

WEB PSYCHOLOGY  
THE SCIENCE  
*of*  
ONLINE PERSUASION



# NATHALIE NAHAI

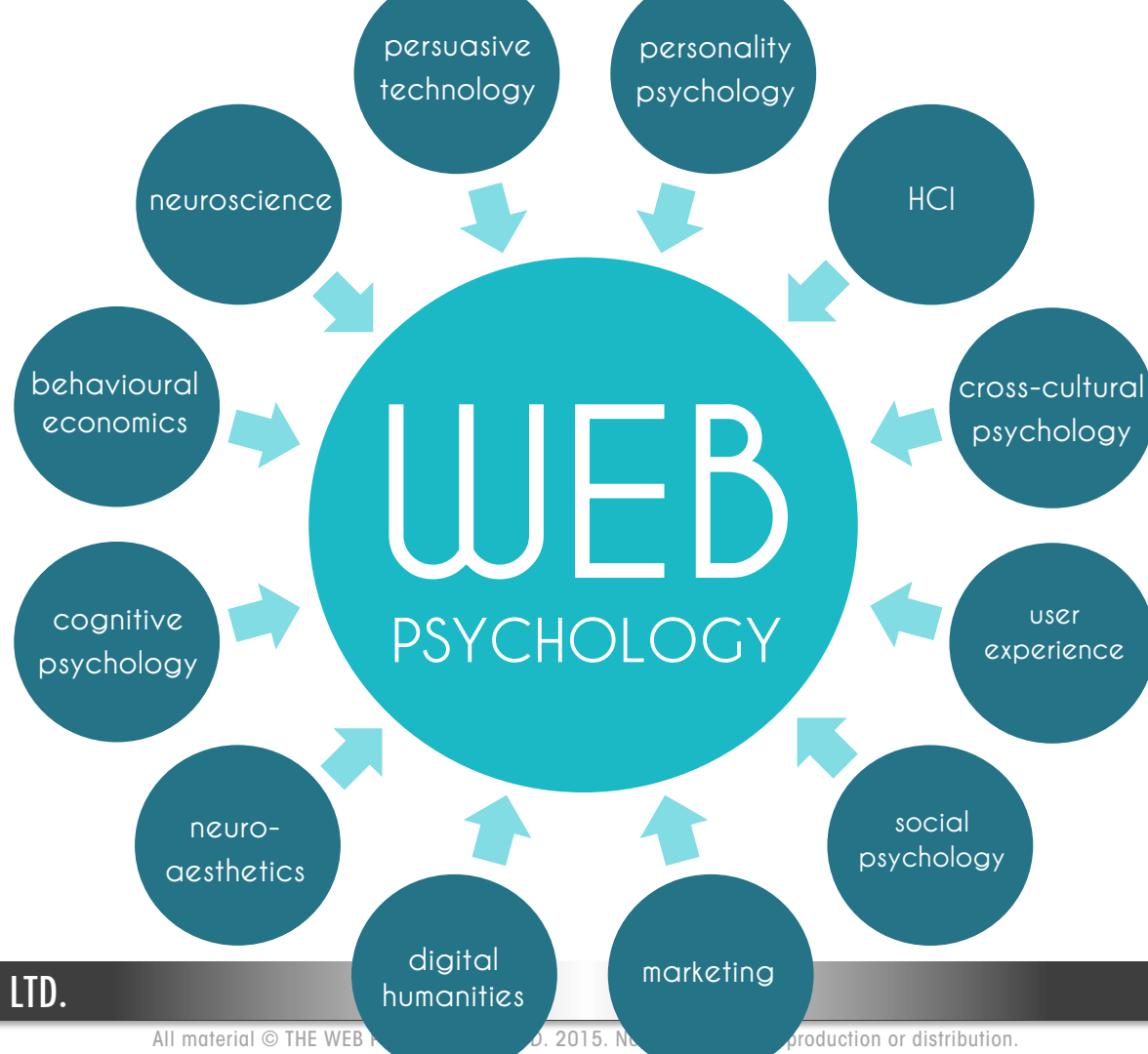
@NathalieNahai

TheWebPsychologist.com



# WEB PSYCHOLOGY

“ The empirical study of how  
our **online environments** influence  
our attitudes and **behaviours** ”



# HOW IT HELPS YOU

It's a **psychological toolkit** that can help you design more persuasive websites, marketing, and user experiences

---

# THE '3 SYSTEMS' BRAIN

---

# THE 'THREE SYSTEMS'



- Triune brain
- Brain is highly complex
- Useful model
- Understand hidden motivations
- Design persuasive experiences



# THE 'THREE SYSTEMS'



- Triune brain
- Brain is highly complex
- Useful model
- Understand hidden motivations
- Design persuasive experiences

# THE 'THREE SYSTEMS'



- Triune brain
- Brain is highly complex
- Useful model
- Understand hidden motivations
- Design persuasive experiences

# THE 'THREE SYSTEMS'



- Triune brain
- Brain is highly complex
- Useful model
- Understand hidden motivations
- Design persuasive experiences

# THE 'THREE SYSTEMS'



- Triune brain
- Brain is highly complex
- Useful model
- Understand hidden motivations
- Design persuasive experiences

---

1

---

# THE PRIMAL SYSTEM

---

# PRIMAL



- Common to all animals
- Basic vital functions
- Risky vs. Safe (FFF)
- Sex
- Food

# PRIMAL



- Common to all animals
- Basic vital functions
- Risky vs. Safe (FFF)
- Sex
- Food

# PRIMAL



- Common to all animals
- Basic vital functions
- Risky vs. Safe (FFF)
- Sex
- Food



# PRIMAL



- Common to all animals
- Basic vital functions
- Risky vs. Safe (FFF)
- Sex
- Food

# PRIMAL



- Common to all animals
- Basic vital functions
- Risky vs. Safe (FFF)
- Sex
- Food

# KEY PRINCIPLES

- Cues for sex
- Images of food / drink
- Motion
- Contrast & concrete
- Peak end rule
- Scarcity



