LIAISON
CAS
experience
JULY 24-25 2023
CHICAGO, IL

“Using Psychology Principles to Maximize Your CAS Marketing”

LIAISON CAS experience
JULY 24-25 2023
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Meet Our Presenter

Dr. Wendy R. Williams

Senior Director for Graduate Studies, PSYCAS Staff

American Psychological Association

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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

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When are we persuaded?

- Source
- Message
- Audience

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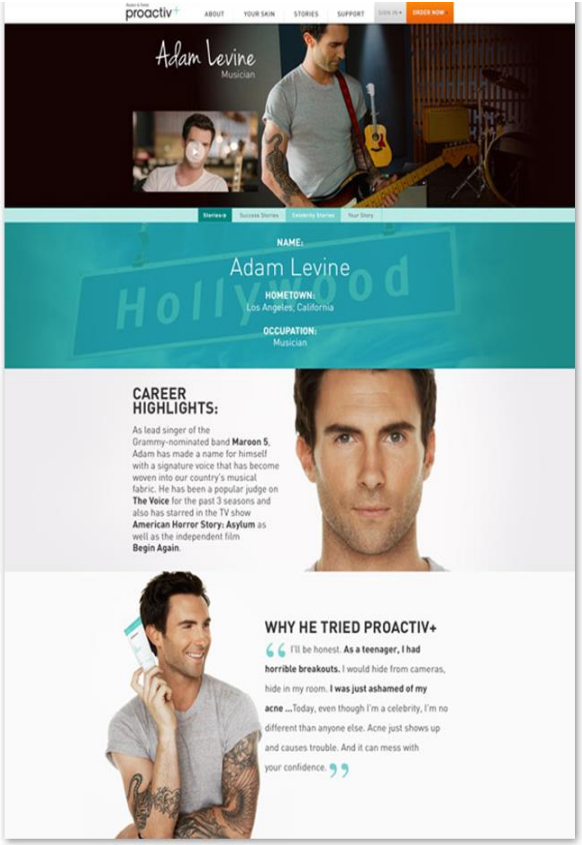
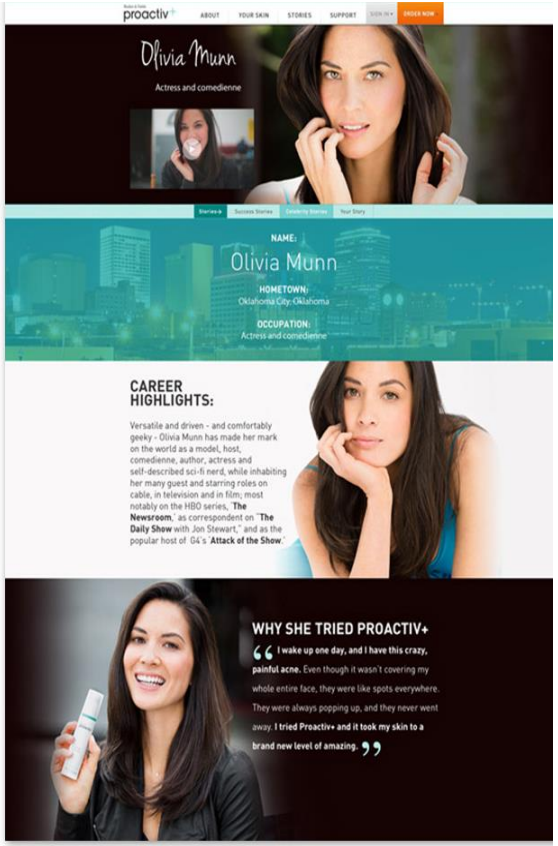
Source/Communicator

