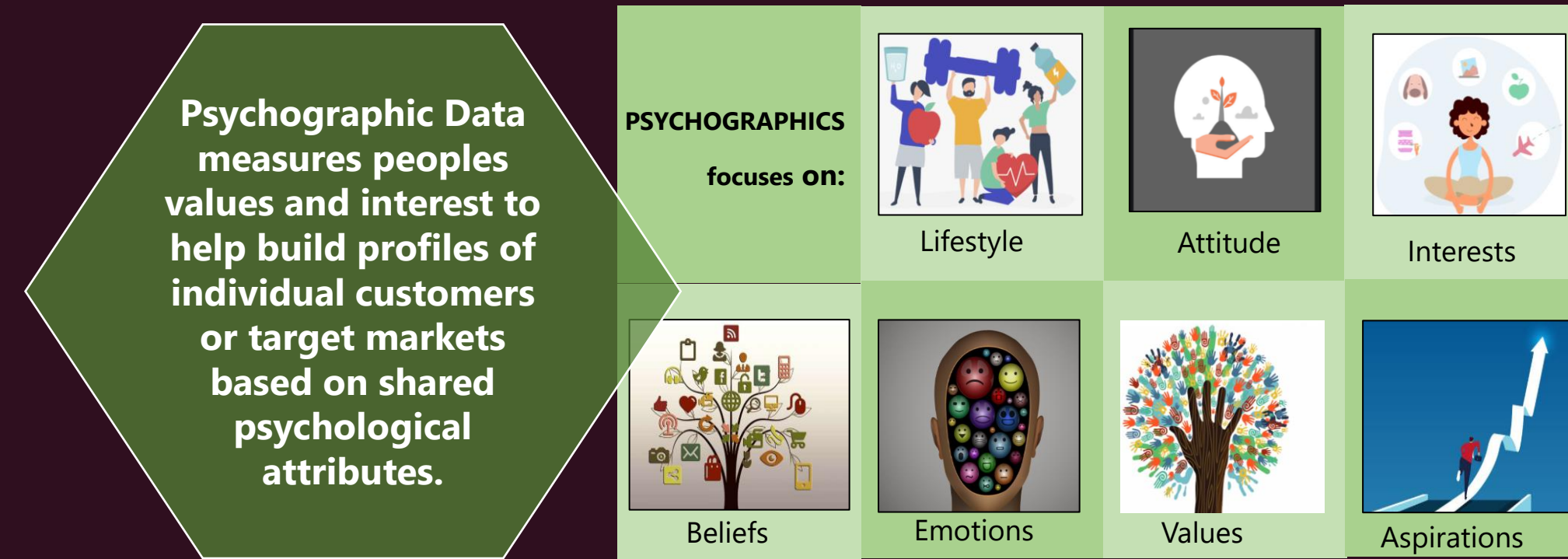


Psychographics & Subliminal Perception

Psychographics

A Dark Art or A Savvy Operating Process?



How Psychographic Data is used

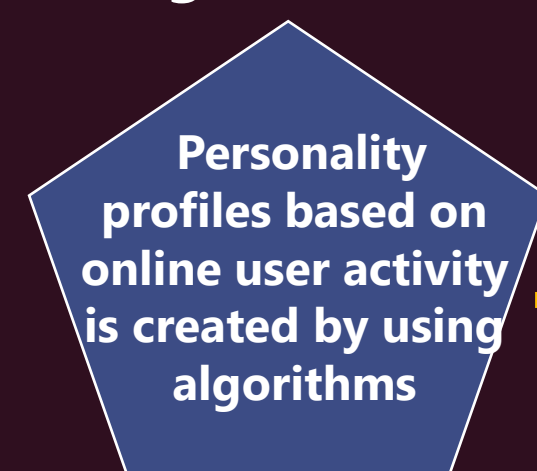
Data Collection by mass media and ad-tech companies



Data Gathered From:



Data Processing



Age Demographics
Pulled from Facebook Users 2018

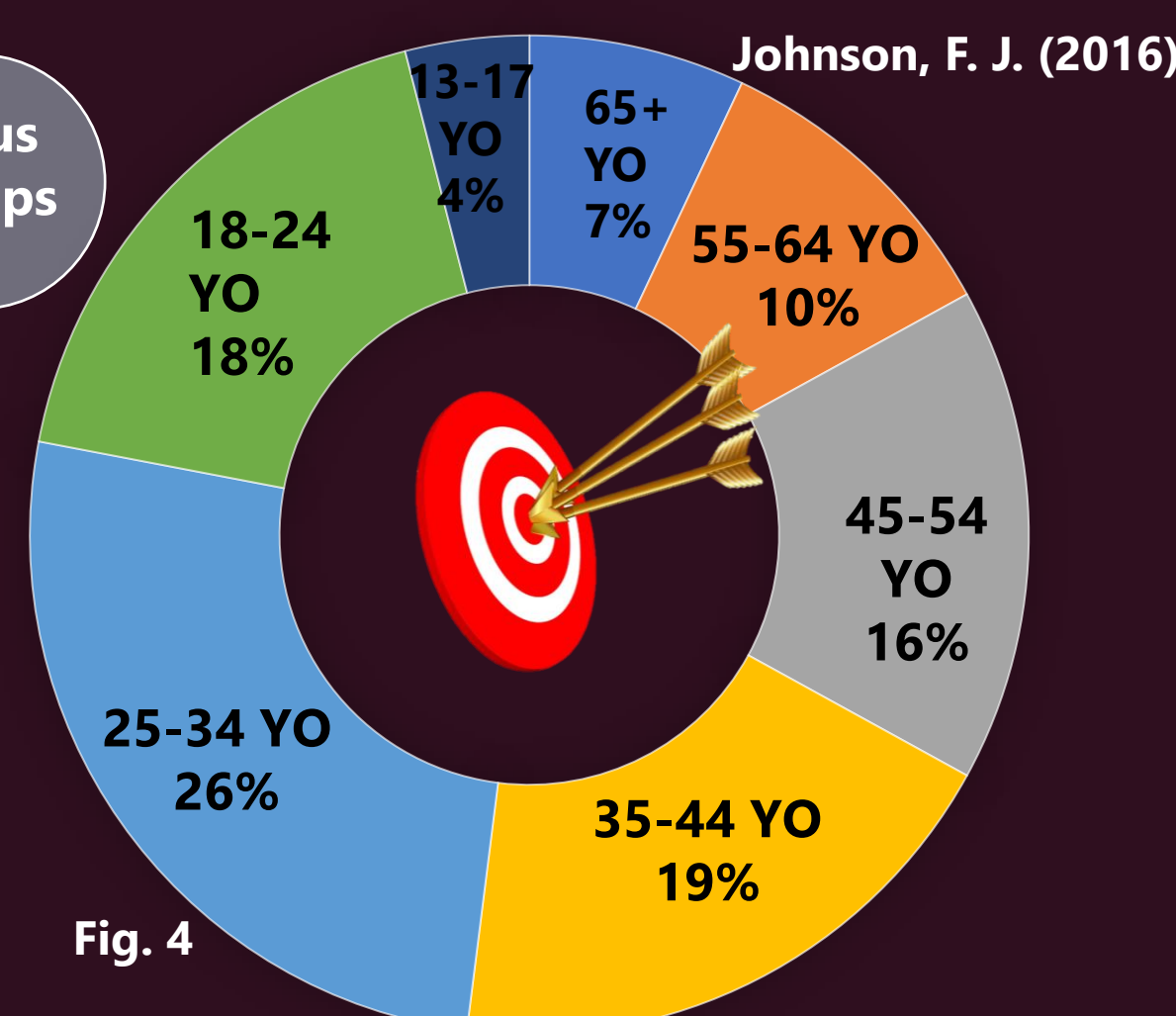


Fig. 4

Psychographic Data Used to Establish Consumer Preferences

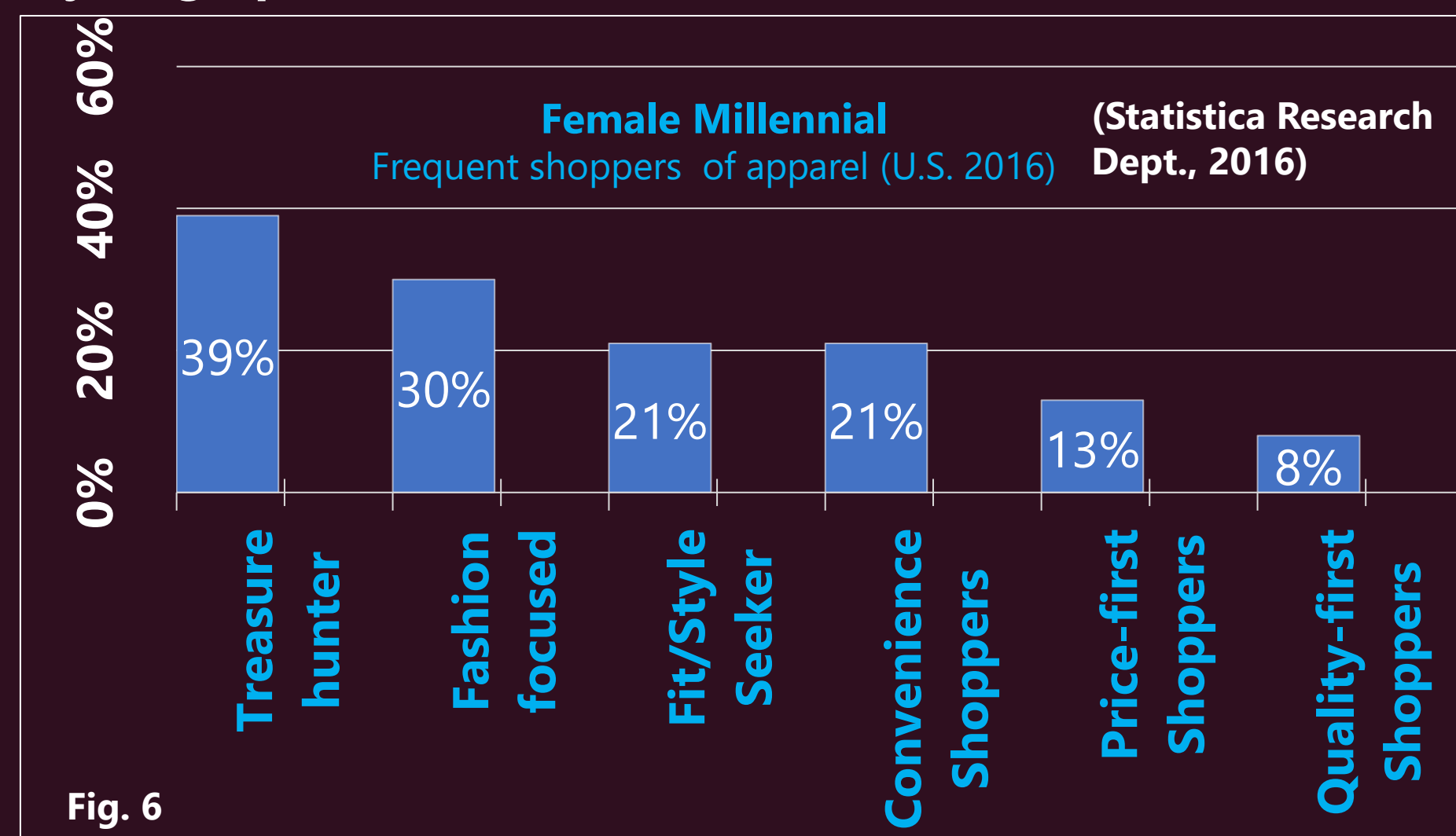


Fig. 6

EQUIFAX

- Ad-tech Companies
- Credit reference agencies

Quantcast

Fig. 9
38% U.S. employee pay stubs available on Equifax
(WebFX, 2019)

The Dark World of Psychographics & Subliminal Perception

Packard's book *The Hidden Persuaders*, first published in 1957, raised concerns on the marketing techniques employed at the time, including subliminal marketing (Packard, 2007:12).

Sixty years on, these apprehensions are just as relevant today, especially due to the development of psychographics.

Fig. 5

Data Selling & Buying.

Data Brokers:

Data Sharing :

Ad-tech Companies

Credit Reference Agencies



Fig. 7

Data Brokers:
Generated \$ 200 billion In 2019
(WebFX, 2019)



ACXION Data broker - one of the largest companies

23K Servers collecting & analysing consumer data

Fig. 10
(WebFX, 2019)

