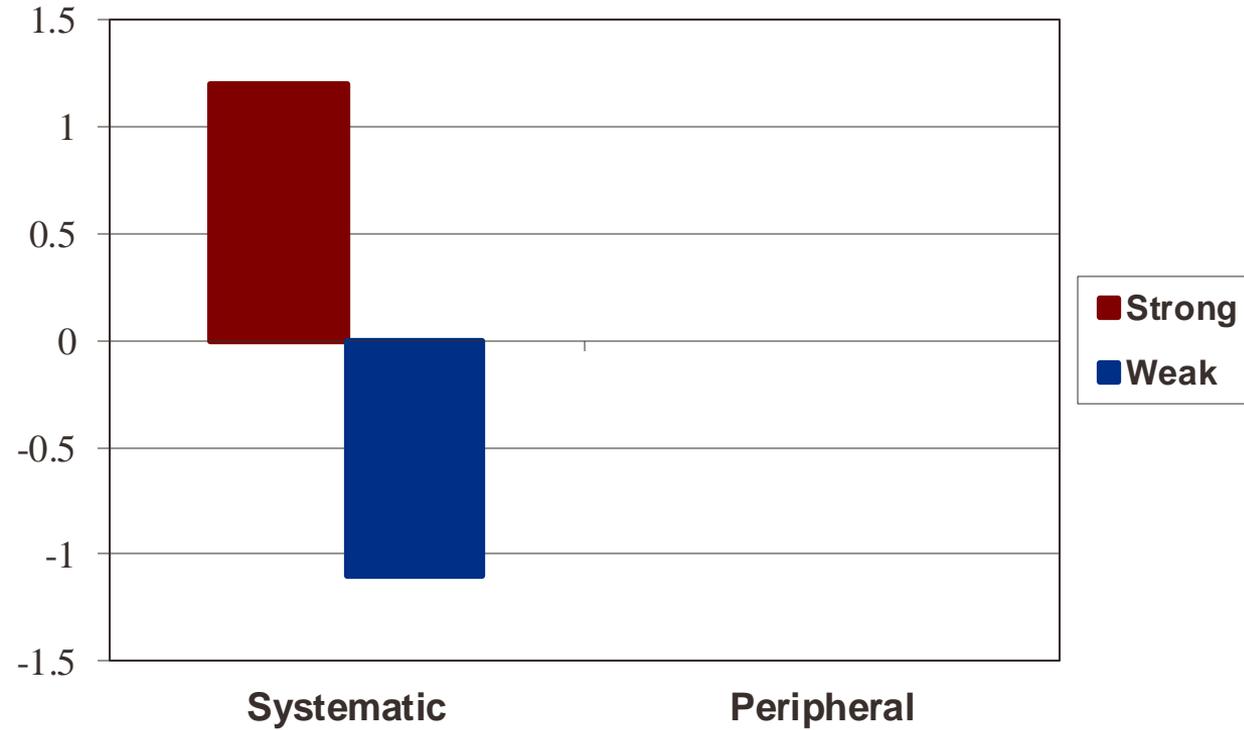
Message/Communication

- Strong vs. Weak arguments



Message/Communication

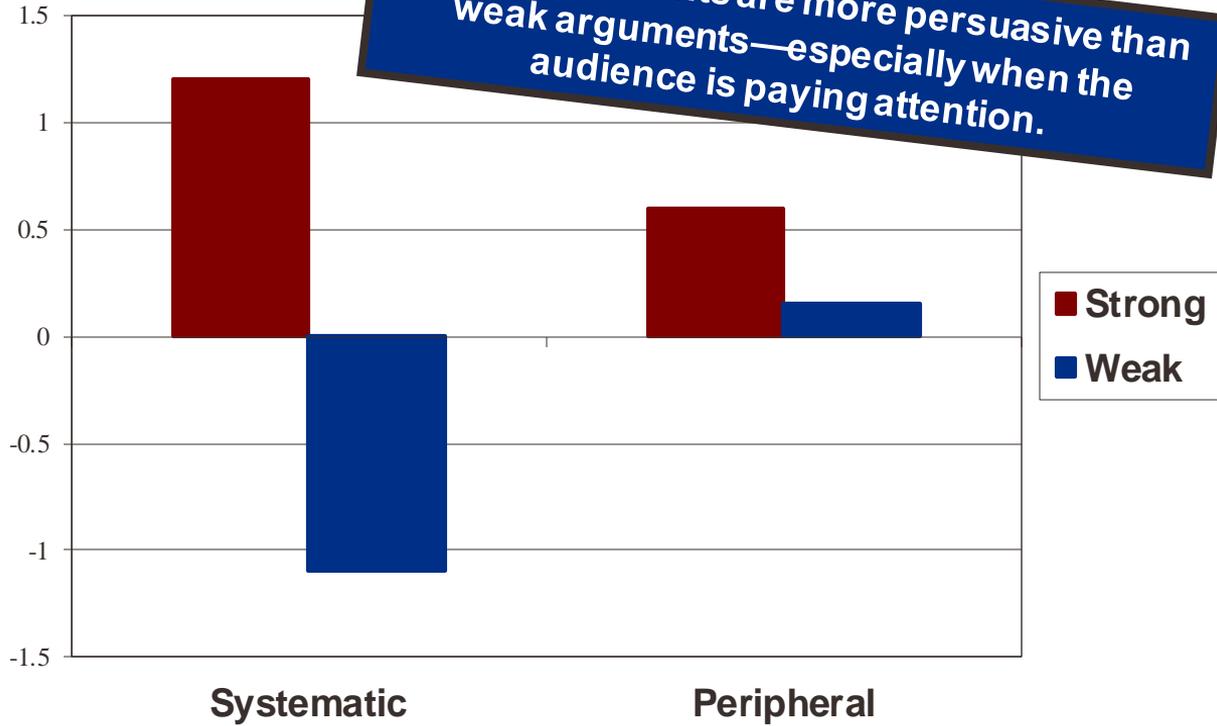
- Strong vs. Weak arguments



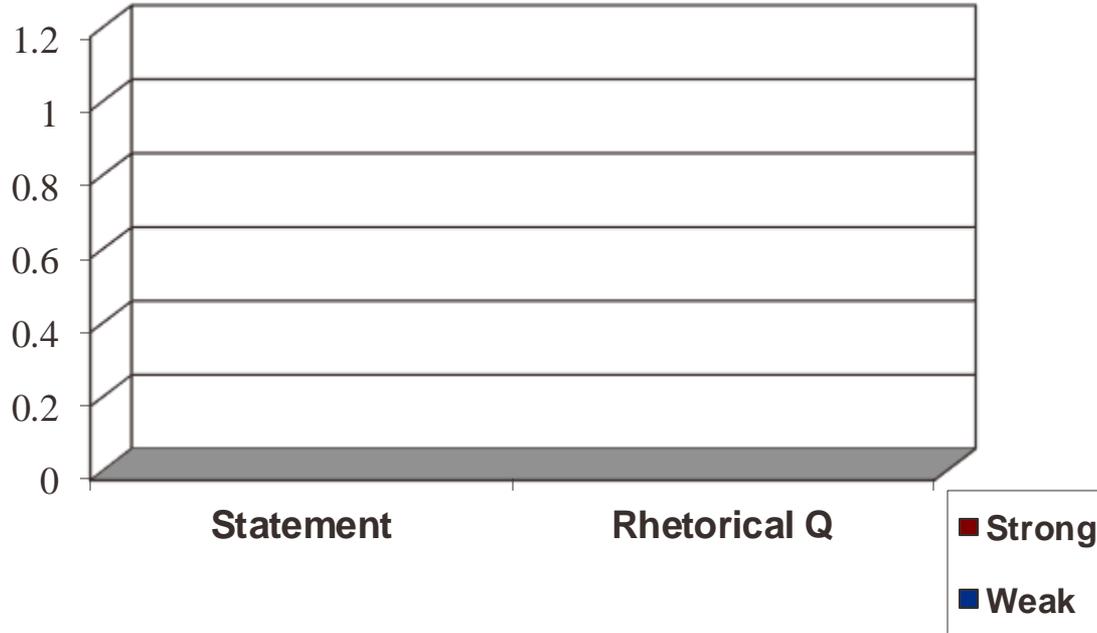
Message/Communication

Strong arguments are more persuasive than weak