- Credibility
  - Expertise

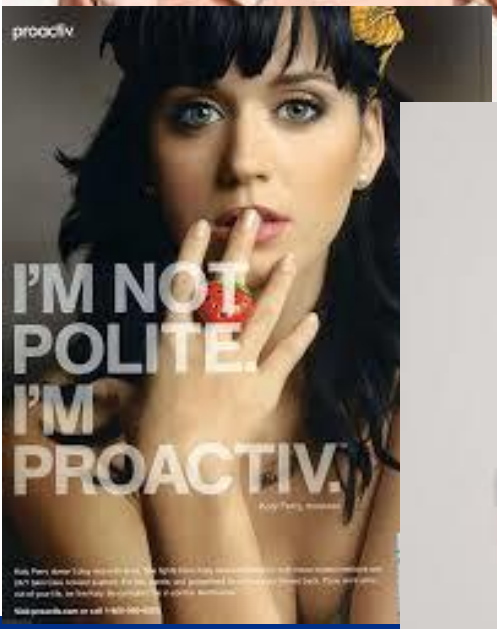
Source/Communicator





- Credibility
  - Expertise
  - Trustworthiness
    - Multiple sources

Source/Communicator



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

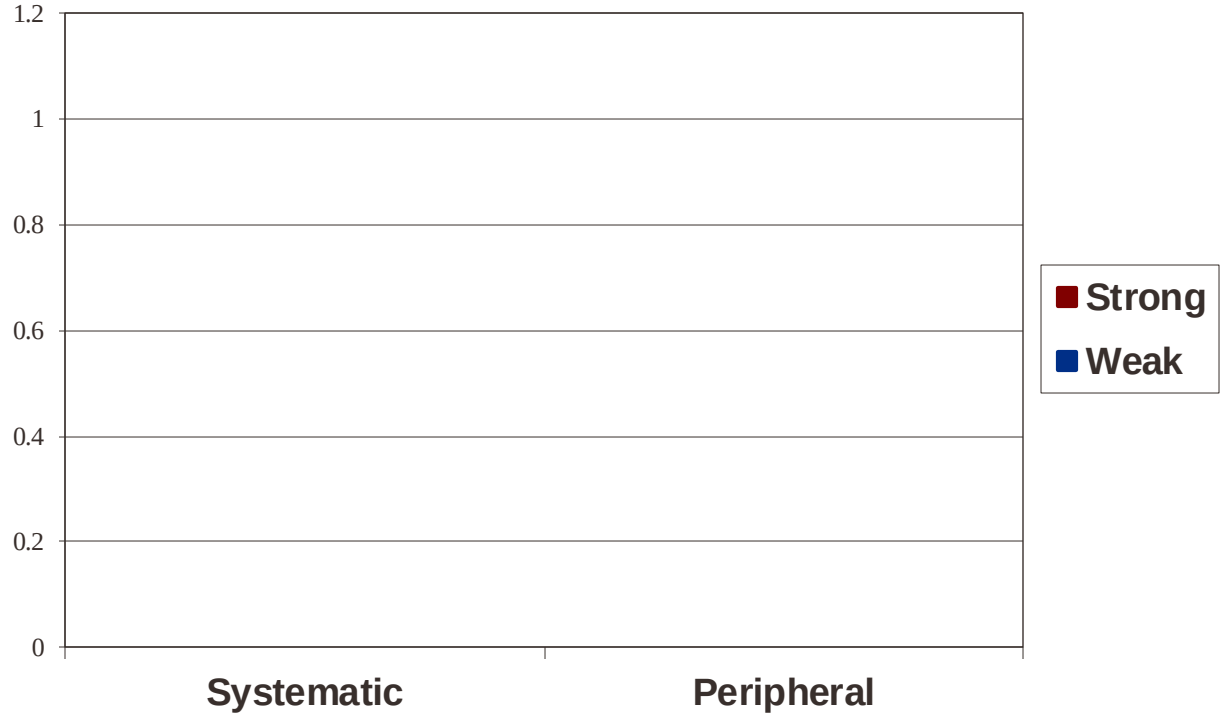
Source/Communicator

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

Source/Communicator

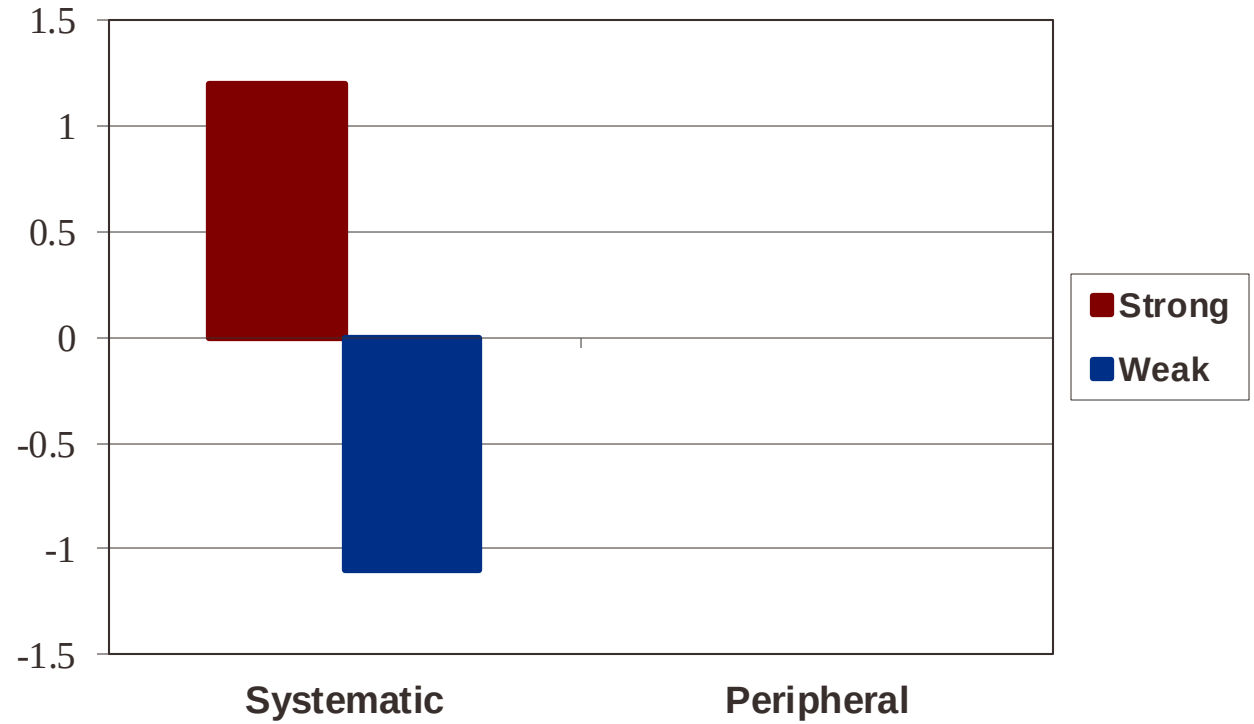
- Credibility
  - Expertise
  - Trustworthiness
    - Multiple sources
- Liking
  - Attractiveness
  - Similarity
- Communicator as a peripheral cue

Message/Communication



- Strong vs. Weak arguments

Message/Communication



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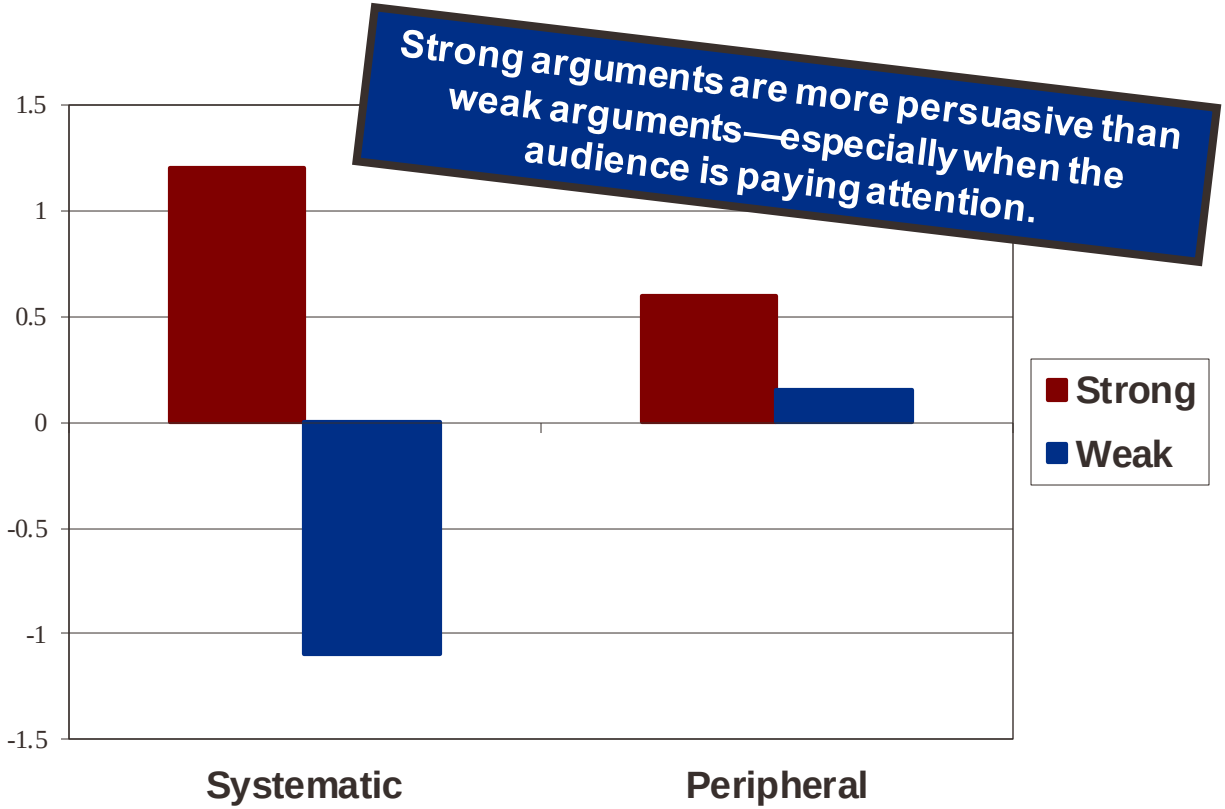

