Welcome students!! I am Durva Prabhu, Assistant professor of Psychology from Government College of Arts,Science and Commerce, Khandola. Today in this module we will be studying psychology and media which is offered in second year for semester 4. In this module, we'll be focusing on cognitive and behavioural effects of advertising, part one, which comes under Unit 2, that is, media and advertising.

In this module will be focusing on cognitive and behavioural effects of advertising under which will be focusing on perceptual effects. At the end of this module a student will be able to understand the cognitive and behavioral effects of advertising. He'll be able to describe perceptual effects of advertising.

Now we go ahead

Cognitive and behavioural effects of advertising

So whenever we're saying cognitive and behavioural effects of advertising, what we are mainly trying to understand is how behaviour or how perception of people, the viewers of the advertisement changes the time they see advertisement for a particular product.

Academic research on the effects of advertising, tend to fall into two groups of effects produced by advertisement. First is perceptual effects and 2nd is attitudinal effects. In this module we will be focusing only on perceptual effects of advertising.

So, perceptual effects, perception- perception in advertising relates to viewers impression of a particular product or service that may not be rooted in truth. Now for example, energy drinks endorsed by a movie star. Whenever you see an advertisement where in there is one particular movie star who is endorsing a particular energy drink, you tend to associate that movie stars physique, his personality to that particular energy drink. So this perception through advertising works to encourage more demand for that particular product. As I said, this assumption or this perception that you have, which may or may not be based on truth. Now, most of the research on perceptual effects of advertising had drawn from the information processing approach, which tend to view memory and attention as something different. Now this somehow later on was refuted by many others. Psychologists were trying to understand advertising the nature of attention they said is very complex and there are more subtle factors mediating between attention process and the effectiveness of advertising. So they say that between attention and effectiveness there are many things that are happening. McGuire attempted to create a model of advertising effectiveness that explains this process in terms of hierarchy of cognitive effects. This is a classic information processing model presenting cognition as a linear process, wherein he says that early attention is essential for late processing of any content. The “message” is unambiguous - no where there is mention that interpretation is included in this process. So it appears that it is a simple case of absorbing an understanding a particular statement about the world.

There is something called as subliminal advertising when we're trying to understand the perceptual effects of advertising. So subliminal advertising is basically the idea that advertising works at a level below full consciousness. So it is a widely held belief that advertising messages can be injected into the memory through exposing the audience to brief snatches of some sort of persuasive text in the middle of TV,

commercial or a cinema. Now this origins of subliminal advertising is traced back in 1950s where in this particular psychologist named JamesVicary conducted an experiment wherein he claimed that he has flashed messages like eat popcorn, drink Coca Cola during a movie screening for slightest fraction of a second, and he claimed that when he conducted this particular experiment for consecutive six days. He claimed that at the end there was increase in sales of popcorns in Coca Cola. However, there is no proper evidence that this study actually conducted. Now when you're looking at television and cinema advertising, have been more successful as compared to other forms of advertising because the ads have a captive audience, especially in cinema. Now when we go to a cinema theatre once the movie is about to get started, they showcase some sort of advertisement. And right before they switch off the lights so the audience who is sitting there has no option rather than to just go and find their places before the lights get switched off. So as a result the audience is captive and they have no other option rather than just listening or watching this advertisement which are being shown. Whereas in television the audience have more options to them to change the channels whenever any advertisement comes the for example we also used to like whenever there is any advertisement on the TV we immediately switch on to the next channel. So the aim, whole aim of advertisement doesn't work. Now Comstock and scharrer ,they saw this kind of pattern in viewers when they say they said that 80% of viewers are more likely to leave the room during commercial breaks and whenever there were any sort of pre recorded material. So this advertisement, the whole purpose is not met in this kind of situations. Also, they said that whenever there is any sort of program journal, it has a strong effect on cognitive processing of a particular commercial. So they say that violent and humorous programs have been linked with low recall of advertising material. Reading wherever there is such sort of programs. The audience who is watching that particular program, they'll be more interested in that program rather than the advertisement which is being shown in the middle of that particular program. In both cases it is seen that emotional response, whether it is violent or whether it is humorous, it blunts the degree of the attention that viewers can pay to that particular advertising. Now we come to Internet advertising. Now when we are looking at Internet advertising, it is never likely to be as effective as cinema and television advertising because of the user control over the medium. Whenever we are watching any sort of advertisement, we always have that control in our hand. Whether we want to watch that particular ad or whether we want to skip that particular ad.

Now ,interactive advertising - wherein we can dismiss the ad at the click of the button. For example, if we are watching any videos on social media, they ask you whether you want to skip the ad or whether you want to continue watching the particular advertisement. So when this sort of interactive advertising are used, it doesn't serve the whole purpose of influencing another person in buying something, or in doing something because we have that control in our hand.

Glossary

References for the module.

Thank you.