COMM 3030: Persuasion



APPLIED PERUSASIVE PRESENTATION

LET'S TAKE A BREAK

"FIND YOUR FOCUS"

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Agenda

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What's the Issue?

According to a study by Kolhar and other contributors (2021), 97% of college students use social media platforms, but 57% considered themselves to be **addicted.**

The study described student social media use as "habitual behaviors [that] can distract students from their academic work, adversely affect their academic performance, social interactions, and sleep duration..."
(Kolhar et al., 2021)



FURTHER STATISTICS:

01 66% felt more drawn to social media than to their academics

02 68% considered their delayed bedtime to be from late night social media use

03 59% stated that social media affected their social interactions

The Campaign + Persuasive Goals

The **“Let’s Take a Break”** campaign seeks to persuade college students to reduce their daily social media use.



Supporting Goal

Implement helpful strategies to limit screen time



Main Goal

Reduce daily social media use by 1-2 hours daily



Supporting Goal

Increase academic performance, focus levels, mental health, and sleep quality





Target Audience Analysis

WHO?

College students aged 18-24 years old

ATTITUDES, MOTIVATIONS, BARRIERS:

- Enjoys social media to socialize, stay informed, and fill downtime
- Feels overwhelmed, distracted, or unproductive
- They understand the downfalls of social media use, but will not change their habit

WHY THEY ARE PERSUADABLE:

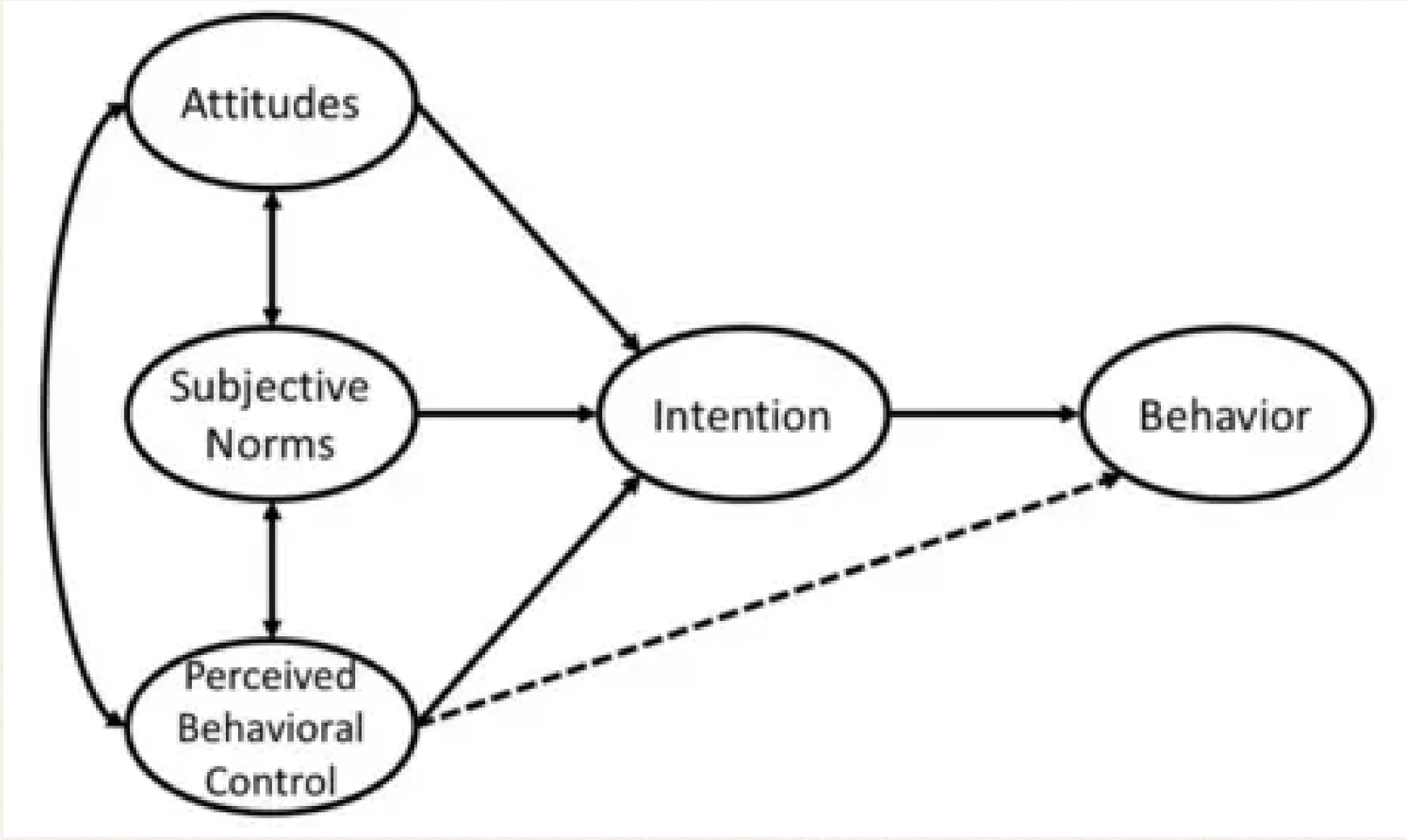
- Mentally drained from excessive screen time
- Suffer from cognitive dissonance
- In a transitional life phase
- Social norms