Julian Wolkenstein - Symmetrical Portraits

# KEY PRINCIPLES

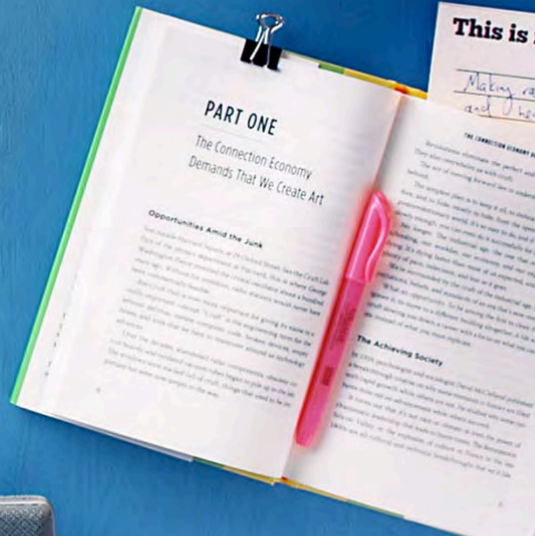
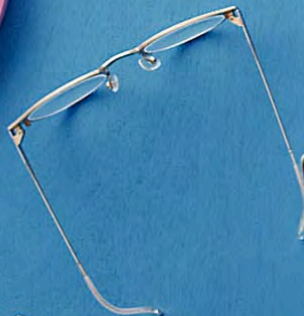
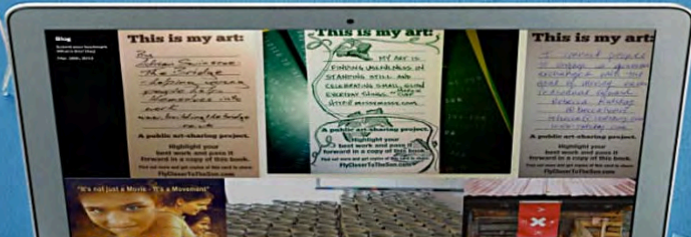
- Cues for sex
- Images of food / drink
- Motion
- Contrast & concrete
- Peak end rule
- Scarcity

Create your own

# VOICE

WEBSITES • DOMAINS • COMMERCE • MOBILE • 24/7 SUPPORT

GET STARTED





# Style that works on your schedule

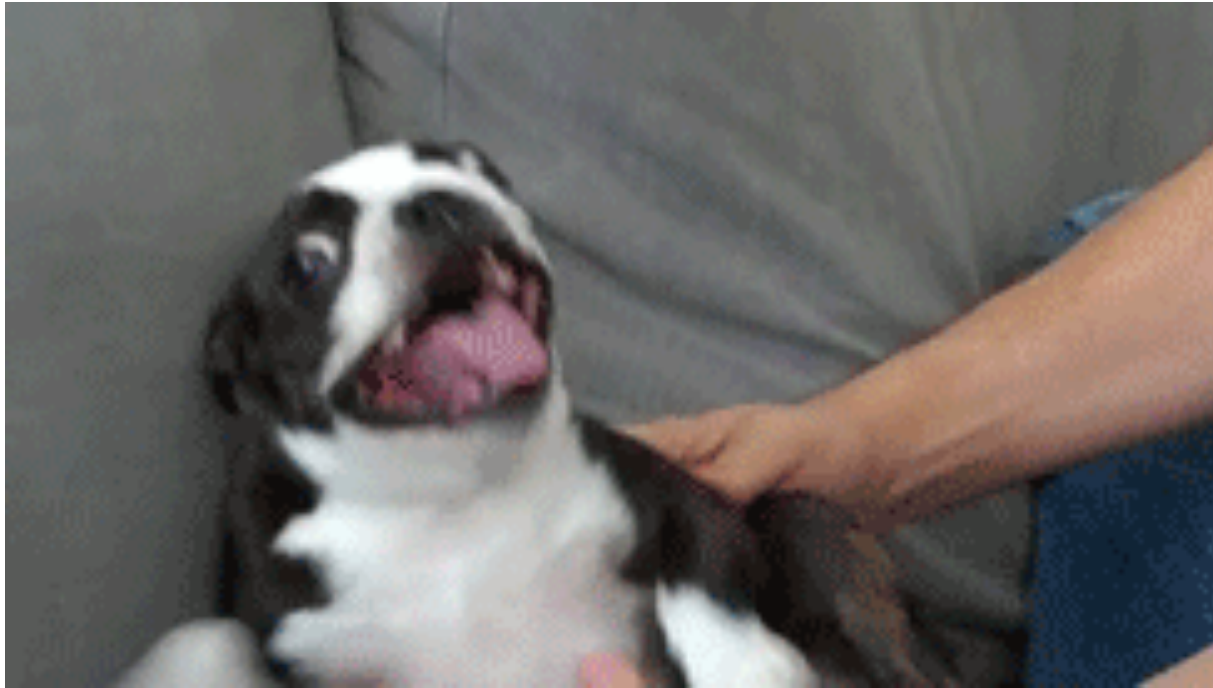
*Your personal stylist will help you build your wardrobe online or in person—leaving you time for everything else.*

GET STARTED

# KEY PRINCIPLES

- Cues for sex
- Images of food / drink
- Motion
- Contrast & concrete
- Peak end rule
- Scarcity





action items

hide

- Renew within 30 days  
(1 domain)
- Domains auto-renewing soon  
(1 domain)

shortcuts

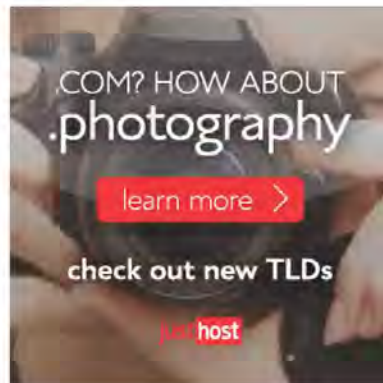
- [Register a new domain](#)
- [Transfer a new domain to your account](#)
- [Assign a domain to your cPanel account](#)
- [Select registered domains](#)
- [Manage domain redirection](#)
- [Export domain list to a CSV file.](#)

new domain search

New domains as low as £7.99 - save £2.77

Enter a web address below

get started



domain

exp

type

please select a domain:

<input type="checkbox"/>	boosquared.com	08/05/16	Unassigned
<input type="checkbox"/>	iamorphea.com	09/23/15	Unassigned
<input type="checkbox"/>	likeanyright.com	Not Found	Unassigned
<input type="checkbox"/>	linkedntraining...	Not Found	Unassigned
<input type="checkbox"/>	linkinedtraining...	Not Found	Unassigned
<input type="checkbox"/>	myneurochemic...	Not Found	Unassigned

main

name servers

## Summary

### Domain

There are 22 domains on your account.