arguments—especially when the audience is paying attention.

- Strong vs. Weak arguments

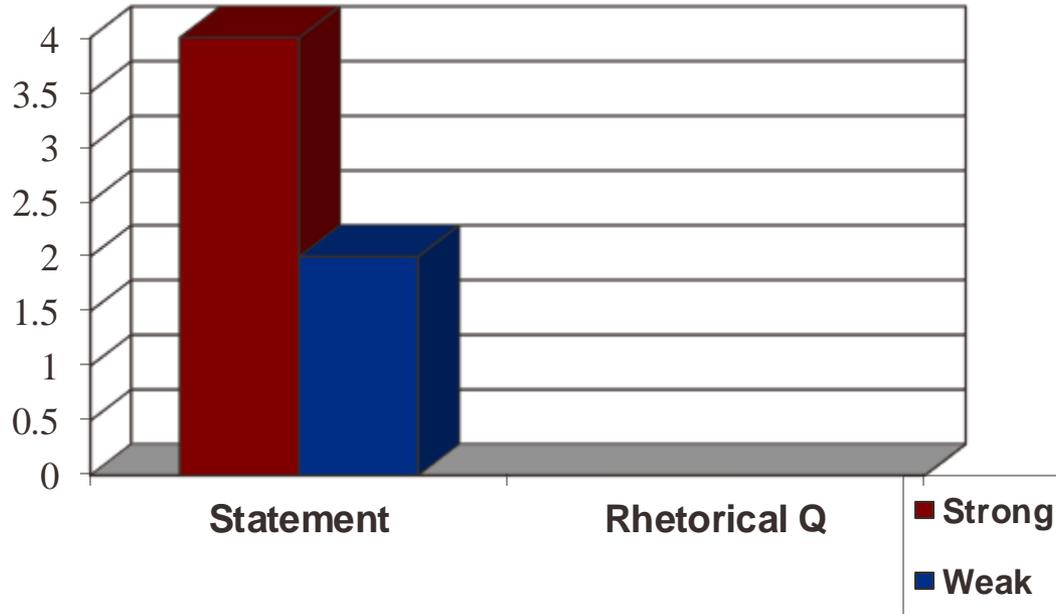


Message/Communication



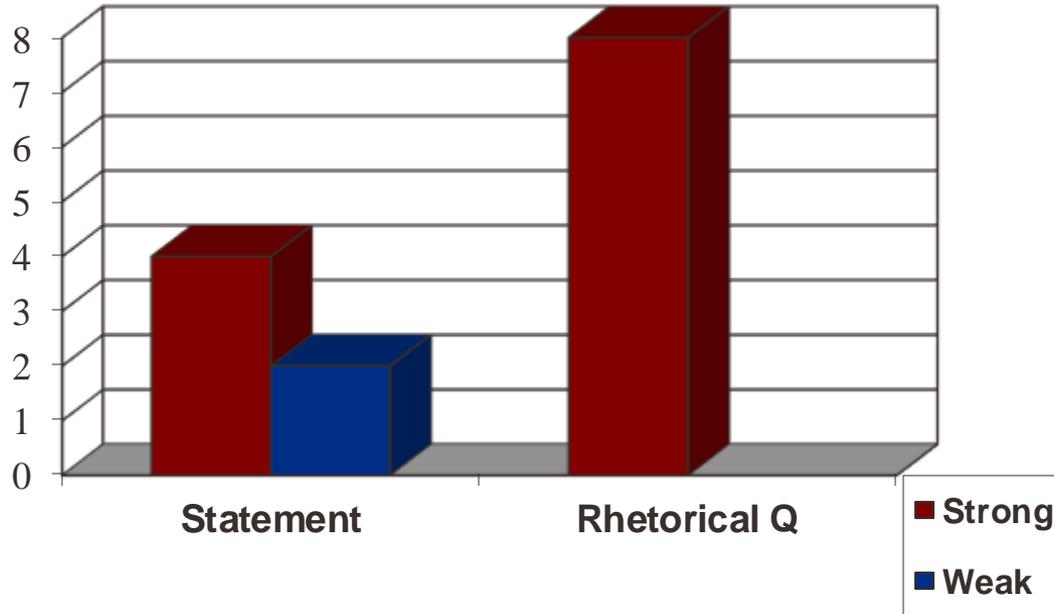
- Strong vs. Weak arguments
- Rhetorical questions vs. Statements
 - Interaction with argument strength