Theory Integration

#1 *“Theory of Planned Behavior (TPB)”*

- Guided by attitudes, subjective norms and perceived behavioral control
- if its beneficial, peers support the change, and individual is confident in the ability to do so, they will have intent to change behavior
- Without confidence in the ability to change social media habits, then the behavior will not change
- Increase perceived behavioral control using actionable strategies to change behavior

“Theory of Planned Behavior (TPB)”

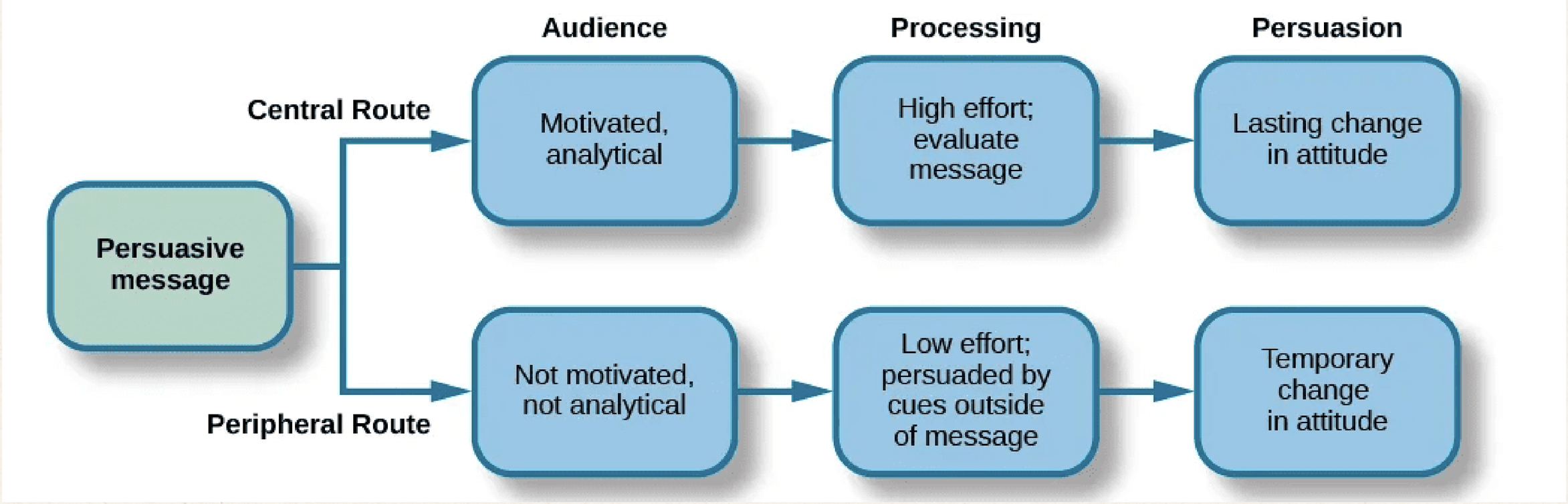


Theory Integration

#2 *“Elaboration Likelihood Method (ELM)”*

- Suggests persuasion and message processing occurs within central or peripheral routes
- Centrally processed if limiting social media use is a relevant and engaging message
- Peripherally processed if relying on the opinions of others (“bandwagon heuristics”)
- Focus on central route for long-lasting result in social media use reduction

“Elaboration Likelihood Method (ELM)”



Theory Integration #3

“Cognitive Dissonance Theory”

- Individuals feel mental discomfort when values and behaviors do not align
- College students know the risks but still excessively consume social media, creating dissonance
- Individuals are motivated to reduce dissonance
- Messaging frames social media reduction as a simple fix for dissonance
- “Take a break to improve your body and your mind!”