To view more information, please select one or more domains from the domain list.

- [Select 16 domains registered through Just Host](#)

# KEY PRINCIPLES

- Cues for sex
- Images of food / drink
- Motion
- Contrast & concrete
- Peak end rule
- Scarcity



Potential. Delivered.



**Standard Life**  
Investments

Equities · Fixed Income · Real Estate · Multi-asset · Private Equity  
[standardlifeinvestments.co.uk](http://standardlifeinvestments.co.uk)

# KEY PRINCIPLES

- Cues for sex
- Images of food / drink
- Motion
- Contrast & concrete
- Peak end rule
- Scarcity



- FREE delivery\* on all orders
- Lowest price guaranteed
- Nationwide installation service
- 172 Stores nationwide

## Secure checkout

### 1. SIGN IN

#### REGISTERED CUSTOMERS

Enter e-mail\*

Password

Sign in

[Forgot password?](#)

#### GUEST CHECKOUT

Checkout without registering. You can create an account afterwards to easily access previous orders & saved designs.

Continue

### 2. BILLING & DELIVERY

EDIT ✓ ↕

### 3. REVIEW ORDER

EDIT ✓ ↕

### 4. PAYMENT



### BASKET SUMMARY [VIEW BASKET](#)



Savoy gloss black WC seat  
Qty : 2 **£40.00**

Sub total :	<b>£80.00</b>
Discount :	<b>-£8.00</b>
Delivery :	<b>FREE</b>
VAT (included) :	<b>£12.00</b>

**Order Total : £72.00**







[Help & advice](#) | [Quote retrieval](#) | [Store locator](#)

[Sign in](#) | [Register](#)

172 stores nationwide

Product search

Search

0 item £0.00

Basket

[Suites](#)

[Baths](#)

[Showers](#)

[Basins](#)

[Toilets](#)

[Furniture](#)

[Tiles](#)

[Taps](#)

[Accessories](#)

[Lighting](#)

[Heating](#)

[Offers](#)



FREE delivery\* on all orders ▶



Lowest price guaranteed ▶



Nationwide installation service ▶



172 Stores nationwide ▶

## ✓ Thanks for your order

We're processing your order right now and you'll receive an email confirmation shortly.

Your order number is **11617547**

If you have any questions about your order please contact your local store.

Finchley Road  
136 Finchley Road  
London  
NW3 5HS  
02074 313300  
[finchleyroad@bathstore.com](mailto:finchleyroad@bathstore.com)

*JUST BOUGHT YOUR  
DREAM BATHROOM !*

Now let's get it installed

Our skilled installation team know our products like the back of their hand - they're nationwide and ready to fit your bathroom with the minimum possible disruption.

[Find out more](#)

[Enquire now](#)



**bathstore**  
**EXPERT**  
INSTALLATION





# KEY PRINCIPLES

- Cues for sex
- Images of food / drink
- Motion
- Contrast & concrete
- Peak end rule
- Scarcity



Furniture & Lighting

Kitchen & Dining

Bed & Bath

Home Furnishings

Art

Garden & Pets

Baby & Child

Fashion Accessories

Food Hall

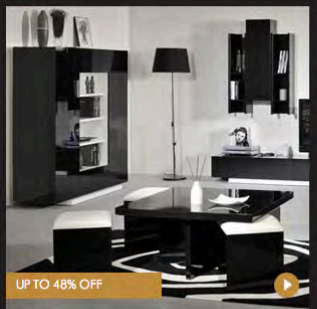


SCIAE ●○○○○  
Furniture to inspire a monochrome makeover



TODAY'S TOP PROMOTION  
Ultimate Rug Company  
Superior style updates

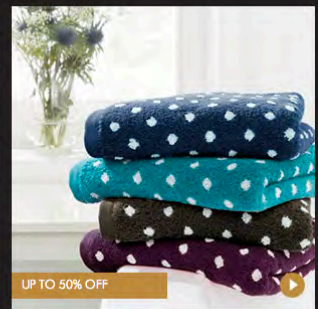
### New Promotions



UP TO 48% OFF  
SCIAE  
Furniture to inspire a monochrome makeover



UP TO 70% OFF  
Premier: Bathroom Accessories  
Sleek designs to complete your scheme



UP TO 50% OFF  
Christy Georgia Towels  
Luxury softness for bathtime bliss



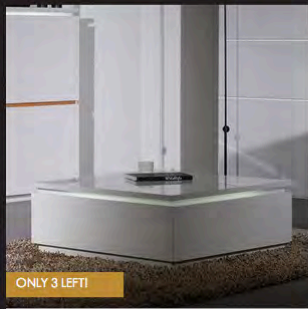


## SCIAE

From the heart of the Champagne-Ardenne region of France, furniture brand SCIAE has been innovating over the last 60 years in the designing and manufacturing of furniture. Nurturing and developing its French know-how, it offers a seductively sleek and minimalistic range. This is monochrome chic at its finest, on display in this time-limited ACHICA promotion.



Sort By



ONLY 3 LEFT!