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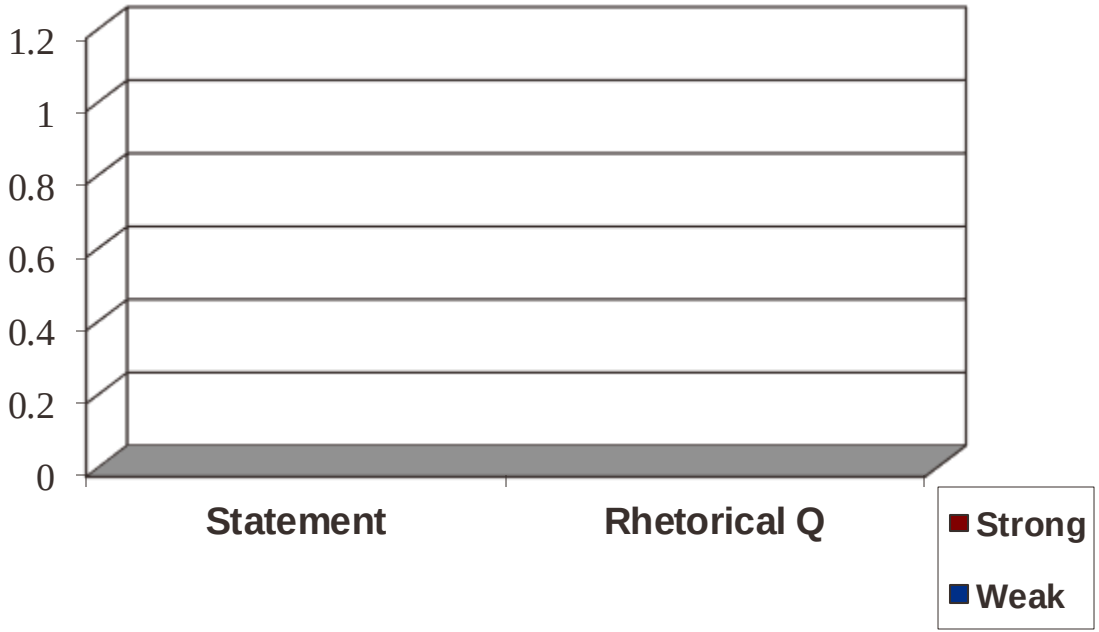
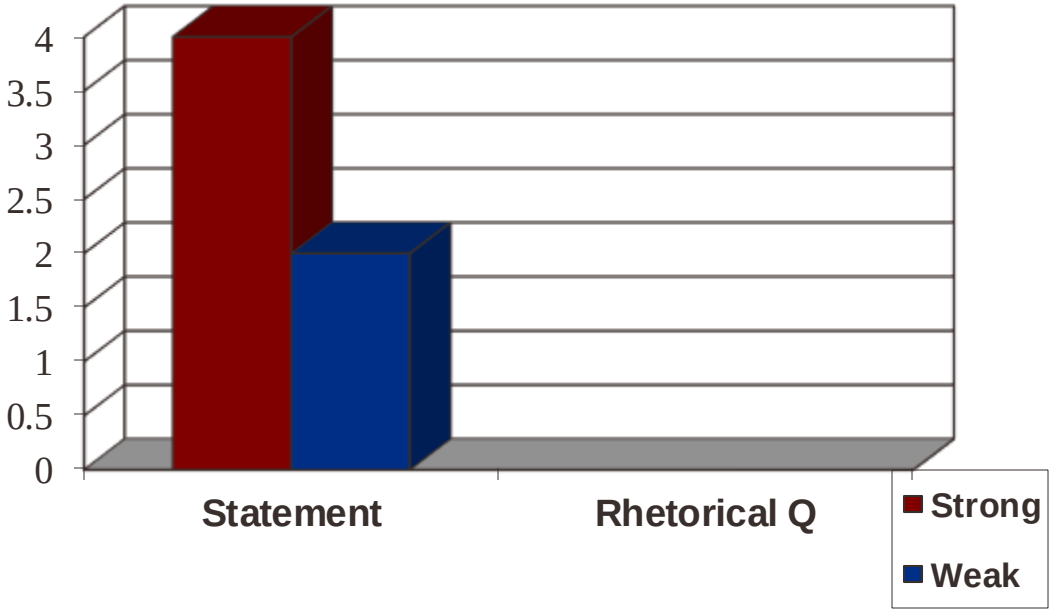


- Strong vs. Weak arguments
- Rhetorical questions vs. Statements
  - Interaction with argument strength

Message/Communication



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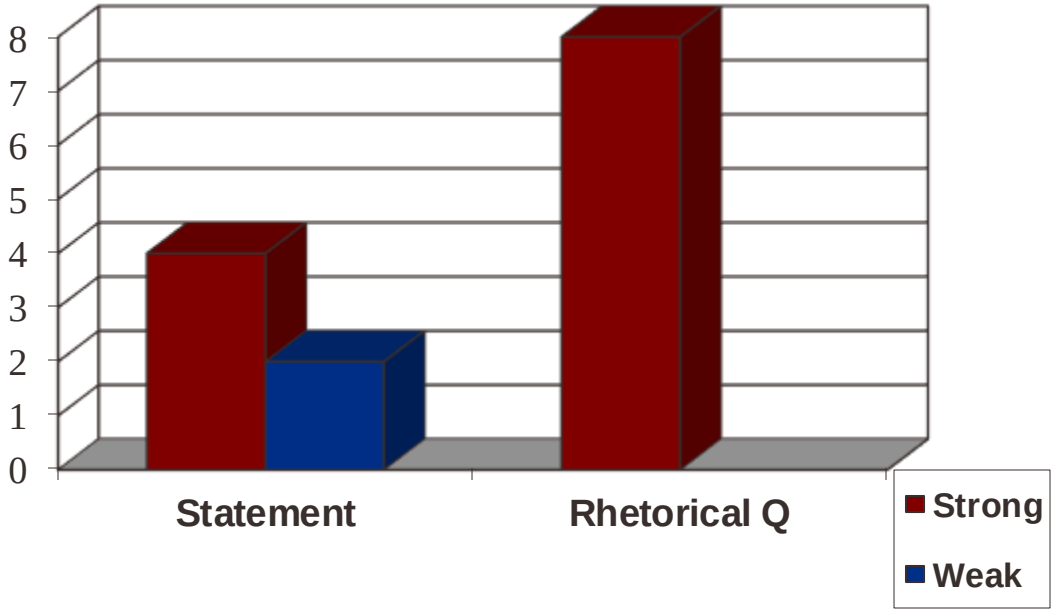