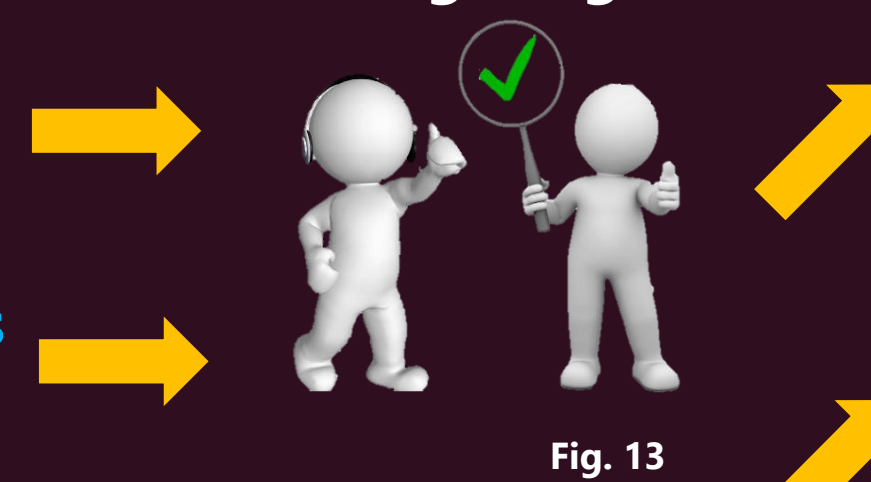
Has data for 500 million users worldwide

Fig. 11 (WebFX, 2019)

Has 1.5K data points per person

Fig. 12 (WebFX, 2019)