Sciae Electra 36 Coffee Table  
**£249.00 ACHICA**  
£409.00 RRP



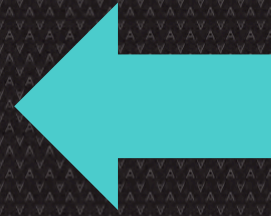
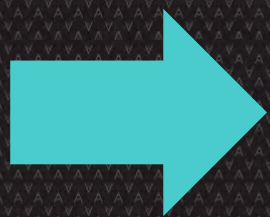
ONLY 3 LEFT!

Sciae Electra 36 Glass Display Cabinet  
**£299.00 ACHICA**  
£529.00 RRP



ONLY 8 LEFT!

Sciae Electra 36 Mirror  
**£189.00 ACHICA**  
£329.00 RRP



---

# 2

---

## THE EMOTIONAL SYSTEM

---

# EMOTIONAL



- Limbic system
- Ancient & automatic
- Amygdala fear, relevance, trust
- Thalamus happy, sad, disgusted
- VTA dopamine – risk & reward

# EMOTIONAL



- Limbic system
- Ancient & automatic
- Amygdala fear, relevance, trust
- Thalamus happy, sad, disgusted
- VTA dopamine – risk & reward

# EMOTIONAL



- Limbic system
- Ancient & automatic
- **Amygdala** fear, relevance, trust
- Thalamus happy, sad, disgusted
- VTA dopamine – risk & reward



# EMOTIONAL



- Limbic system
- Ancient & automatic
- Amygdala fear, relevance, trust
- **Thalamus** happy, sad, disgusted
- VTA dopamine – risk & reward

# EMOTIONAL



- Limbic system
- Ancient & automatic
- Amygdala fear, relevance, trust
- Thalamus happy, sad, disgusted
- VTA dopamine – risk & reward

# KEY PRINCIPLES

- Empathy (mirror neurons)
- Pleasure & pain
- Body language
- Story-telling
- Images of faces

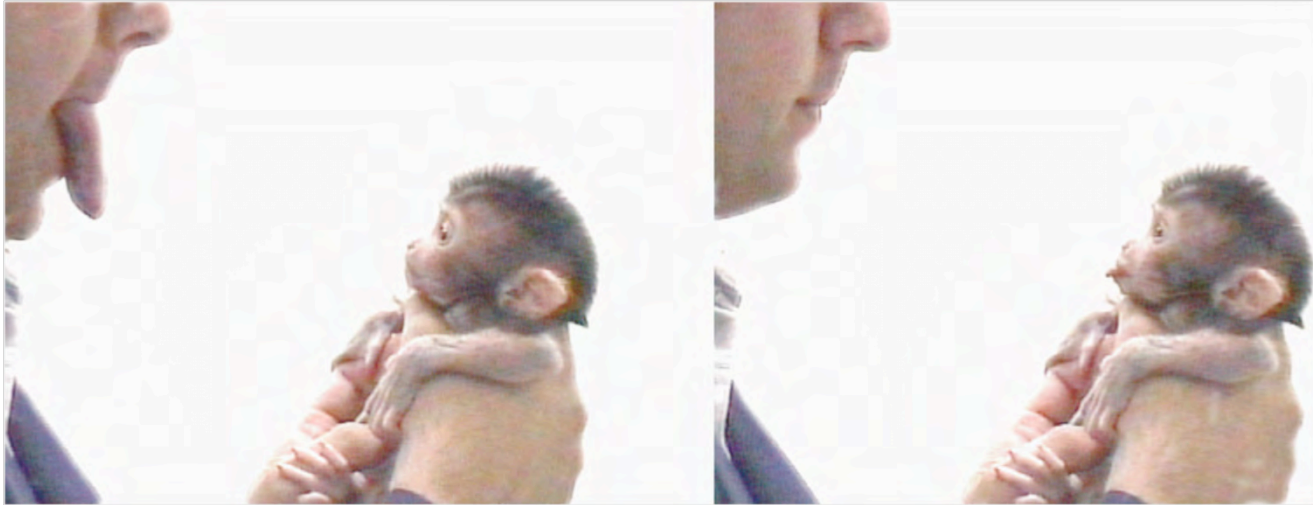
# MIRROR NEURONS

Placed electrodes in ventral premotor cortex of macaques, to study neurons specialized in control of hand and mouth actions...

10% mirror actions

- Rizzolatti et al (1992)

# MIRRORING



# MIND-READING

“ Building block of human interaction - assisting in “mind-reading” and allowing people to understand and to share the feelings of others ”

- Hatfield et al (2009)

# KEY PRINCIPLES

- Empathy (mirror neurons)
- Pleasure & pain
- Body language
- Story-telling
- Images of faces