Message/Communication



- Strong vs. Weak arguments
- Rhetorical questions vs. Statements
 - Interaction with argument strength

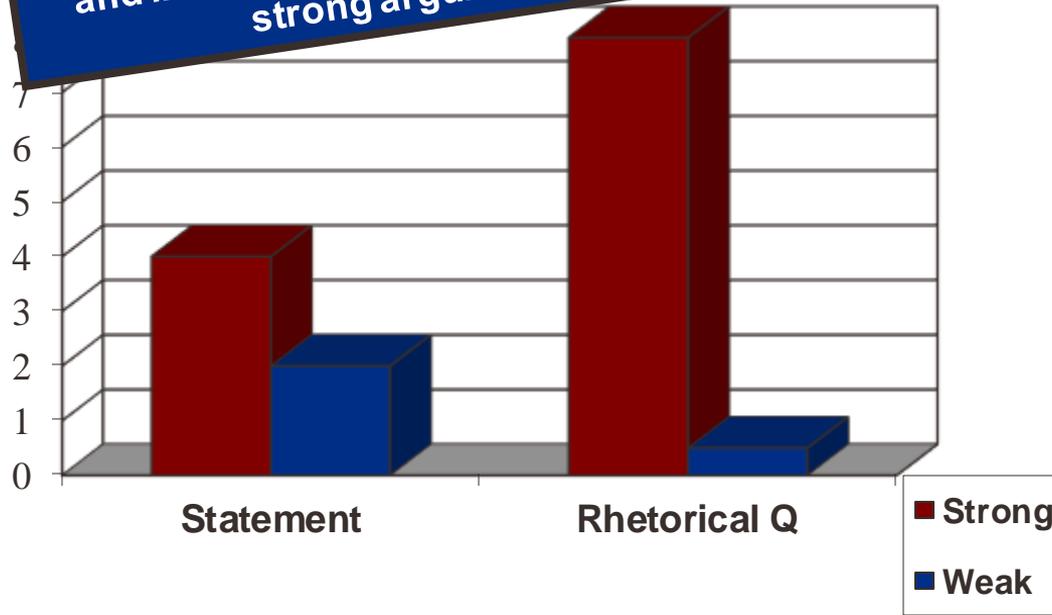
Message/Communication



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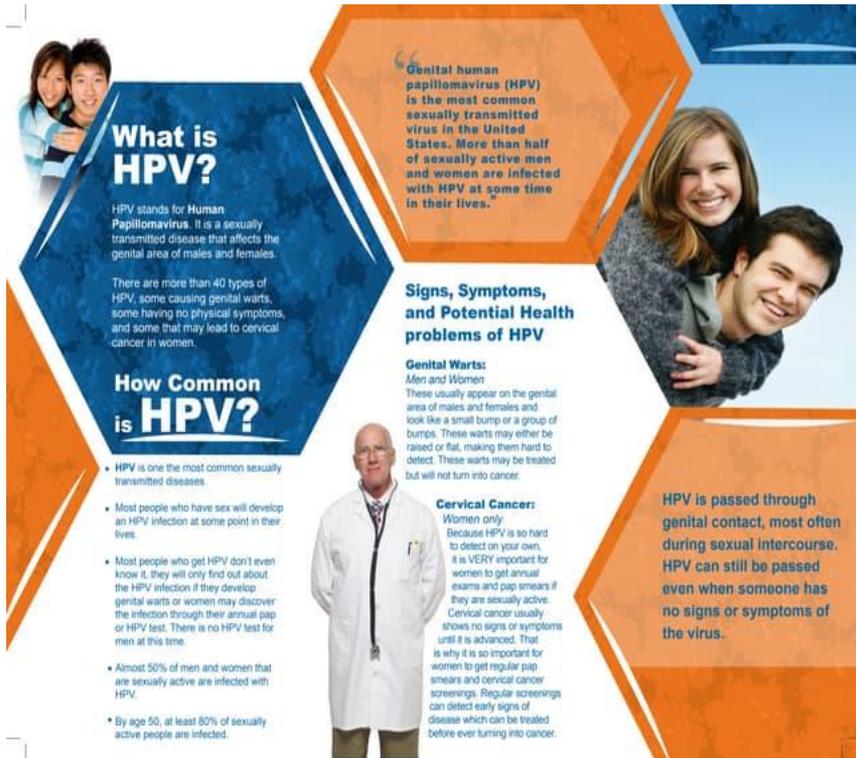
Message/Communication

Rhetorical questions stimulate thinking and increase persuasion, but only for strong arguments



- Strong vs. Weak arguments
- Rhetorical questions vs. Statements
 - Interaction with argument strength

Message/Communication



What is HPV?

HPV stands for Human Papillomavirus. It is a sexually transmitted disease that affects the genital area of males and females.

There are more than 40 types of HPV, some causing genital warts, some having no physical symptoms, and some that may lead to cervical cancer in women.

How Common is HPV?

- HPV is one of the most common sexually transmitted diseases.
- Most people who have sex will develop an HPV infection at some point in their lives.
- Most people who get HPV don't even know it; they will only find out about the HPV infection if they develop genital warts or women may discover the infection through their annual pap or HPV test. There is no HPV test for men at this time.
- Almost 50% of men and women that are sexually active are infected with HPV.
- By age 50, at least 80% of sexually active people are infected.

Genital human papillomavirus (HPV) is the most common sexually transmitted virus in the United States. More than half of sexually active men and women are infected with HPV at some time in their lives.

Signs, Symptoms, and Potential Health problems of HPV

Genital Warts:
Men and Women
These usually appear on the genital area of males and females and look like a small bump or a group of bumps. These warts may either be raised or flat, making them hard to detect. These warts may be treated but will not turn into cancer.