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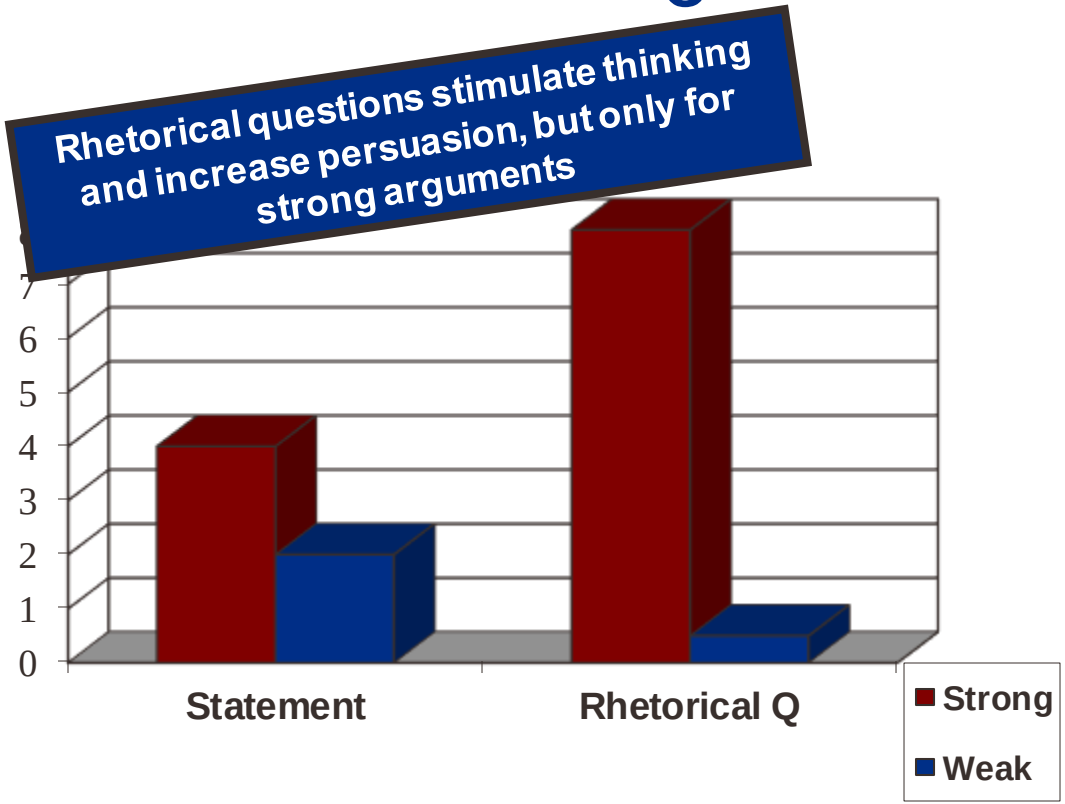

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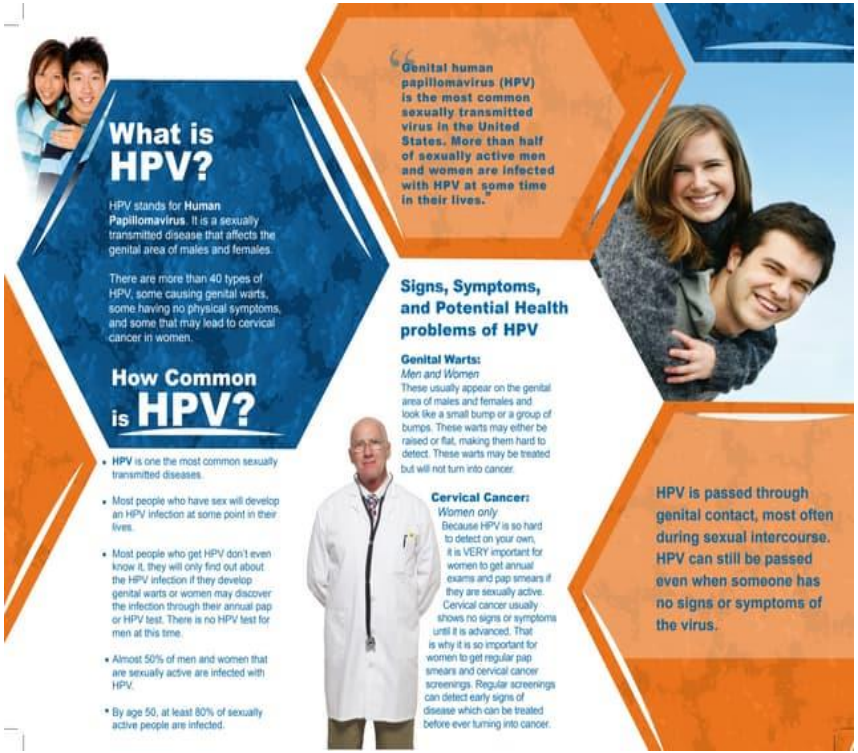

- Strong vs. Weak arguments
- Rhetorical questions vs. Statements
  - Interaction with argument strength
- Message as a peripheral cue
  - Number or length of arguments
  - Medium of communication
  - Speed of message