TOMS

Shop

How We Give

# NEW SHOES ARE JUST THE FIRST STEP

SEE HOW YOUR PURCHASES HELP SPREAD JOY >



TOMS

Shop

How We Give



ONE FOR ONE™

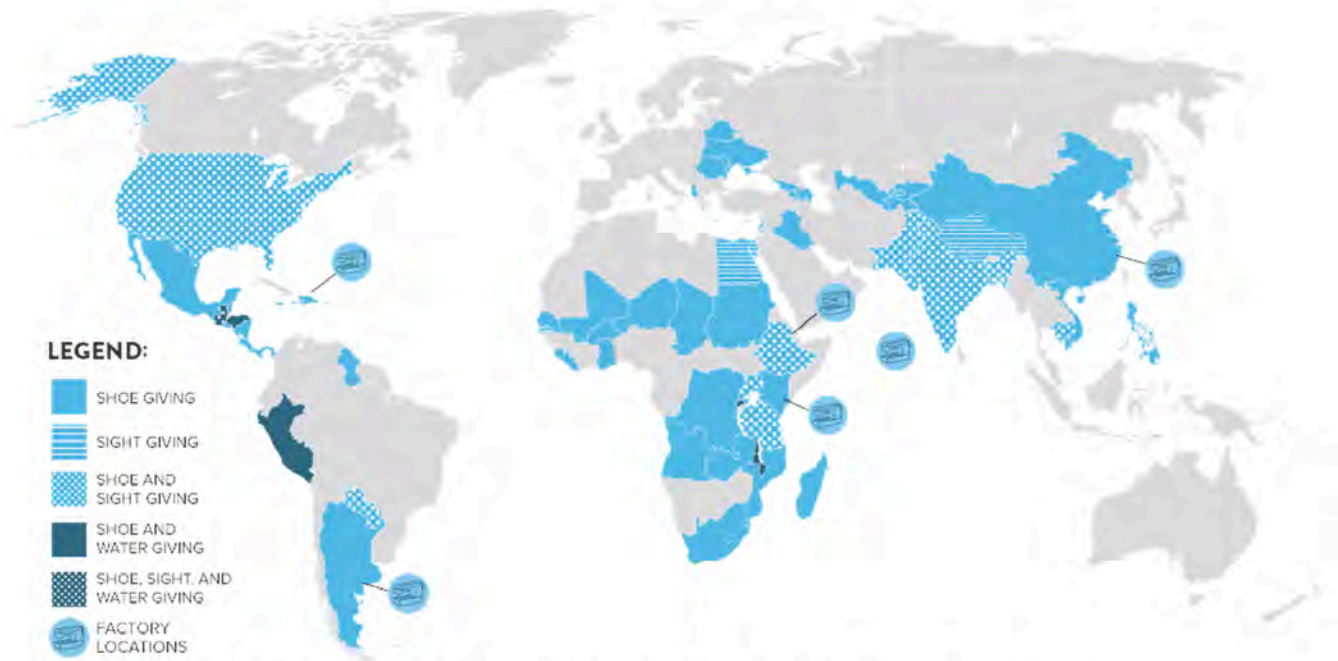
THE GIFT OF SHOES

THE GIFT OF SIGHT

We're in business to help improve lives.  
With every product you purchase, TOMS will help a person in need. One for One™.



# WHERE WE GIVE



**TOMS WORKS WITH MORE THAN 100 GIVING PARTNERS TO DELIVER TOMS SHOES, SIGHT AND WATER SERVICES.**

**SHOE GIVING**

OVER **60** COUNTRIES

**SIGHT GIVING**

**13** COUNTRIES

**WATER GIVING**

TOMS ROASTING CO. LAUNCHED IN

# ASK YOURSELF



How does purchasing your product translate into a **greater impact** worth celebrating?



# KEY PRINCIPLES

- Empathy (mirror neurons)
- Pleasure & pain
- Body language
- Story-telling
- Images of faces

# Get ANYTHING YOU WANT

IT DOESN'T TAKE TALENT OR LUCK TO SUCCEED,  
YOU JUST NEED TO DECIDE - I'LL SHOW YOU HOW



GET FREE TIPS TO CREATE A BUSINESS & LIFE YOU LOVE



Get it!

## How To Use Social Media So It Doesn't Overwhelm Your Life

259 COMMENTS



Waking up without an alarm.

Having a cappuccino (or two) before meandering around a small, medieval village in search of the perfect artisanal gelato.

Ahhh, the simple life.

### PRAISE

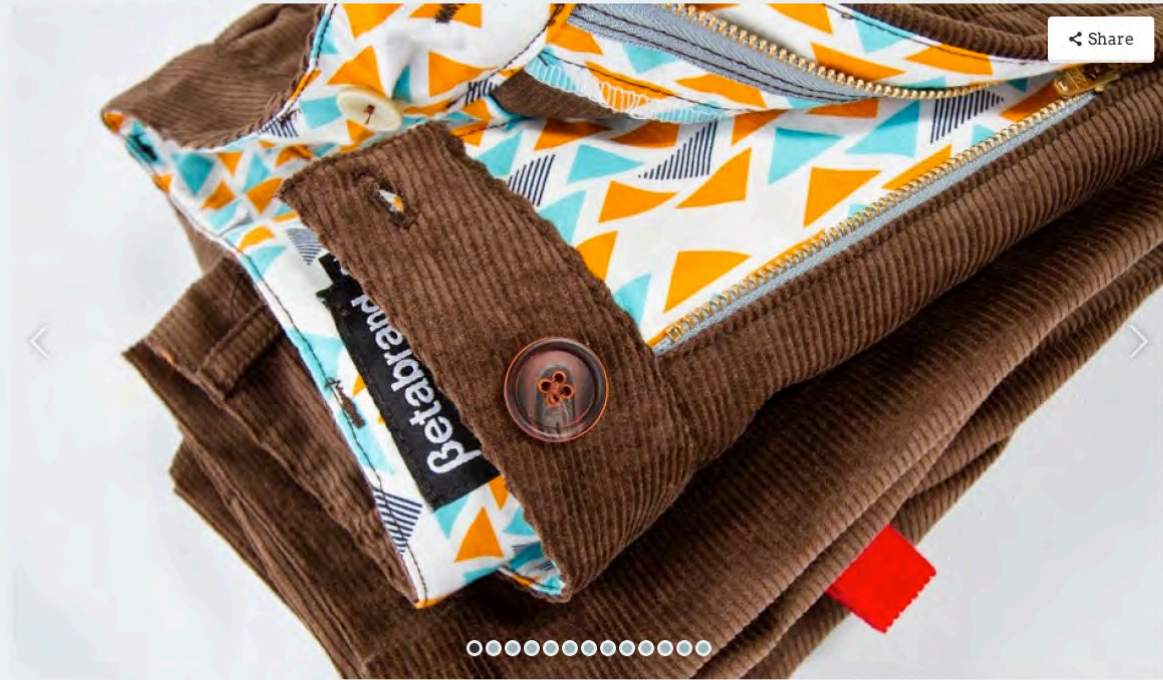
"Marie Forleo is an authentic leader for the next generation. Her confidence, enthusiasm and spirit bleed through every blog, lecture and music video."

- Gabrielle Bernstein

### RESOURCES

# KEY PRINCIPLES

- Empathy (mirror neurons)
- Pleasure & pain
- Body language
- Story-telling
- Images of faces



### Brown Flag Cordarounds

\$90

Shipping Information

SIZE ▾

ADD TO CART

#### Make, Care, & Fit

How do they fit?