Cervical Cancer:
Women only
Because HPV is so hard to detect on your own, it is VERY important for women to get annual exams and pap smears if they are sexually active. Cervical cancer usually shows no signs or symptoms until it is advanced. That is why it is so important for women to get regular pap smears and cervical cancer screenings. Regular screenings can detect early signs of disease which can be treated before ever turning into cancer.

HPV is passed through genital contact, most often during sexual intercourse. HPV can still be passed even when someone has no signs or symptoms of the virus.

- Strong vs. Weak arguments
- Rhetorical questions vs. Statements
 - Interaction with argument strength
- Message as a peripheral cue
 - Number or length of arguments
 - Medium of communication
 - Speed of message

<https://www.youtube.com/watch?v=sLB0MaY7luE>

Target/Audience

- | |
|---|
| 1. I would prefer complex to simple problems. |
| 2. Learning new ways to think doesn't excite me much |
| 3. I like tasks that require little thought once I have learned them. |
| 4. I only think as hard as I have to. |
| 5. I prefer my life to be filled with puzzles that I must solve. |
| 6. I like to have the responsibility of handling a situation that requires a lot of thinking. |
| 7. I find satisfaction in deliberating hard for long hours. |
| 8. I feel relief rather than satisfaction after completing a task that required a lot of mental effort. |

- Personality

Target/Audience

1. I would prefer complex to simple problems.

2. Learning new ways to think doesn't excite me much

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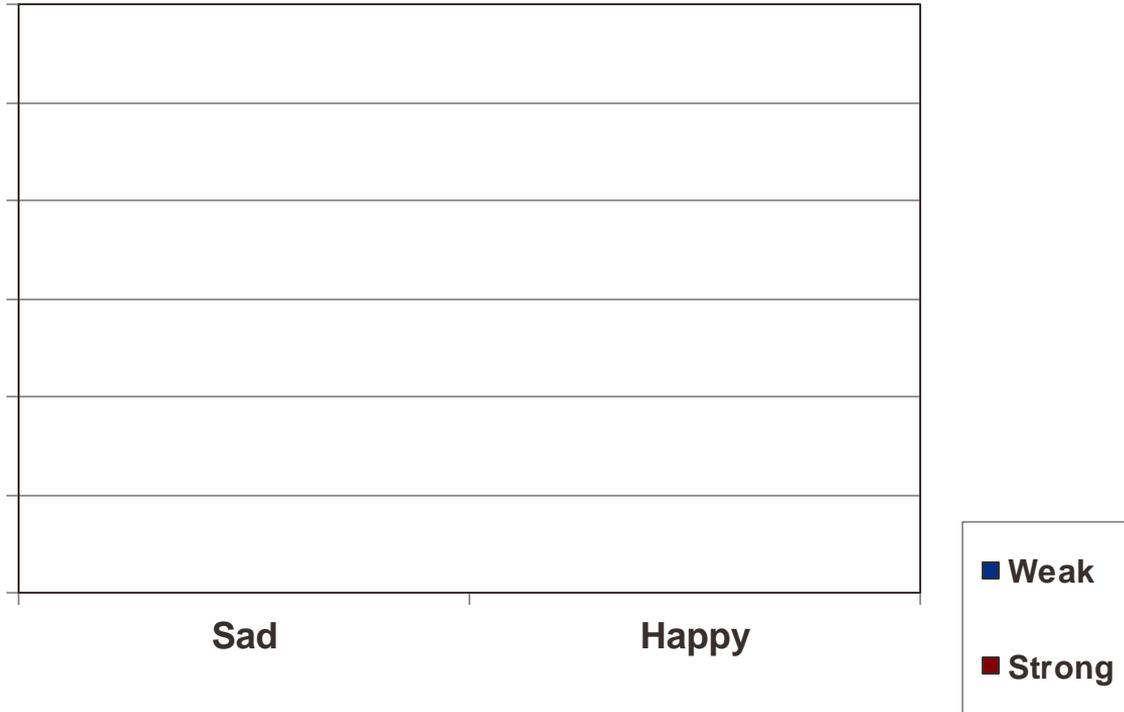
- Personality