Precise Audience Targeting

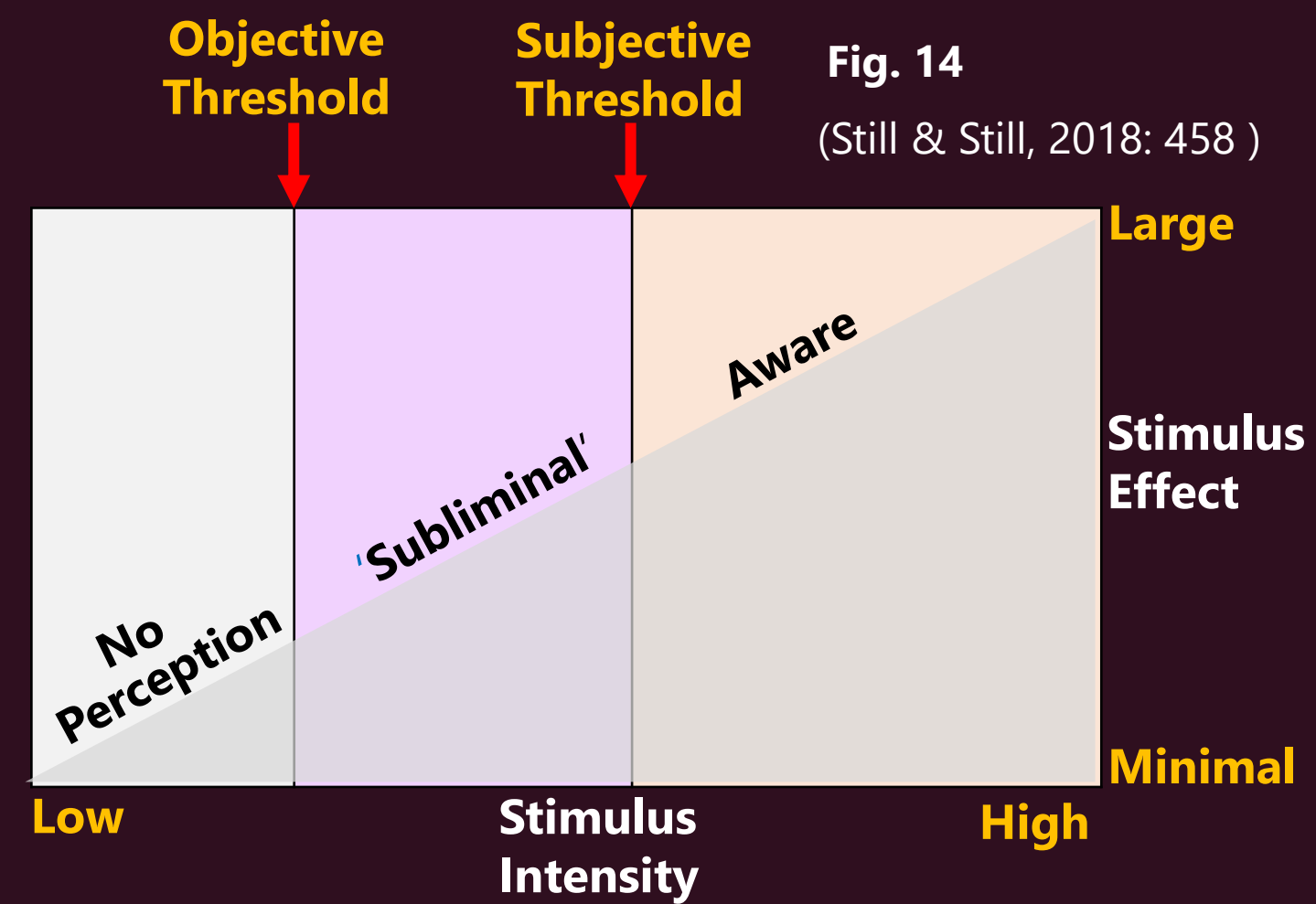


- Advertisement Content created to target specific audience through psychographic segmentation.
- To achieve higher audience conversion, persuasion ad content with subliminal messaging are created based on psychographic personality profiles to influence the viewer.

Definition

"stimuli that are presented in such a way they cannot reach conscious awareness, even if attention is directed to them". Dijksterhuis et. al. 2006:8

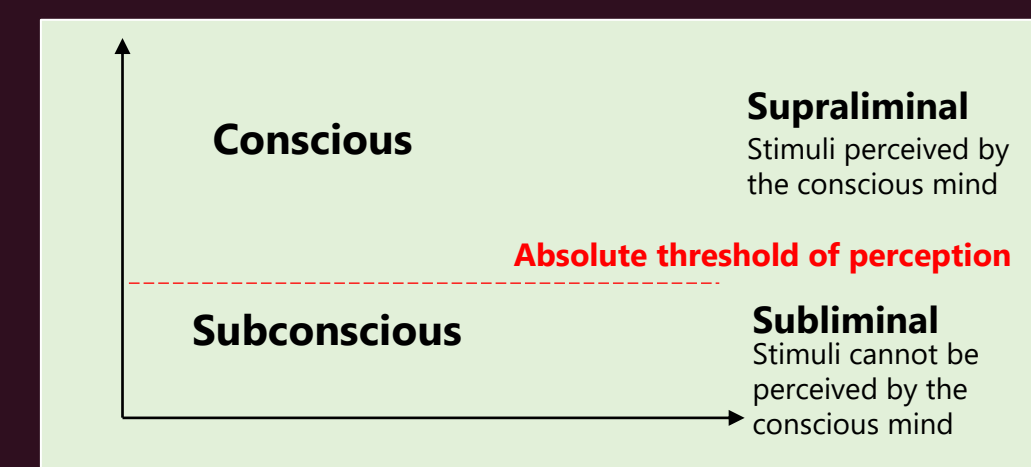
Objective & Subjective Threshold



"Subliminal perception is perception that passes the objective threshold... but fails to pass the subjective threshold... it cannot be reported verbally" (Dijksterhuis et al., 2006:7)

Supraliminal Perception vs Subliminal

Supraliminal perception occurs above the subjective threshold. The stimuli goes undetected unless we look for it. Subliminal stimuli cannot be detected even if we consciously look for it. (Dijksterhuis et al., 2006: 16;7)



Subliminal (Supraliminal –Advertising)

Fig. 15 (Elgendi, M. et.al (2016): 2)



Fig. 16

Can subliminal perception be used to prime behaviour?

"[If thirsty] a relevant advertisement can be more convincing if accompanied by subliminal messages." Dijksterhuis et. al. 2006: 33

Experiment: Utrecht University and Radboud University Netherlands.
(Karremans et al., 2006:792-99)

20 men, 41 women:
Results:



Fig. 18

- Participants who were subliminally primed with Lipton Ice Tea it was found were more like to choose Lipton Ice instead of the drink Spa Rood.
- This effect occurred only if they were already thirsty. The study revealed that participants primed with a thirst quenching drink were likely to increase the choice of the drink

In a second experiment participants thirst was manipulated and given a salt candy and then asked to choose. Participants who were primed with Lipton Ice were likely to choose Lipton Ice as they were made more thirsty.

Non-thirsty participants it was found that subliminal priming was marginal.

However in reference to the above quote it is important to note that Dijksterhuis et al. (2006:33) states that advertisements with subliminal stimulation in principle can work as it is too early to suggest it can work as more research needs to be done.

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Undergraduate assignment feedback form (to be completed by marker)

Student Name: Prithi S N Shukla 1708142

Module Code: HPAN6016

Module title: Mind Games: Media Psychology Assignment 1

For completion by marker:

Comments:

Marker's signature:

Date:

Provisional mark:

NB. All marks are provisional until confirmed by the final examination board