## Make, Care, & Fit

### How do they fit?

Our cords fit true to size.

### What if my inseam is 30" or 34"?

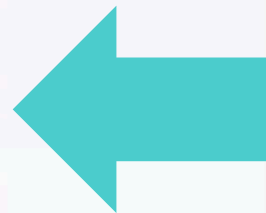
We're a small business, so we offer only a couple of lengths right now. Fortunately, any tailor can hem our pants to a great fit.

### How do I care for them?

Machine wash cold, tumble dry low.

### Vital Statistics

- Fabric: 11-wale corduroy (100% cotton).
- Colorful triangle-print lining.
- Signature side-flash and evil-eye pockets.



## Men's Brown Horizontal-Corduroy Pants

### Finally, Horizontal-Corduroy Pants

Praise science and the incredible times we live in!

Through sheer scientific marvel, Betabrand has fabricated corduroy that goes sideways instead of up-and-down, lowering drag coefficient by an amazing 16.24%!

The result are Cordarounds, our famous horizontal-corduroy pants. Finally, aerodynamic cords to keep up with our fast-paced lives — even accelerate them!





## Men's Brown Horizontal-Corduroy Pants

### Finally, Horizontal-Corduroy Pants

Praise science and the incredible times we live in!

Through sheer scientific marvel, Betabrand has fabricated corduroy that goes sideways instead of up-and-down, lowering drag coefficient by an amazing 16.24%!

The result are Cordarounds, our famous horizontal-corduroy pants. Finally, aerodynamic cords to keep up with our fast-paced lives — even accelerate them!



*Cordarounds mesh evenly, lowering the average wearer's crotch heat index (CHI) reading by up to 22%.*



But that's not all they do! Unlike vertical corduroy, which produces friction that can heat your crotch to uncomfortable, even dangerous levels, Cordarounds' horizontal wales mesh evenly, lowering the average wearer's crotch heat index (CHI) reading by up to 22%.

We've always thought our Cordarounds were cooler than common cords. Now we have the data to prove it.



# KEY PRINCIPLES

- Empathy (mirror neurons)
- Pleasure & pain
- Body language
- Story-telling
- Images of faces

# WHAT WILL YOU DO WITH IT

*meet the happiest mother in Malawi*







---

3

---

THE RATIONAL SYSTEM

---

# RATIONAL



- Unique to humans
- Higher cognitive functions
- Plan, organise, problem-solve
- Social learning & innovation
- Language, abstract thought

# RATIONAL



- Unique to humans
- Higher cognitive functions
- Plan, organise, problem-solve
- Social learning & innovation
- Language, abstract thought



# RATIONAL



- Unique to humans
- Higher cognitive functions
- Plan, organise, problem-solve
- Social learning & innovation
- Language, abstract thought

# RATIONAL



- Unique to humans
- Higher cognitive functions
- Plan, organise, problem-solve
- Social learning & innovation
- Language, abstract thought

# RATIONAL



- Unique to humans
- Higher cognitive functions
- Plan, organise, problem-solve
- Social learning & innovation
- Language, abstract thought

# KEY PRINCIPLES

- Enable post-rationalisation
- Product demonstration
- Listing specs / product benefits
- Give evidence that it works
- Be the authority

# REWARD THEM

- Positive reinforcement – thank your customers!

# REWARD THEM

- Positive reinforcement – **thank your customers!**
- “You made a good decision for signing up”  
(to an email, webinar, event, order, etc.)

# REWARD THEM

- Positive reinforcement – **thank your customers!**
- “You made a good decision for signing up”  
(to an email, webinar, event, order, etc.)
- Give a freebie (e.g. video / resources)

# KEY PRINCIPLES

- Enable post-rationalisation
- Product demonstration
- Listing specs / product benefits
- Give evidence that it works
- Be the authority



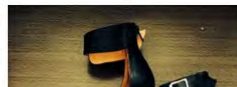
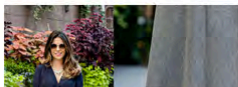
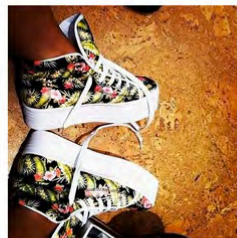
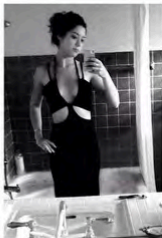
NASTY GAL PRESENTS

SHOP NOW  
→

# THE CLICK

Share your style in your favorite Nasty Gal looks, tag yourself,  
and check out everyone else who's in!

Hashtag #nastygal  
on Instagram or Twitter  
or



# VISUAL MARKETING.

Olapic turns consumer-generated content into your most valuable brand asset.

[LEARN MORE](#)

[REQUEST A DEMO](#)

# KEY PRINCIPLES

- Enable post-rationalisation
- Product demonstration
- Listing specs / product benefits
- Give evidence that it works
- Be the authority



Nikon At the heart of the image™

Nikon Americas | USA

Search

Nikon Global

Home **Nikon Products** Learn & Explore Service & Support About Nikon Featured Deals My Account

Nikon Products > Digital SLR Cameras > All Digital SLR Cameras > D7200

# D7200

★★★★★ 10 reviews

2 Options Available

**SALE** Starting at \$1,199.95

Select an option

Add to Cart

What's in the box | Where To Buy



WiFi CERTIFIED BUILT-IN



Compare

Overview

Tech Specs

Buying Options

Accessories

Ratings & Reviews

Product Forum

Support

## I AM CHALLENGE READY

For the first time, the exhilarating image quality, low-light capabilities and speed of a Nikon DSLR are available with the convenience of built-in Wi-Fi® and Near Field Communication (NFC)™. Introducing the D7200, the new star of Nikon's DX-format line-up. Bring your creative vision to life with photos and videos that shine with sharpness and clarity. Shoot in nearly any light—from dawn until after dusk—and capture everything from sports and action to wildlife and everyday moments. Then share your beautiful images easier than ever with a compatible smart device. Whether you're a passionate photographer or videographer looking for a