Target/Audience

- Personality
- Culture

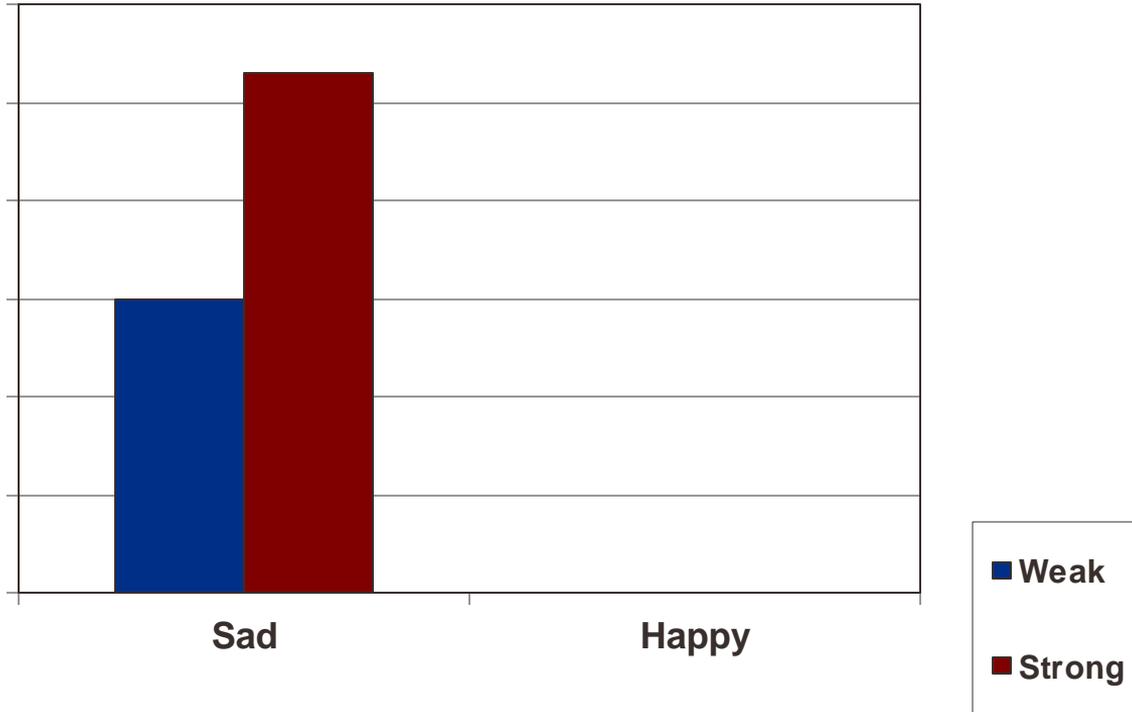


Target/Audience



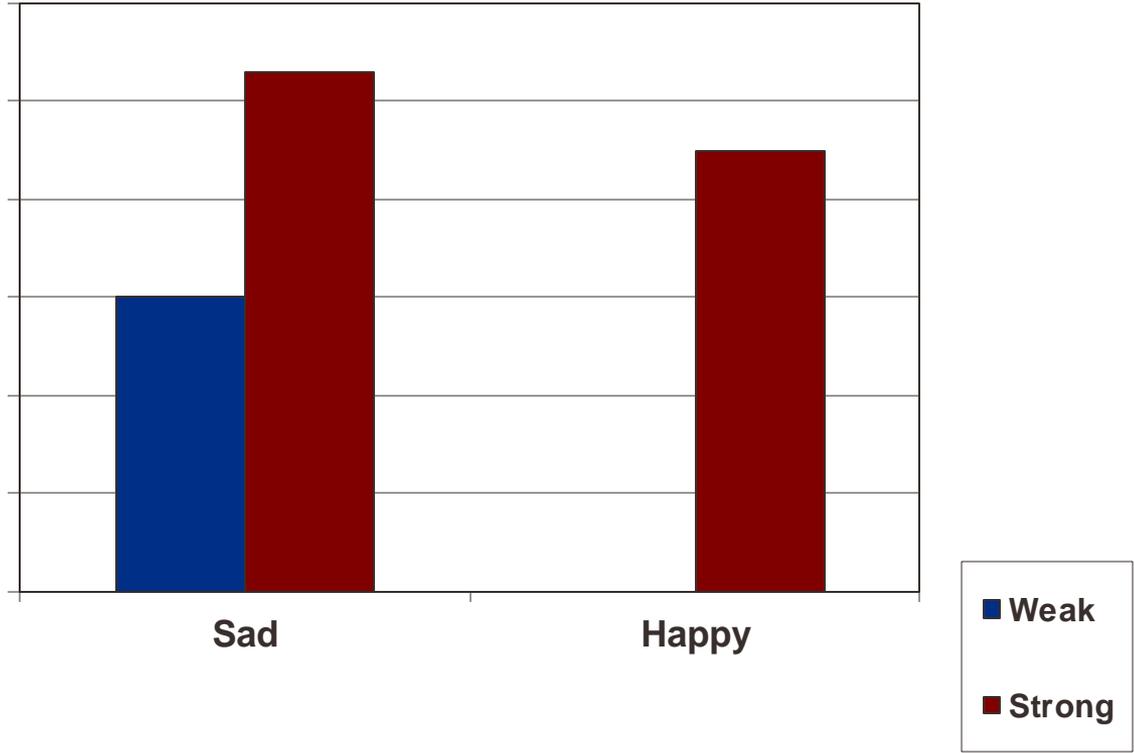
- Personality
- Culture
- Mood
 - Sad vs. Happy

Target/Audience



- Personality
- Culture
- Mood
 - Sad vs. Happy

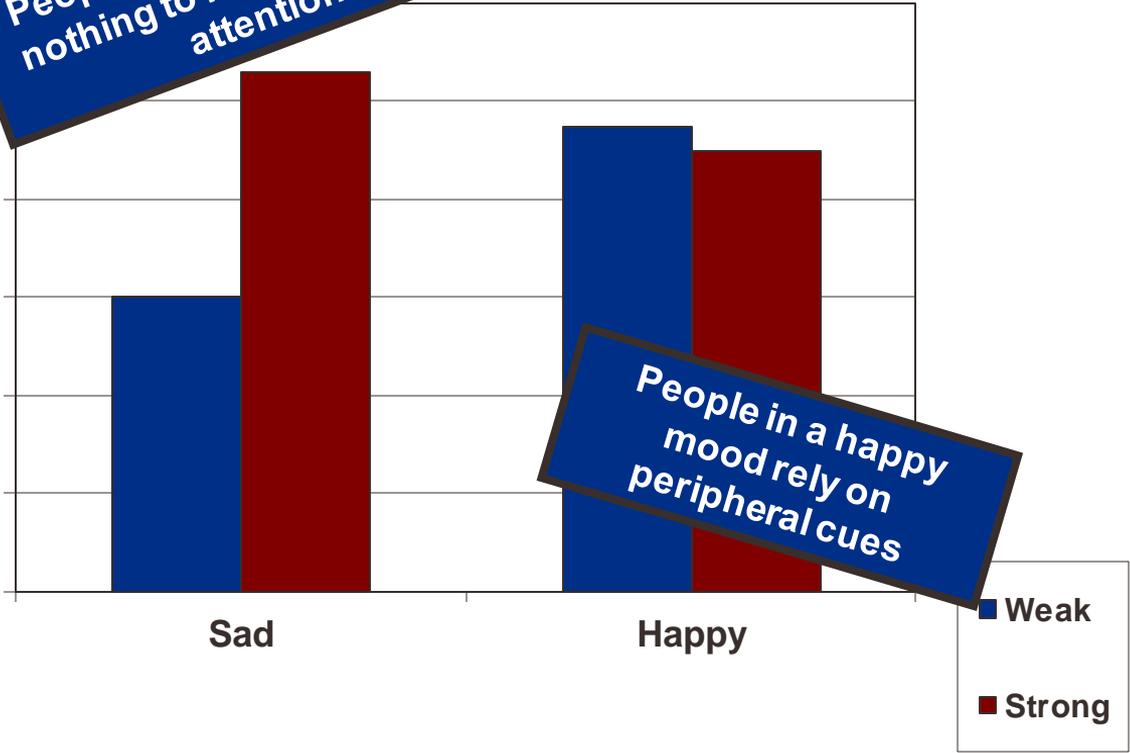
Target/Audience



- Personality
- Culture
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Target/Audience

