

# Master of Online Persuasion

5 deep dives, 5 psychological concepts

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## What will you learn?

Your (web) data tells you everything you need to know about your customers and their behaviour. But do you know why they behave a certain way? If you understand why, you can use this knowledge to persuade your customers in a certain direction. In the “Master of Online Persuasion” course we will cover 5 topics in 5 Deep Dives. Each topic will be centered on a theme relevant to understanding online persuasion.

### 5 deep dives, 5 psychological concepts

- Deep dive 1: Decision making and ‘system 2’
- Deep dive 2: Decision making and ‘system 1’
- Deep dive 3: Needs & Motivation
- Deep dive 4: Attention & Perception
- Deep dive 5: Memory & Learning

If you want to know how your customers brain works, understand what drives your customers behaviour and put this knowledge into practise in persuading your customer. Sign up for this course!

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## Course topics

### Deep Dive1: Decision making and 'system 2'

The 1st Deep Dive is completely dedicated to our consciousness and rationality. We start all Deep Dives with 'ourselves'. And when we talk about 'our self', we mean 'our conscious self'. According to philosophers as Descartes, this might be the only thing we're sure of exists ('Cogito ergo sum'). But is your conscious you, really you? And is your conscious self in total control of 'you'? Do you consciously control your behavior? Do you think that you know why you behave the way you behave? Do you know why you just had that coffee? Why you're wearing the clothes you wear now? Why you took this course? Or why you started that relationship?

"Think" again...

In this 1st Deep Dive we'll dive deep into how we humans make decisions, starting with - what psychologists call - 'system 2'. System 2 is our slow, rational and effortful processing of information. In this Deep Dive, we will explore our rationality, it's enormous value and it's boundaries. We will explain how our system 2 functions, how we process information with effort, and how you can use this to persuade your customers. Also, you will learn how you can ensure that people process information effortful and what the effects are of system 2 processing on persuasion. Finally we will have a discussion on ethics and morality... (are you open for reality?) In the practical part of this Deep Dive we will show you the techniques related to our system 2 thinking.

### Deep Dive 2: Decision making and 'system 1'

Next up is 'what it all comes down to': Namely a Deep Dive into the brain processes that control the majority of our behavior; our subconscious 'System 1'.

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In Deep Dive 1 we hopefully started to convince you that our conscious rational thinking has actually little power. We're not ruled by system 2. We're ruled by system 1... So in Deep Dive 2 you will learn all about 'subconscious & heuristic processing', when people engage in heuristic processing, and what the effects of heuristic processing are. You will discover that many persuasion tactics, cognitive biases, heuristics and illusions are the result of subconscious heuristic processing. You will learn theories and techniques on how to "persuade the subconscious", and you will apply them (if it feels ok).

## Deep Dive 3: Needs & Motivation

In the 3rd Deep Dive we will focus on consumer needs and motivation. If we want to persuade our customers, we first need to understand how their needs and motivations are shaped. We will take a Deep Dive into the workings of some needs and motivation theories. We will show you how to think about goals and goal attainment. You will learn how our behavior is both shaped by internal and external motivational forces.

You will also learn what the behavioral effects are when you employ either internal or external motivational forces. Next, you will also learn about the Social Determination Theory (a general theoretical framework explaining human needs & motivation) with its three components. This meta-theory is very useful for designing various persuasion strategies. Moreover, you will learn about some other useful theories related to needs and motivation. Finally - in the practical part of the Deep Dive - we will show you how you should translate these theories into practical strategies for your own website. We will describe and demonstrate various online persuasion techniques related to needs and motivation.

## Deep Dive 4: Attention & Perception

In the 4th Deep Dive, we will focus on attention and perception. Now that you understand how you can tap onto people's motivation, it is time to learn how to attract their attention. We will Deep Dive into various aspects of attention and perception. First, we will briefly explain how we perceive (light entering our eyes) and how our brain processes things "we see".

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You will learn how our thought, memory, and the meaning of cues influences what we see. Next, we will show you that we humans have limited processing capacity (meaning that we cannot perceive all information entering our senses), and that our attention helps us to focus on things most relevant to us. You will learn how to draw our attention to aspects relevant for your goal (conversion?). We will show you how to use Gestalt principles and various visual illusions to guide the attention of your customers. Finally, we will Deep Dive into subconscious versus consciousness attention. In the practical part of the Deep Dive we will show and demonstrate various online persuasion techniques and show you how to apply these to your own website.

## Deep Dive 5: Memory & Learning

In the 5th Deep Dive, we will dive into the world of our memory, neuro-persuasion and learning. You already know how we perceive the world around us and that our memory plays an important role in our perception and hence attracting attention. Now it is time to enhance our understanding of how we memorize all this information and all these experiences.

First, we will explain how our memory is organized into stores (sensory, short term, long term) and what memory processes we use (encoding, retrieving, forgetting). Next, we will describe a feature of our memory called “hedonic memory”. This is how our memory affects the way we experience and evaluate things. Finally, memory is also important for learning, and learning in turn is something important for conversion. So you will learn about classical and operant conditioning and how to shape first-time behavior into a habit. In the practical part of the Deep Dive, we will show and demonstrate online persuasion techniques.

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## Practical information

### Schedule

The entire course consists of five half-day sessions. The sessions start at 09:00hr and end at 13:00hr or start at 13.00hr and end at 17:00hr.

### Teaching materials

All materials (tools, background articles and slides) will be shared with you online and will stay accessible for you after the course is finished. All study material will be in English. The lectures will be taught in Dutch or English (depending on the nationality of the students).

### Group

The workshop is given by 2 teachers and can hold a maximum of 25 attendees.

## What else do you get?

- **Dedicated assistance:** You will have the possibility of endlessly asking questions to your teachers and your fellow students, there will always be 2 teachers at each training day.
- **Aftercare:** The teaching materials will remain available to you afterwards.
- **A certificate:** If you attended every session you will receive your Master of Online Persuasion diploma at the end of the course.

# Master of Online Persuasion

## Our lecturers

All lecturers for this course are part of the Online Dialogue team.



Behavioural Scientist  
Roos van Dam



Behavioural Scientist  
Joost Baalbergen



Behaviorual Scientist  
Eline van Baal



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