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

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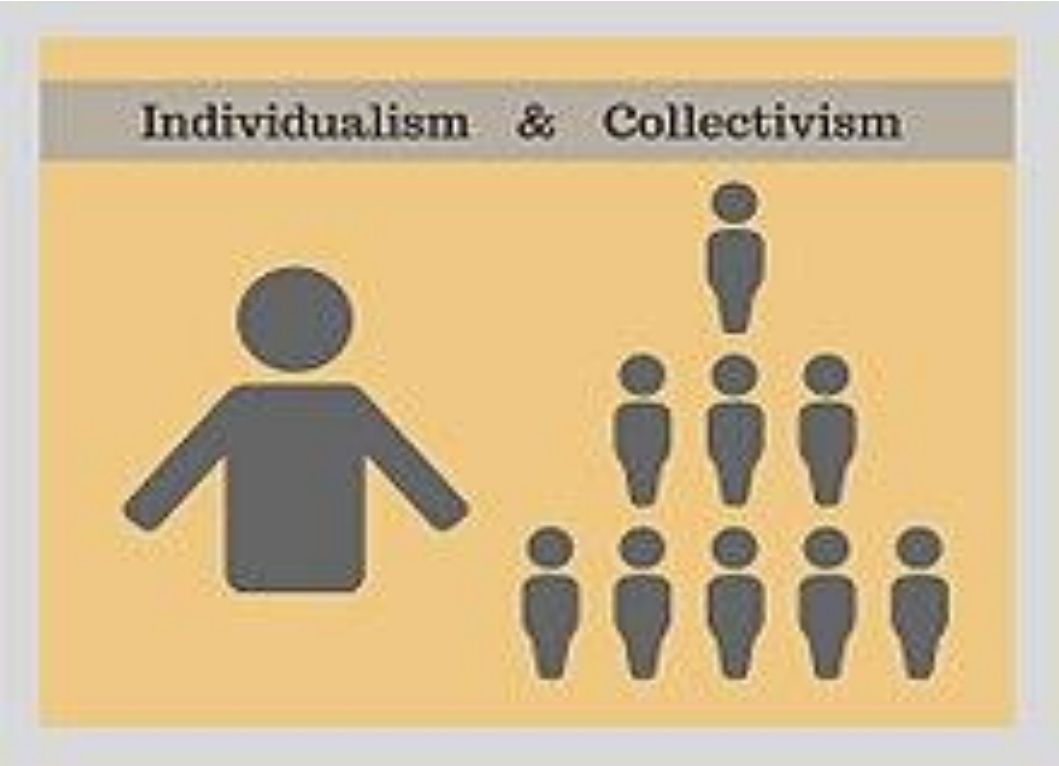
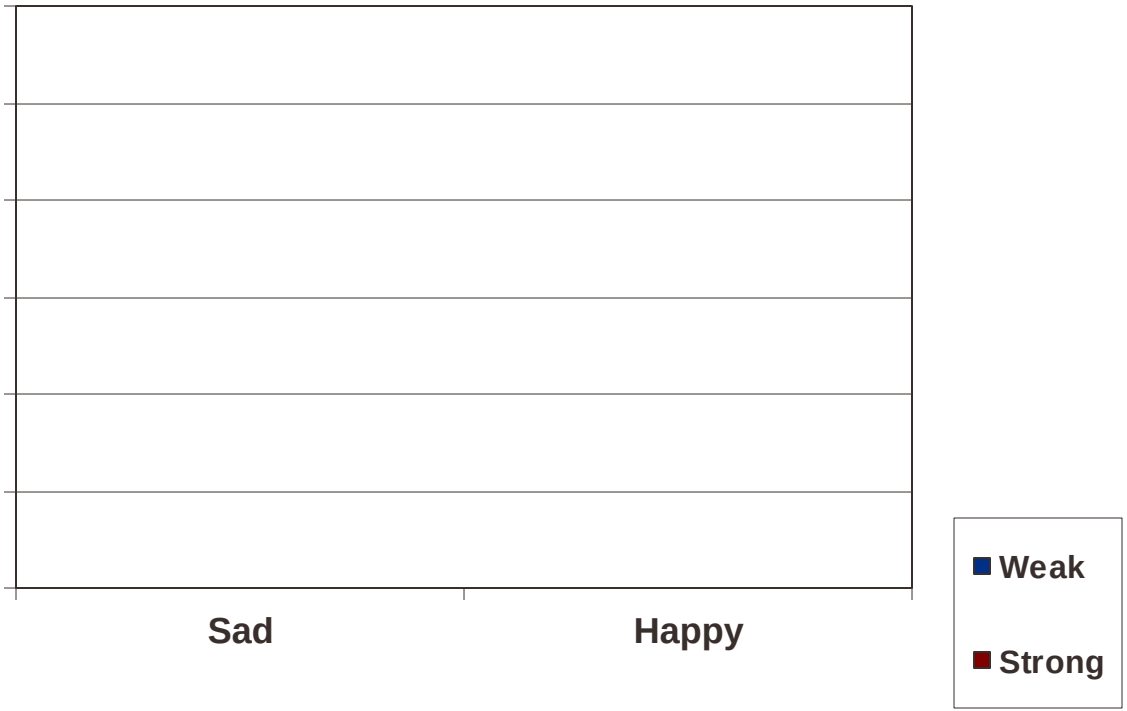


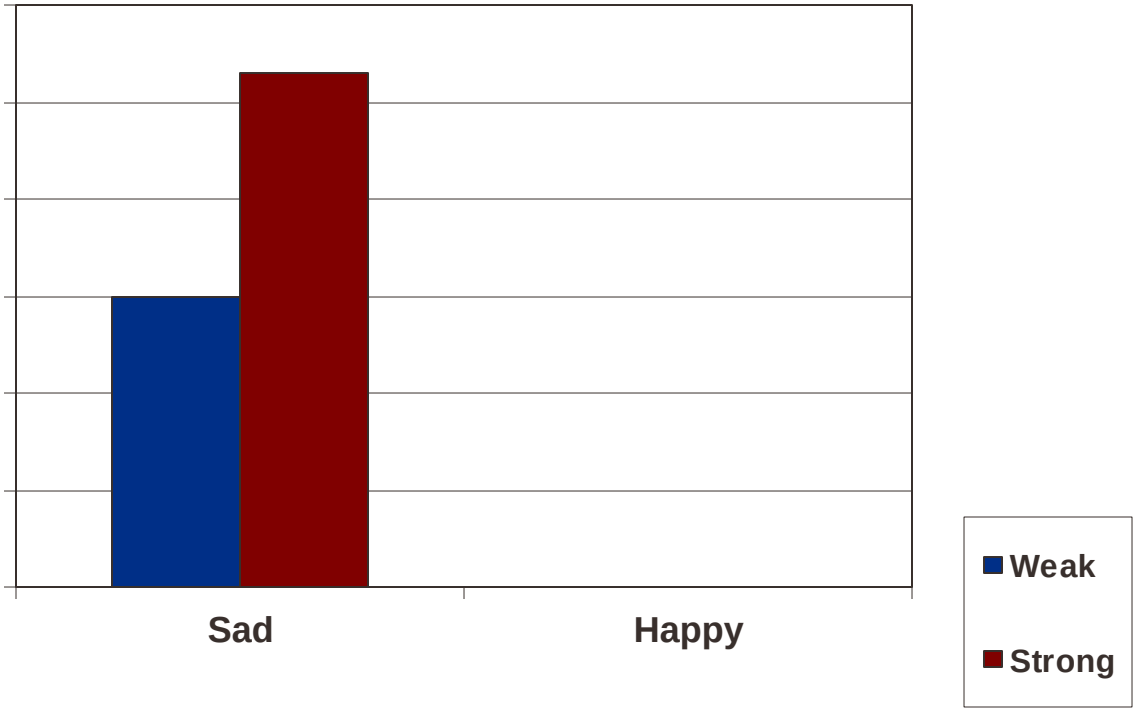
- Personality
- Culture

Target/Audience



- Personality
- Culture
- Mood
  - Sad vs. Happy

Target/Audience



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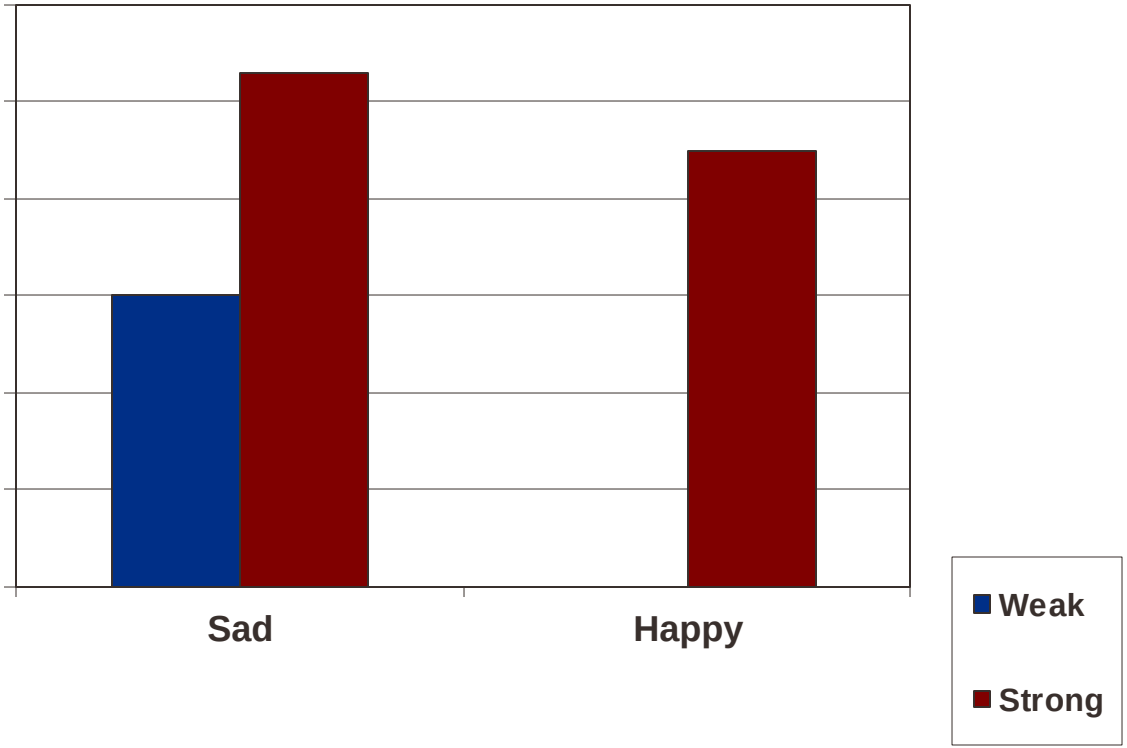