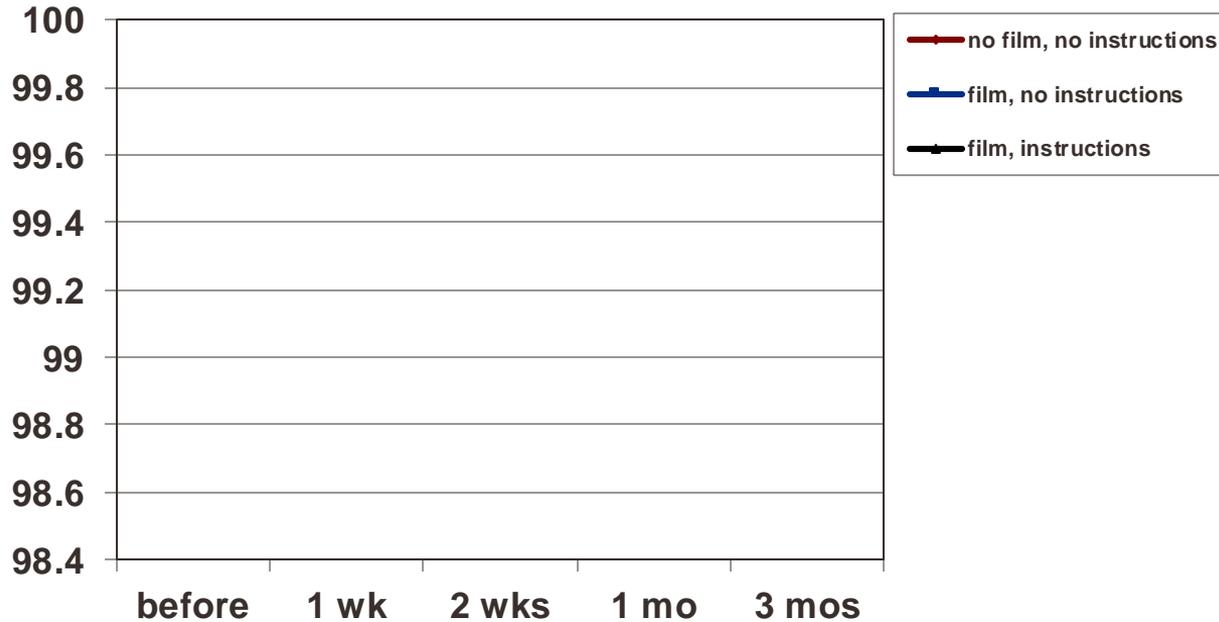
People in a sad mood have nothing to lose so they pay attention



People in a happy mood rely on peripheral cues

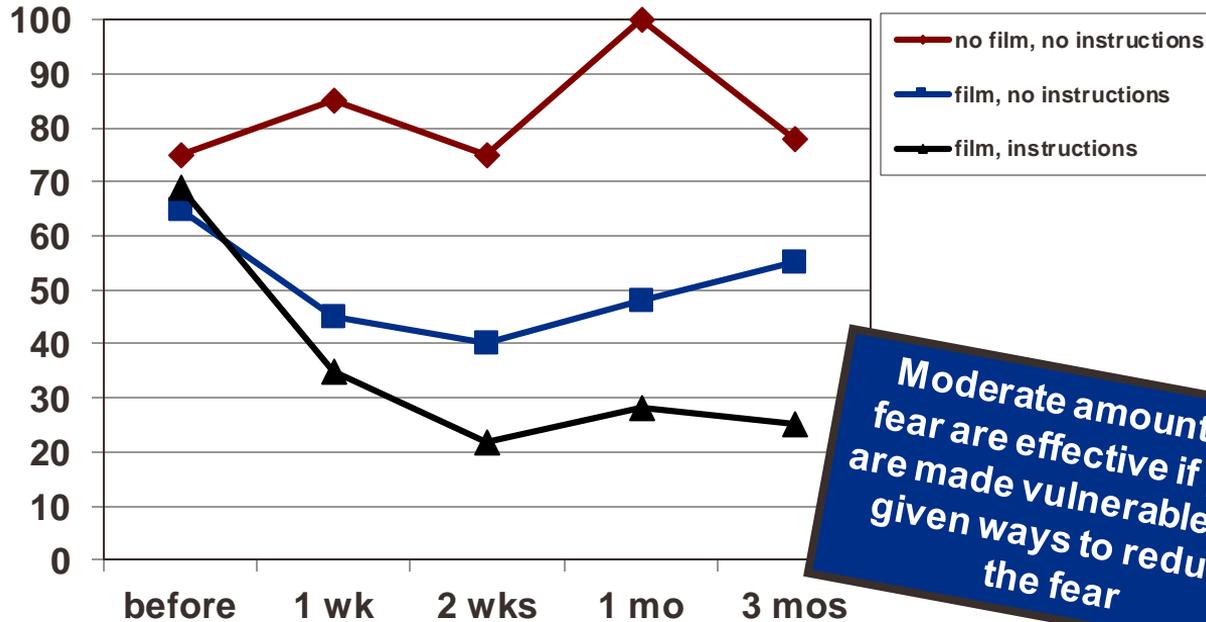
- Personality
- Culture
- Mood
 - Sad vs. Happy

Target/Audience



- Personality
- Culture
- Mood
 - Sad vs. Happy
 - Fear arousal
 - Vulnerability, Amount of fear induced, Ways to reduce fear