“Cognitive Dissonance Theory”



Message Design Strategy

Use of Powerful Speech

- Clear, confident, concise message wording
- No filler words
- Uses assertive language
- “Set a limit, take a break, and reclaim your focus”

Gain vs Loss Framing

- Gain framing used to display positives from behavior change (e.g., improved academic performance)
- Loss framing mildly used to display negatives (e.g., poor sleep quality)

Identity and Value Framing

- Identity framing used to relate the message to their characteristics (e.g., focused on self-improvement)
- Value framing used to display values students strive to align with (e.g., mental well-being)

Resistance Reduction

- Uses powerful speech to increase credibility and stability for easier message processing
- Frames reduced social media use as a life improvement rather than a restriction

Attitude to Behavior

- Audience already holds negative attitude for excessive social media use
- Bridges gap through increasing perceived behavior control (TPB)

Ethics and Responsibility

- Campaign focuses on promoting healthy online habits, but there is room for risk
- Guilt and anxiety could be an unintended consequence
- Risk is minimized through gentle and non-judgmental language and use of statistical evidence
- Avoids manipulation through transparency of objectives
- Slight loss framing is used but justified through supporting evidence and strategies



Campaign Visuals

Campaign Logo & Slogan



Campaign Visuals

Campus Poster/Social Media Graphic



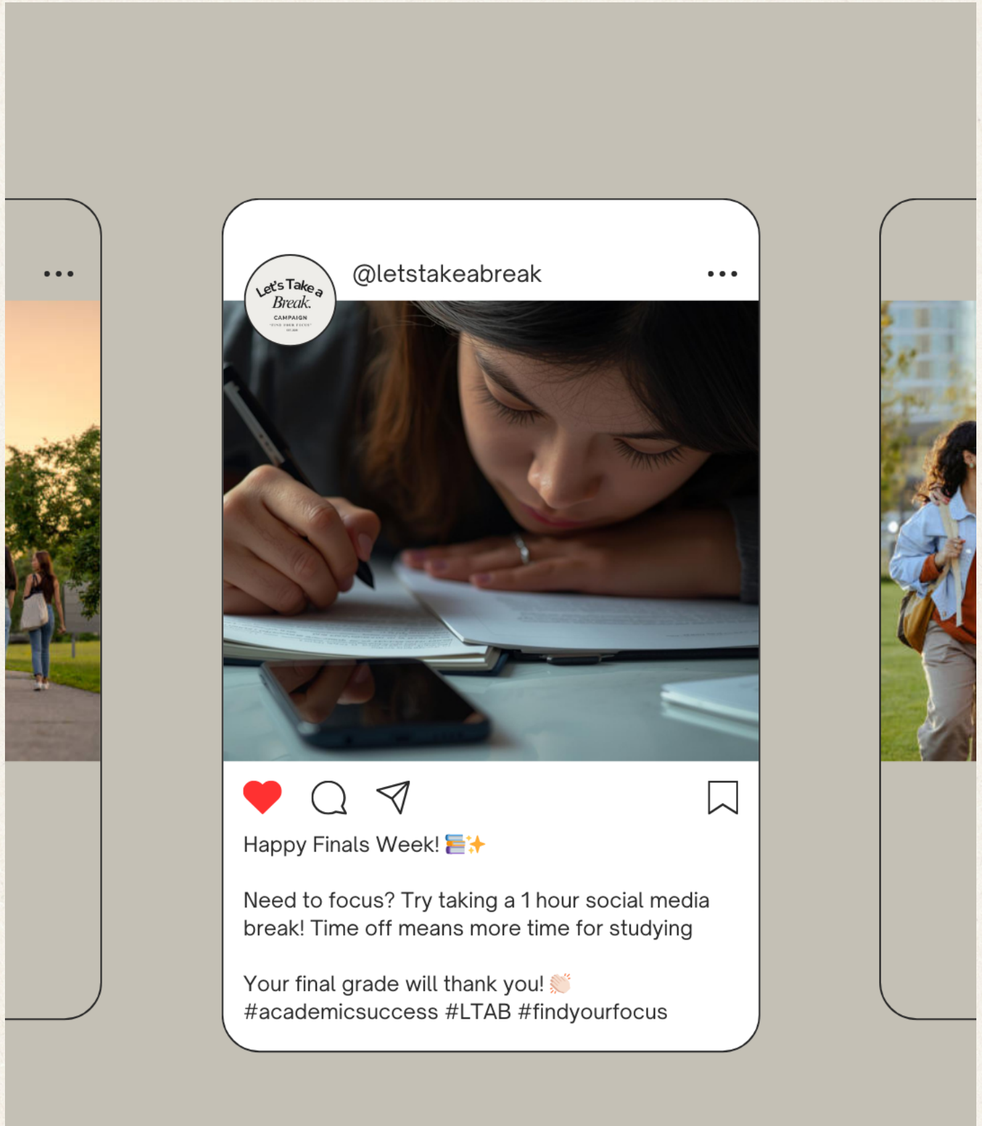
Campaign Visuals

Campus Poster/Social Media Graphic



Campaign Visuals

Instagram Post



References

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