1. Persuasion

- **Definition**:
    - The ability to influence others' beliefs, decisions, or actions.
    - Can be achieved through:
        - **Conscious persuasion**: Direct methods like logical reasoning, credibility, or emotional appeal.
        - **Subconscious persuasion**: Indirect methods, such as environmental context or social proof, that influence decisions without explicit awareness.
    - Examples include advertisements, political speeches, or social influence.

2. Framing

- **Explanation**:
    - The process of shaping the perception of a situation, object, or idea.
    - Frames provide context that affects how people interpret and value something.
    - Analogy: A valuable painting in a poorly crafted frame may seem less valuable, while an average painting in an expensive frame may appear more significant.
- **Applications**:
    - Used in marketing, communication, and everyday interactions to influence perceptions.

3. Three Steps to Change a Frame

- To alter the perception of an event, idea, or product, focus on:
    - **Consequence**:
        - Change how the outcome is viewed (e.g., highlight positive results or downplay negative ones).
        - Example: After a car accident, emphasise that no one was hurt rather than focusing on the damaged car.
    - **Cause**:
        - Provide a reason or explanation that alters perception.
        - Example: Explain that a delay was caused by helping someone in need, evoking empathy.

- **Metric**:
  - Adjust how something is measured or evaluated.
  - Example: Downplay the severity of a problem or exaggerate the significance of a benefit.

4. Behavioural Economics

- **Overview**:
  - A branch of economics that considers how psychological factors and emotions influence decisions, often in ways that deviate from pure logic.
  - Contrasts with traditional economics, which assumes rational decision-making based solely on price, supply, and demand.
- **Examples**:
  - **Price perception**: Higher prices can create the illusion of higher quality (e.g., luxury goods).
  - **Branding**: Identical items, such as sunglasses, are valued differently based on branding (e.g., Ray-Ban vs. generic).

5. Persuasive Techniques

- **Hook-Demonstration-Value Framework**:
  - **Hook**: Captures initial attention.
  - **Demonstration**: Provides evidence or examples to support the argument.
  - **Value**: Articulates clear benefits to the audience.
- **Recognising and Defending Against Persuasion**:
  - Be aware of common techniques, such as urgency, social proof, or emotional appeal.
  - Assess motivations behind persuasive attempts to make informed decisions.

6. Direct, Immediate, and Maximal Benefits

- **Principles for Effective Persuasion**:
  - **Direct**: Highlight personal relevance and benefits.
  - **Immediate**: Offer tangible or instant rewards.
  - **Maximal**: Show significant, transformative benefits.

- **Why These Work**:
    - People respond more strongly to benefits that are closely tied to their immediate needs and desires.
    - Example: A fitness program marketed as “Lose weight in six weeks” is more appealing than “Gradual health improvements over two years.”

7. Social Influence and Decision-Making

- **External Factors**:
    - Culture, media, peer groups, and self-talk significantly impact choices.
- **Social Proof**:
    - People tend to follow the behaviour of others.
    - Example: Seeing a long queue for a restaurant may make it seem more desirable.

Practical Applications of Framing

Turning Negatives into Positives

- **Reframing Negative Events**:
    - Shift focus to non-negatives or positives.
    - Example: After a setback, highlight the learning opportunity (“At least we now know what doesn’t work”).
- **Highlighting Benefits**:
    - Use positive consequences to redefine the event.
    - Example: “The car accident will result in a better insurance payout than the car’s actual value.”

Shifting Perceptions

- **Using Causes**:
    - Sympathetic causes evoke understanding and forgiveness.
    - Example: A parent distracted by a family emergency receives empathy for neglecting other responsibilities.
- **Altering Metrics**:
    - Minimise the perceived severity of negatives.

- Example: Downplaying minor damage in a car accident by comparing it to larger, more severe incidents.

Examples of Framing Techniques

Changing the Frame of a Car Accident:

1. **Consequence**:
    - Highlight positive outcomes like insurance payouts or the opportunity to upgrade the vehicle.
    - Emphasise the lack of injuries.
2. **Cause**:
    - Offer a sympathetic explanation, such as rushing to a hospital for an emergency.
3. **Metric**:
    - Downplay the severity of damage by showing how it can be quickly and easily repaired.

Reframing a Positive Event Negatively (e.g., Taylor Swift's Popularity):

- **Consequence**:
    - Focus on the environmental impact of frequent private jet use.
- **Cause**:
    - Attribute actions to selfishness or disregard for others.
- **Metric**:
    - Amplify the downsides, such as how her music allegedly promotes toxic behaviours.

Guidelines for Effective Framing

1. **Focus on Certainty**:
    - People value solutions that reduce uncertainty.
    - Example: After causing damage, reassure the other party with a concrete plan to resolve the issue.
2. **Use Empathy**:

- Align your message with the emotional state of your audience to build rapport.

3. **Tailor the Message**:

    - Consider your audience's values, beliefs, and priorities to create a compelling frame.