Target/Audience



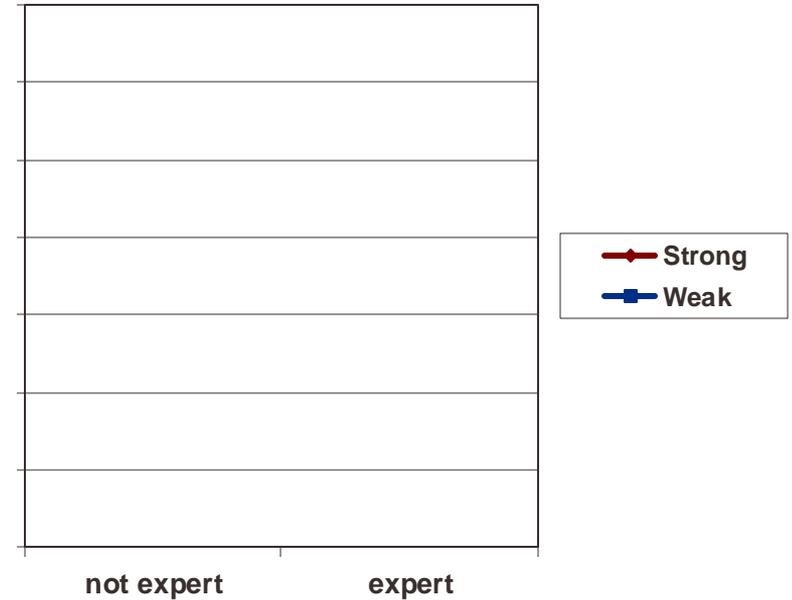
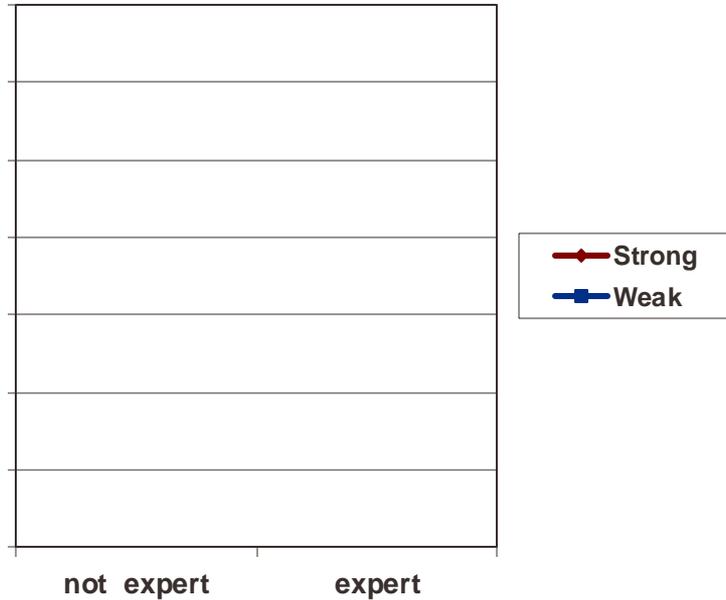
Moderate amounts of fear are effective if you are made vulnerable, but given ways to reduce the fear

- Personality
- Culture
- Mood
 - Sad vs. Happy
 - Fear arousal
 - Vulnerability, Amount of fear induced, Ways to reduce fear
 - Too little or too much fear will not be effective

Effect of Source, Message, and Audience

- High personal relevance

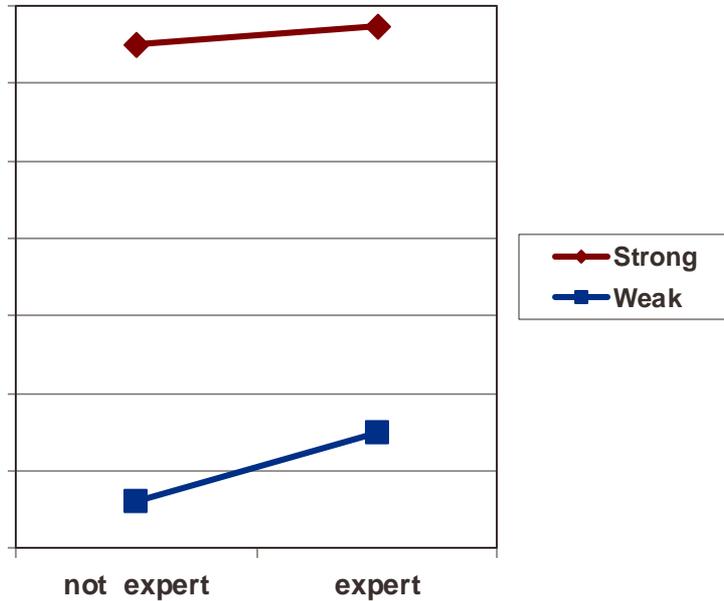
- Low personal relevance



Effect of Source, Message, and Audience

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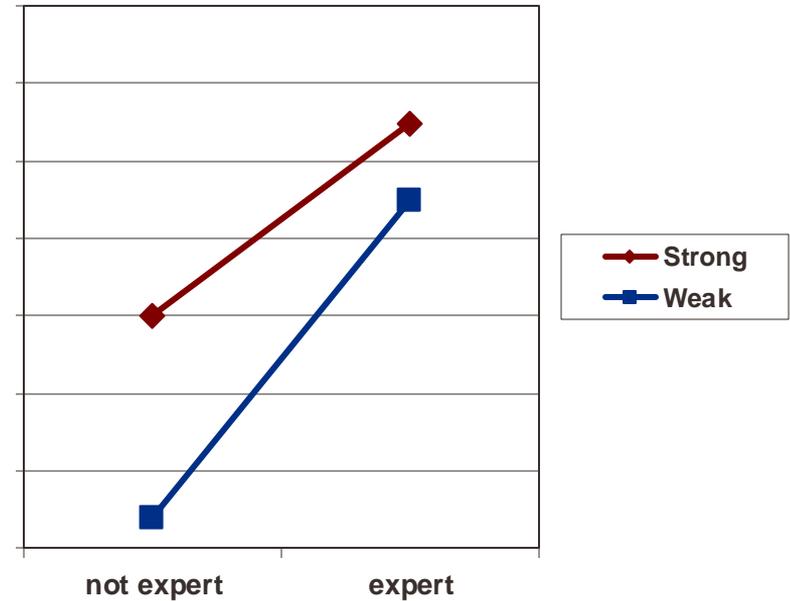
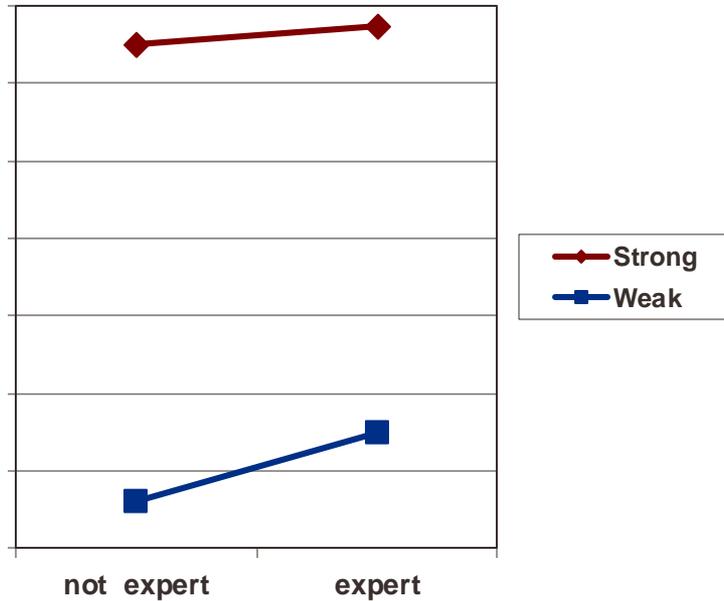
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Effect of Source, Message, and Audience