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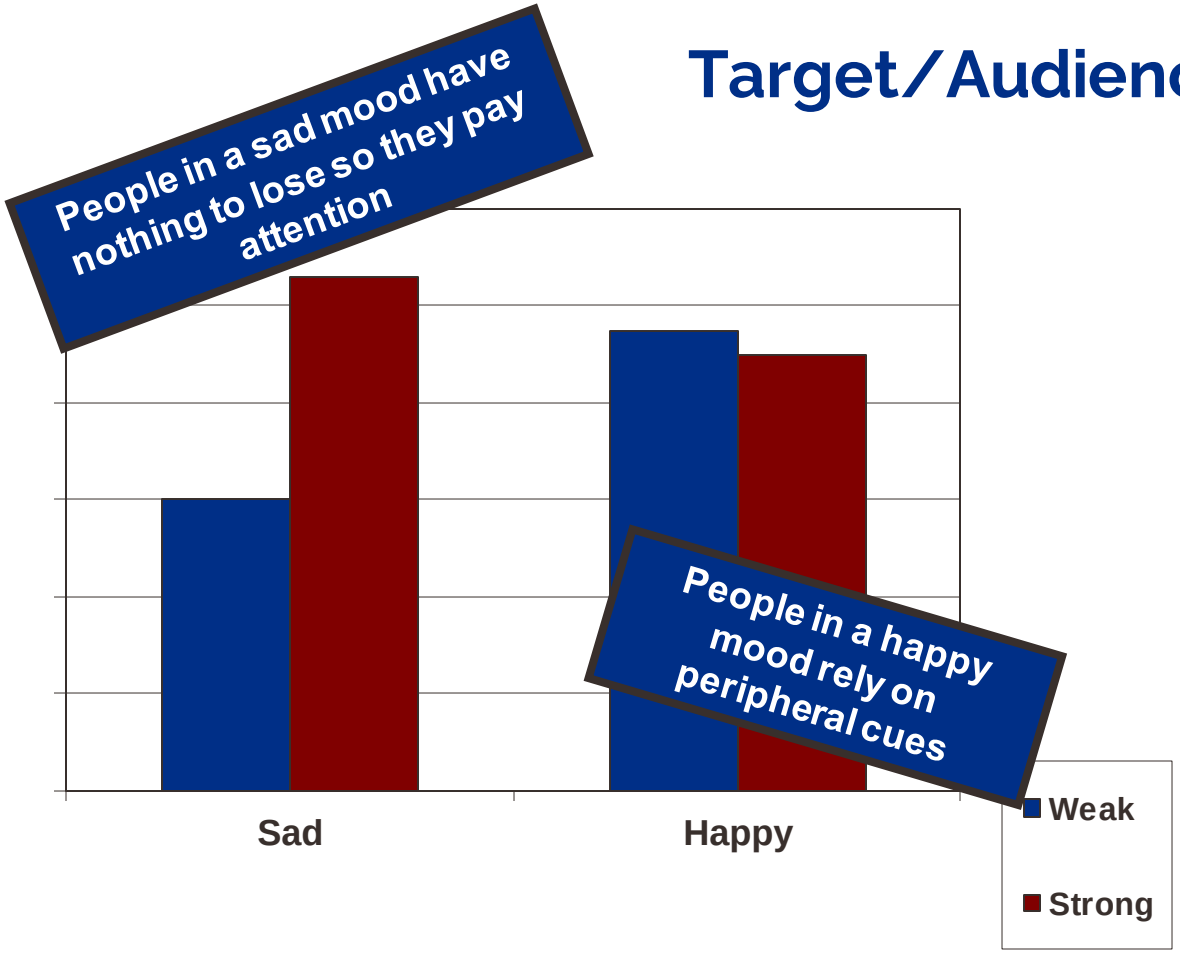

