7 Psychology Tools which Social Media sites use to Influence your Behaviour

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Think quickly of a two-digit number between 1 and 50: both numbers are different and odd.
What is:

1+5
2+4
3+3
4+2
5+1

Now repeat saying the number 6 to yourself as fast as you can for 10 seconds.

QUICK!!! THINK OF A VEGETABLE!
98% will think of a carrot
Meet Millie
“4 Things Men Can No Longer Do Thanks to Women In Leadership Schemes”
1. Authority

- Adopt a critical eye, and look into the science behind the claims - especially sample sizes!

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- One in four people think gay couples should be treated like criminals...
  - Nov 1, 2017 ... One in four people think gay couples should be 'treated like criminals'. One in four people still think gay people should be charged like criminals (Picture: Getty). A new survey across 77 countries found 28 percent of respondents — including 17 percent of UK participants — believed gay people should be...

- One in four Brits think our trains should have women-only carriages...
  - Aug 23, 2017 ... A surprising number of Brits agree with an MP’s controversial belief that train carriages exclusively for women should be introduced. One in four of us think that having women-only carriages...

- One in four people who aren’t religious call on God in times of need...
  - Jan 15, 2018 ... One in four people who aren’t religious call on God in times of need. Some people pray even if they don’t believe (Picture: Getty). A quarter of people who aren’t religious may still call on God, a new poll shows. It may not come as a surprise that even those who don’t believe might still try a prayer faced with ...

- One in four A-level results expected to be top grades | Metro News
  - Aug 17, 2017 ... Around one in four A-level entries is expected to be a top grade as the first batch of results are announced after major reforms. Boys are likely to outperform girls ...

- One in four of Donald Trump’s tweets contains fake news
  - Apr 25, 2017 ... One in four of Donald Trump’s tweets contains fake news. 24.2% of his tweets contain unverified information (Picture: Getty/Metro.co.uk). Despite launching his own crusade against what he calls ‘fake news’, around a quarter of Donald Trump’s tweets contain unproven or disputed claims. According to ...

- National Science Foundation: One in four Americans ‘doesn’t know ...
  - Feb 16, 2014 ... One in four Americans ‘doesn’t know the Earth orbits the Sun’. The solar system: A mystery to one in four Americans (Picture: Alamy/File). Twenty-six per cent of Americans do not realise the Earth orbits the Sun. A biennial survey due to be presented to US president Barack Obama and Congress revealed ...

- One in four takeaway pizzas are topped with fake cheese | Metro News
  - Oct 4, 2016 ... In the midst of all our daily disappointments, we thought there was one thing we could always trust and rely on: pizza. But we were wrong. Everything is wrong,
2. Social Proof

3/4 Of Your Neighbours have switched to fans instead of air conditioning!
Why?
Sorry! I have to go out!
3. Justification

94%

Allowed to cut to front of line if they told others "They are in a Rush"

93%

Allowed to cut to front of line if they told others "Because I have to make copies"
4. Reciprocity

Social media sites ‘add value’ by giving you something for free. This makes people feel obligated to respond positively and return the favour through recommendations or likes.
You won’t believe number 11. 22 of the cutest animals. 10 of the best facial trends this year.
5. Language and Images

Freshly Laid Eggs

8 of 10 People Never Read Past the Headlines
6. Consistency

46% Increase
After Tweeting 30+ tweets over 1 week after 7 days

Higher click rate between 1pm & 4pm
Facebook used insights to measure Likes & Dislikes to track engagement.

From 65,000 users of the Facebook app, Likes were correlated with personality traits eg:

- Shwayze = Extraversion
- Stargate SG1 = Introversion

Personalised adverts which appealed to extroverts or introverts were created resulting in:
- 40% increase Click Rate
- 50% Increase of Purchases
What to do???

○ Know you have a strong confirmation bias – you’ll see what you want to see. Social media sites track your engagement and lead you to conclusions.
○ Read a newspaper, understand it’s politics and views. Then read another newspaper with opposing views.
○ Adopt a healthily sceptical view of everything you see on social media sites. Exercise impulse control.
○ Know how to find the source of news.
○ Know how to cross check. Visit the BBC’s Reality Check site.
○ Use logic in reasoning.
Technostress

- Depression
- Headaches
- Fatigue
- Feeling of helplessness
- Back pain
- RSI
- Isolation

- Anxiety
- Bullying
- Errors in performance and judgement
- Low job satisfaction
Dealing with Technostress

- Recognise the signs
- Apply filters
- Focus on single task
- Tech-free times
- Don't overload your mind
- Create a to-do list
- Get outside
Talk to teacher or family
Keep evidence
Don’t retaliate
Think about ways you can respond!
Do things that make you feel good
Respect others!

ChildLine
0800 11 11
Any Answers?