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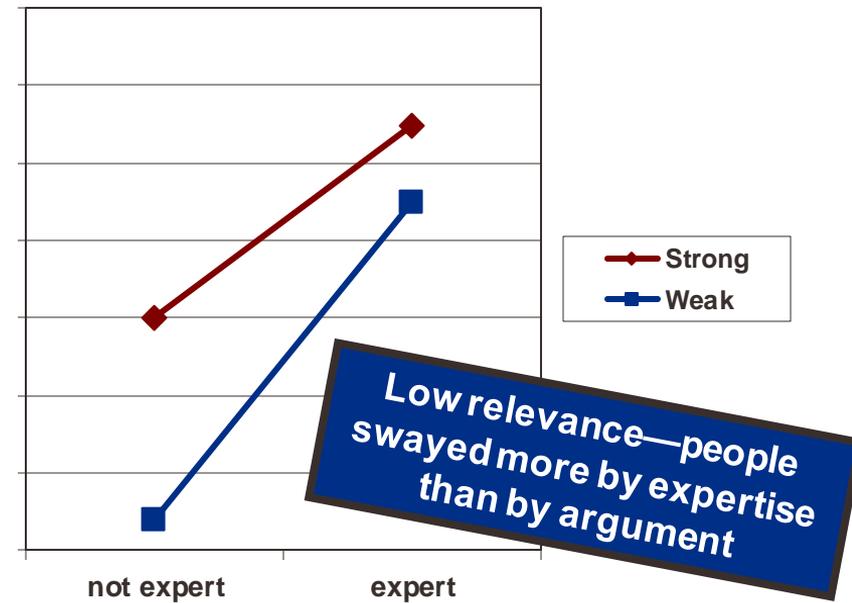
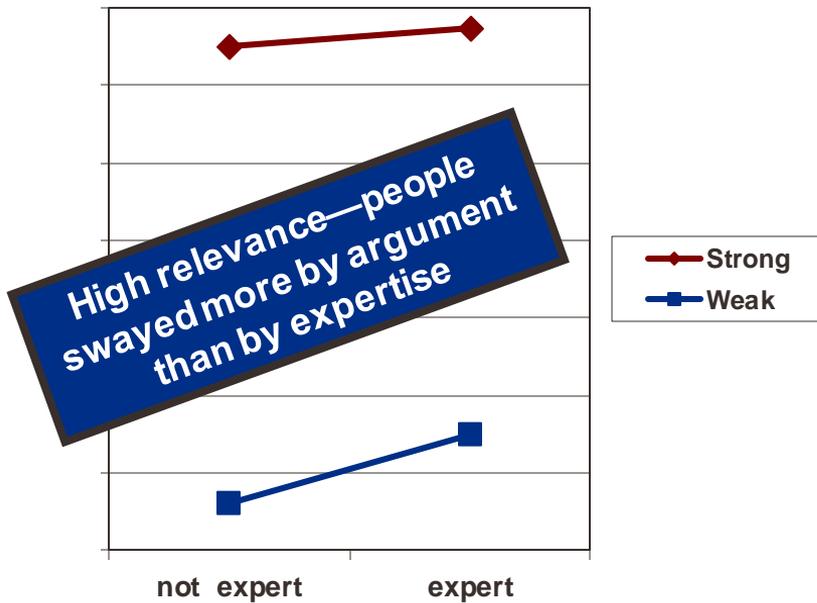
- Low personal relevance



Effect of Source, Message, and Audience

- High personal relevance

- Low personal relevance



When are systematic or peripheral processing used?

	Conditions promoting systematic processing	Conditions promoting peripheral processing
Source		Credibility (Expertise & Trustworthiness) Likeability (Attractiveness & Similarity)
Message	Strong Arguments Rhetorical questions Written message	Number of arguments Length of arguments Video message
Target	Personality (Need for cognition) Neutral or Sad Mood Moderate amount of fear	Happy mood

Take aways for your CAS marketing

- Match aspects of your source and message to what you know about your audience
 - Make sure that your 'who says what to whom' is aligned
- Consider if students are processing systematically or peripherally
 - Make sure that you are not unintentionally working against yourself (i.e., not using peripheral cues if your audience is processing systematically, and vice versa)

A diverse group of people in a modern office setting. In the foreground, a woman with braided hair is smiling and raising her right hand, pointing upwards. To her left, another woman is smiling and looking towards the right. In the background, several other people are visible, some smiling and some looking towards the right. The overall atmosphere is positive and engaged. The image has a blue tint.

Q&A

The logo for the Liaison CAS experience. It features a stylized graphic of a cluster of dots in white and yellow on the left. To the right of the graphic, the text reads: "LIAISON" in a small, white, sans-serif font; "CAS" in a large, bold, yellow, sans-serif font; "experience" in a smaller, white, sans-serif font; and "JULY 24-25 2023" and "CHICAGO, IL" in a small, white, sans-serif font, stacked on two lines.

LIAISON
CAS
experience
JULY 24-25 2023
CHICAGO, IL

Thank You

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