At the heart of the image™

Nikon Americas | USA

Search



Nikon Global

Home **Nikon Products** Learn & Explore Service & Support About Nikon Featured Deals My Account

Nikon Products > Digital SLR Cameras > All Digital SLR Cameras > D7200

# D7200

★★★★★ 10 reviews

2 Options Available

**SALE** Starting at \$1,199.95

Select an option

Add to Cart

What's in the box | Where To Buy



Compare

Overview **Tech Specs** Buying Options Accessories Ratings & Reviews Product Forum Support

## At a Glance

### Effective Pixels

24.2 million

### Sensor Size

23.5 mm x 15.6 mm

### Image Sensor Format

DX

### Top Continuous Shooting Speed at full resolution

6 frames per second

### ISO Sensitivity

ISO 100 -25,600

### Movie

Full HD 1,920x1,080 / 60 fps (1.3x image area only)

Full HD 1,920x1,080 / 50 fps (1.3x image area only)

Full HD 1,920x1,080 / 30 fps

Full HD 1,920x1,080 / 25 fps

Full HD 1,920x1,080 / 24 fps

### Monitor Type

Wide Viewing Angle TFT-LCD

### Battery / Batteries

EN-EL15 Lithium-ion Battery

### Approx. Dimensions (Width x Height x Depth)





# Model S

\$575 /mo after gas savings

ORDER

TEST DRIVE

LEARN MORE

Apply for leasing ▶

Value my trade-in ▶



Registration only takes 60 seconds!

## ENTERPRISE

- ✓ **NEW** - HootSuite Conversations
- ✓ **Unlimited** Social Profiles
- ✓ **5-500,000+** Team Members
- ✓ **Enhanced** Analytics
- ✓ **Advanced** Security
- ✓ **Compliance** Integrations
- ✓ **Geo-Targeting**
- ✓ **Tier 1** Enterprise Support
- ✓ **HootSuite University** Included
- ✓ **Professional Services**

Visit Enterprise

30 Day  
FREE Trial

## PRO from \$8.99/month

- ✓ **NEW** - HootSuite Conversations
- ✓ **50** Social Profiles
- ✓ **1** Additional User Included
- ✓ **1** Enhanced Analytics Report
- ✓ **Advanced** Message Scheduling
- ✓ **Unlimited** Apps
- ✓ **Unlimited** RSS Feeds
- ✓ **HootSuite University** - Optional
- ✓ **HootCare** - Optional

Upgrade

30 days risk-free

## FREE \$0/month

- ✓ **NEW** - HootSuite Conversations
- ✓ **5** Social Profiles
- ✓ **0** Team Members
- ✓ Basic Analytics Reports
- ✓ Message Scheduling
- ✓ **Unlimited** Apps
- ✓ **2** RSS/Atom Feeds

Current Plan

*"Managing all your social media accounts at once with the rather well-known HootSuite is, from my experience, the best option around."*

— The Next Web

*"HootSuite is an essential tool for managing social networks by allowing teams to efficiently track conversations and measure campaign results."*

— Pete Cashmore, CEO, Mashable

### Hoo's Using HootSuite



### Frequently Asked Questions

#### How does the 30-day free trial work?

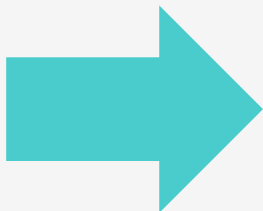
To explore how HootSuite Pro can help you manage your social media accounts, simply sign-up and test at no cost for 30 days. We'll let you know when your trial is almost over so you can choose between Pro and Free.

#### Can I upgrade my plans at any time?

# Schedule. Manage. Measure.

Get the world's #1 social relationship platform

	Free	Pro <small>—30 day free trial—</small>	Enterprise
	Great for: Personal Use	Great for: Businesses (from £6.99/month)	Great for: Corporations, Organizations, Governments
	<a href="#">Current Plan</a>	<a href="#">Upgrade to Pro</a>	<a href="#">Learn More</a>
<b>Plans &amp; Pricing</b>			
Social Profiles	Up to 3	50 included, up to 100	Unlimited
Enhanced Analytics Reports	Basic	1 included, up to 10	Unlimited
Message Scheduling	Basic	Advanced	Advanced
Team Members	None	1 included, up to 9	Up to 500,000
App Integrations	Basic	Basic	Unlimited
RSS	Up to 2	Unlimited	Unlimited
Hootsuite University	Optional	Optional	✓
Security		✓	Advanced
Vanity/Custom URL's		Optional	Optional
Message Archiving		100 included, up to 100,000	Unlimited
Enhanced technical support		Optional	✓
Professional services			✓
Dedicated account rep.			✓
Compliance integrations			✓
Geo-targeting			✓
	<a href="#">Current Plan</a>	<a href="#">Upgrade to Pro</a> (from £6.99/month)	<a href="#">Learn More</a>



Over 10 million users and the world's top brands use Hootsuite



# KEY PRINCIPLES

- Enable post-rationalisation
- Product demonstration
- Listing specs / product benefits
- Be the authority



Glow by day, hydrate by night  
FREE\* skincare trio with any £40 spend. Enter code: **RADIANCE**

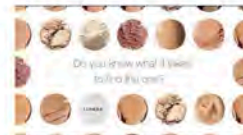
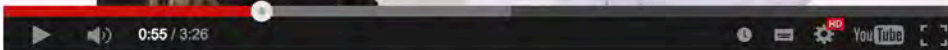


[MORE DETAILS](#)

Video Gallery | [The Perfect Base](#)

## Superprimer Face Primer & Foundation How-To

Superprimer Face Primer & Foundation How-To



Foundation: Do you know what it takes to find the one?



Meet Foundations New Best Friend

# KEY PRINCIPLES

- Enable post-rationalisation
- Product demonstration
- Listing specs / product benefits
- Be the authority
- Give evidence that it works

# EVIDENCE

**N°7**  
Protect & Perfect  
ADVANCED Serums

N°7  
Protect & Perfect  
ADVANCED  
Serum

N°7  
Protect & Perfect  
Intense  
ADVANCED  
Serum

3 for 2

Clinically proven to be  
even more effective at  
reducing the appearance  
of lines and wrinkles

Plus free delivery to stores



When brushing twice daily.