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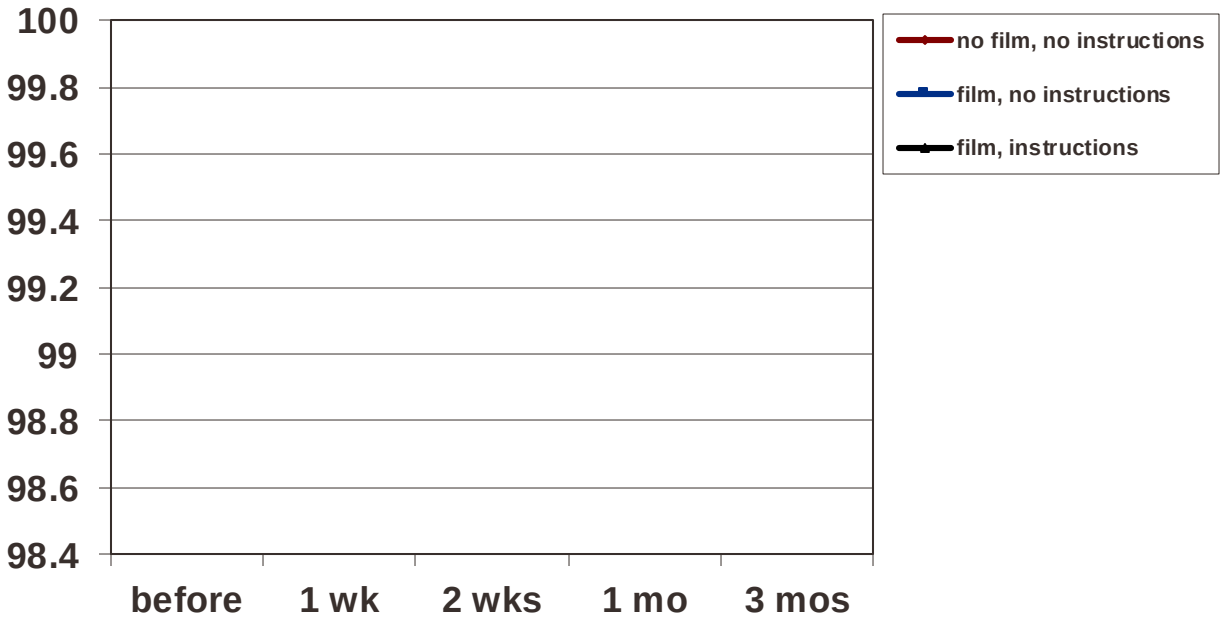
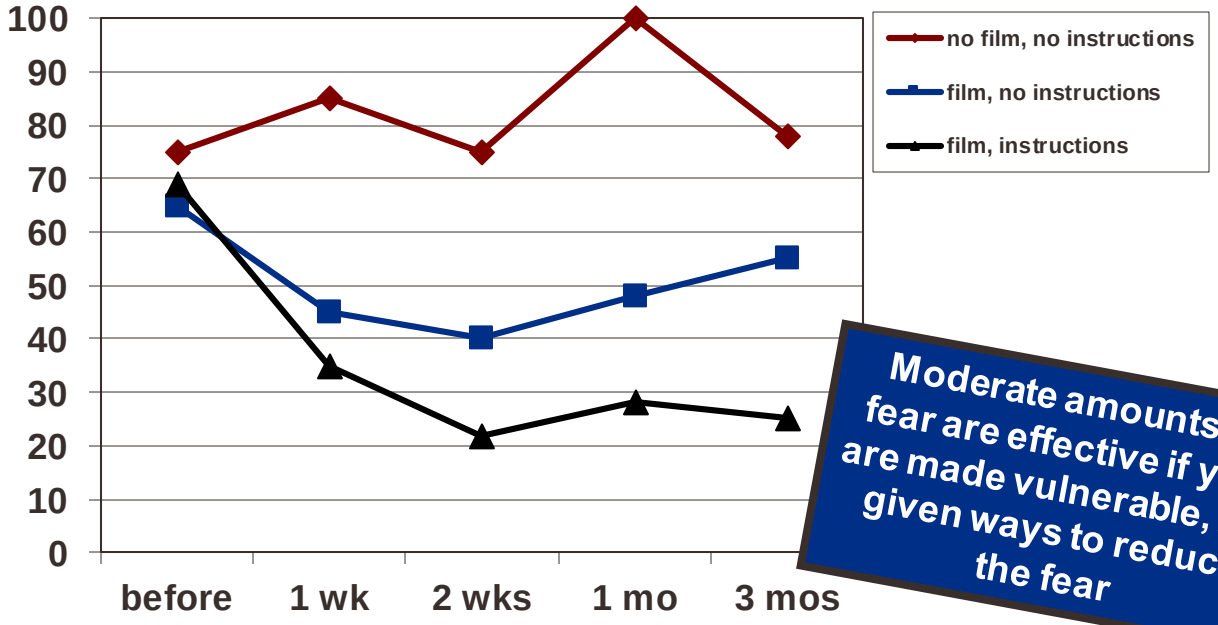
Target/Audience



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

Target/Audience

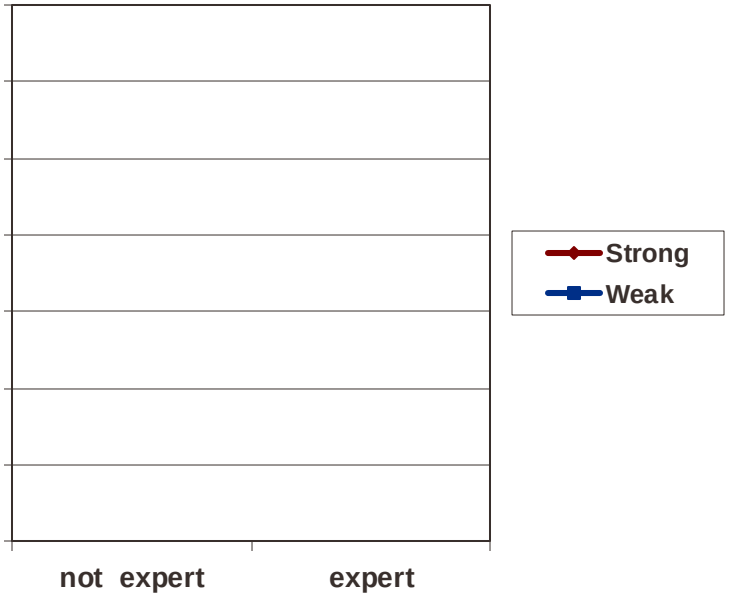


Moderate amounts of fear are effective if you are made vulnerable, but given ways to reduce the fear

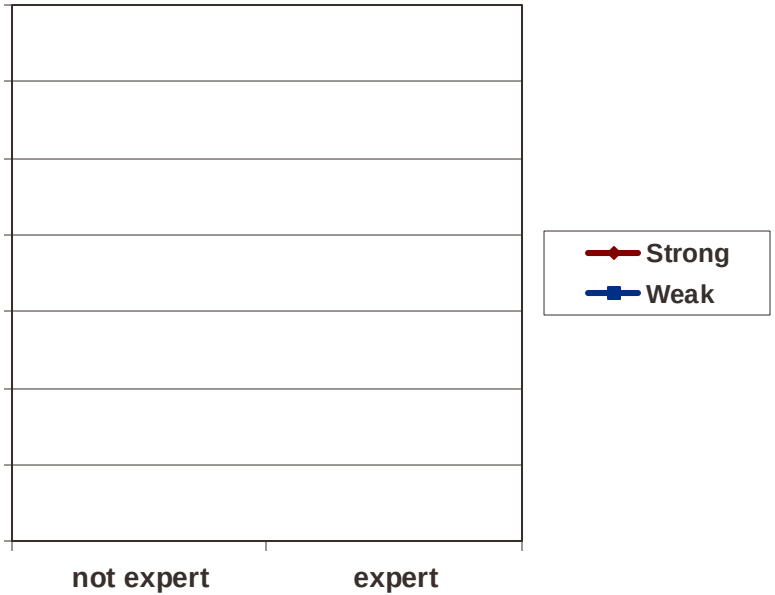
- Personality
- Culture
- Mood
  - Sad vs. Happy
  - Fear arousal
    - Vulnerability, Amount of fear induced, Ways to reduce fear
    - Too little or too much fear will not be effective

Effect of Source, Message, and Audience

- High personal relevance



- Low personal relevance



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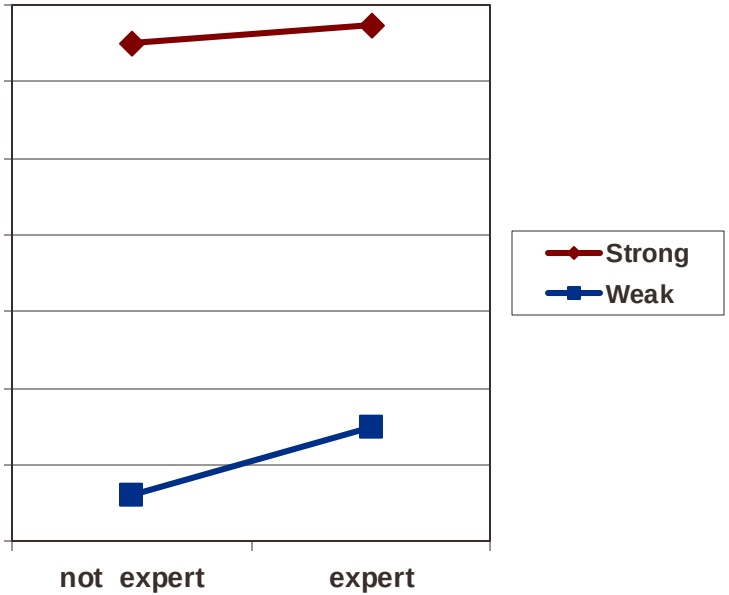

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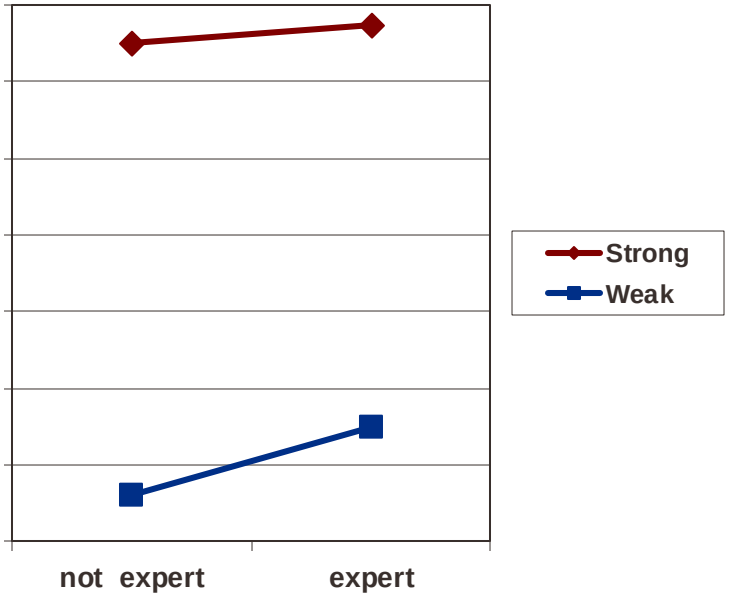

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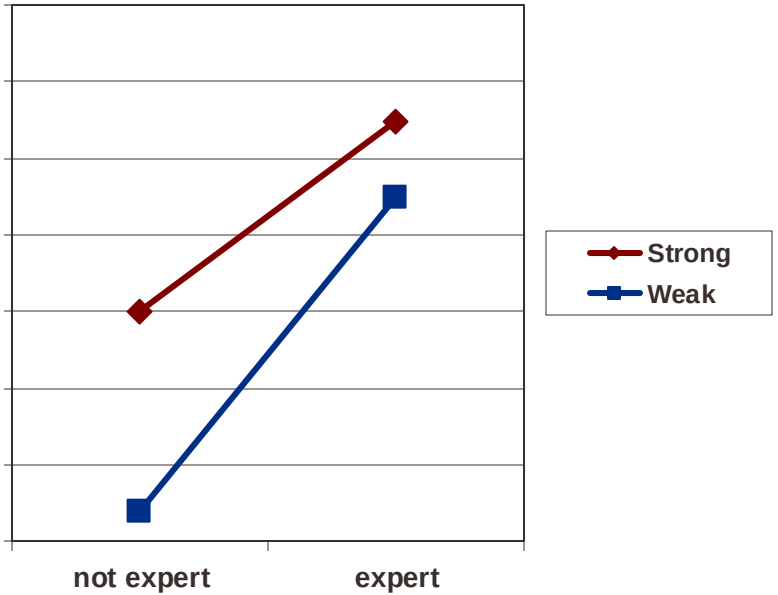

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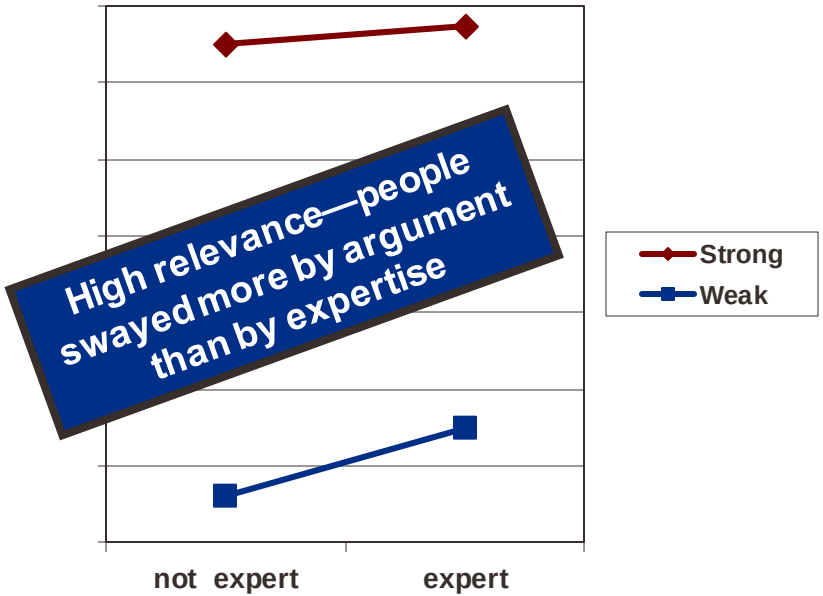

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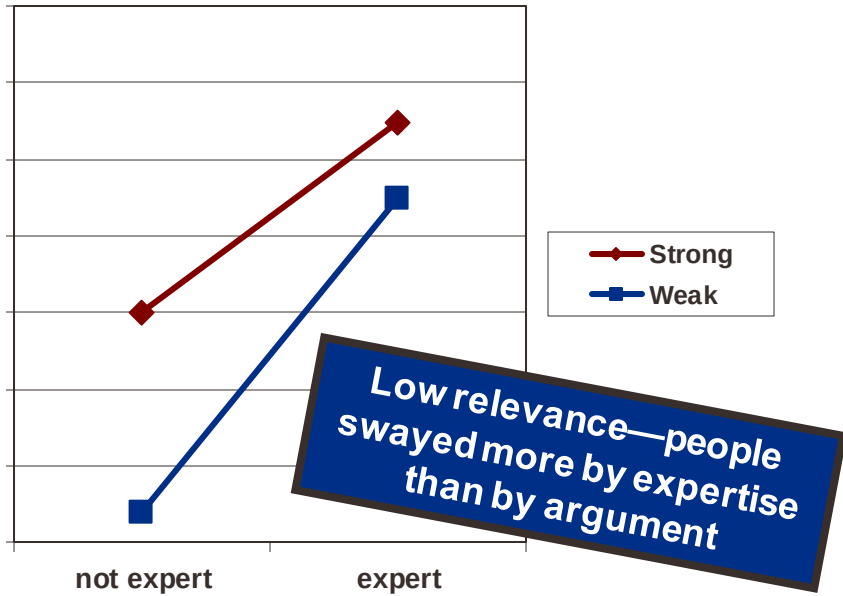

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When are systematic or peripheral processing used?

	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

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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)

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Q&A
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Thank You

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