---

# KEY TAKEAWAYS

---

# KEY TAKEAWAYS

To be persuasive online in ecommerce, marketing and customer engagement, you have to target all 3 systems.

# KEY TAKEAWAYS

To be persuasive online in ecommerce, marketing and customer engagement, you have to target all 3 systems.

Your message, content and website should be:



# KEY TAKEAWAYS

To be persuasive online in ecommerce, marketing and customer engagement, you have to target all 3 systems.

Your message, content and website should be:

Primal

Arousing

# KEY TAKEAWAYS

To be persuasive online in ecommerce, marketing and customer engagement, you have to target all 3 systems.

Your message, content and website should be:

✓ Primal

Arousing

✓ Emotional

Emotionally effective

# KEY TAKEAWAYS

To be persuasive online in ecommerce, marketing and customer engagement, you have to target all 3 systems.

Your message, content and website should be:

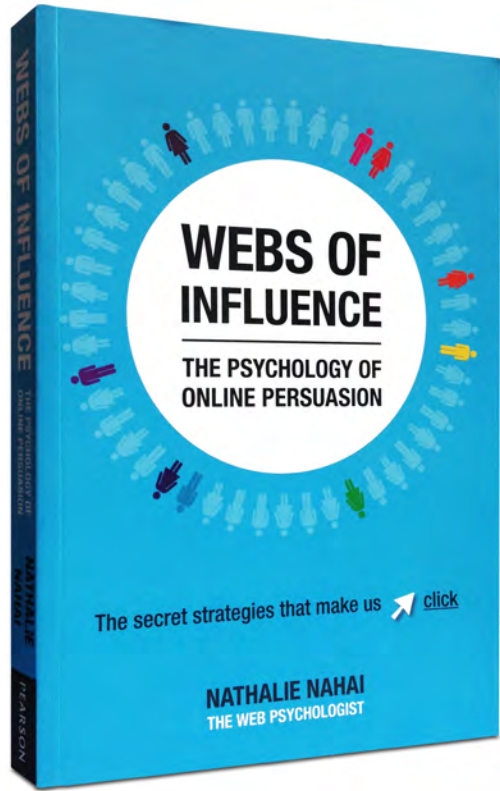
- ✓ Primal                      Arousing
- ✓ Emotional                Emotionally effective
- ✓ Rational                    Intellectually compelling

# REFERENCES

- 1 Julian Wolkenstein (2012): <http://www.julianwalkenstein.com/index.php/project/symmetrical-portraits/>
- 2 Ticked pug dog gif (2014): <http://gif-central.blogspot.co.uk/2013/03/tickling-dog.html>
- 3 Squarespace (2013): <http://www.squarespace.com/>
- 4 Trunk Club (2015): <https://www.trunkclub.com/>
- 5 Just Host (2015): <https://www.justhost.com/>
- 6 Conversion Rate Experts (2015): <http://www.conversion-rate-experts.com/>
- 7 We Work (2015): <https://www.wework.com/>
- 8 Standard Life Investments – Mohawk: <http://www.creativebrief.com/agency/work/21462/3097/standard-life-investments-advertising-digital-potential-delivered-by-mohawk-ltd>
- 9 Hotel G (2015): <http://hotelgsanfrancisco.com/>
- 10 Worchel, S., Lee, J., & Adewole, A. (1975). Effects of supply and demand on ratings of object value. *Journal of Personality and Social Psychology*, 32(5), pp. 906-914.
- 11 Infine Wordpress Theme (2014): <http://wp.inline.byaviators.com/>
- 12 Achica (2013). <http://www.achica.com>
- 13 Di Pellegrino, G., Fadiga, L., Fogassi, L., Gallese, V., & Rizzolatti, G. (1992). Understanding motor events: A neurophysiological study. *Experimental Brain Research*, 91, pp. 176-180.
- 14 Monkey Image Credit: Evolution of Neonatal Imitation. *Gross L, PLoS Biology Vol. 4/9/2006, e311 doi:10.1371/journal.pbio.0040311*
- 15 Laird, J. D., Cuniff, M., Sheehan, K., Shulman, D., & Strum, G. (1989). Emotion specific effects of facial expressions on memory for life events. *Journal of Social Behavior and Personality*, 4, pp. 87-98.
- 16 Fail Blog Nut Shots (2012). <http://www.youtube.com/watch?v=apVZCG5zAxw&feature=c4-overview&list=UUONQ53-nTMwqjRhj3sRaiAQ>
- 17 Tom's Shoes (2015): <http://www.toms.co.uk/>
- 18 Marie Forleo (2013): <http://www.marieforleo.com/>
- 19 Beta Brand (2014): <http://www.betabrand.com/>
- 20 Charity Water (2014): <http://www.charitywater.org/>
- 21 Nasty Gal (2015): <http://theclick.nastygal.com/>
- 22 Olapic (2015): <http://learn.olapic.com/request-knowledge>
- 23 Nikon (2015): <http://www.nikonusa.com/en/>
- 24 Tesla Motors (2015) <http://www.teslamotors.com/>
- 25 Hootsuite (2013 & 2015): <https://hootsuite.com/plans>
- 26 Boots No 7 (2014): <http://www.boots.com/en/No-7/No7-Skincare/>
- 27 Clinique (2015): <http://www.clinique.co.uk/perfect-base#2>
- 28 Colgate toothpaste (2011): <https://www.youtube.com/watch?v=99T-iGcii8U>

# DOWNLOAD THE SLIDES

[bit.ly/drupal2015](https://bit.ly/drupal2015)



# WEBS OF INFLUENCE

THE PSYCHOLOGY OF ONLINE PERSUASION

[bit.ly/websofinfluence](http://bit.ly/websofinfluence)



# ANY QUESTIONS?

Get in touch

@NathalieNahai

TheWebPsychologist.com