

VIROLOGY

WORKBOOK



CHAPTER 3

EMOTIONS PART 1



EMOTIONS

What does winning a prize and having a near miss with a car when crossing the road have in common?

They both cause you to share the experience with others. When you win a prize, you can't help yourself telling others about it. Same if you suffer a harrowing experience like almost getting hit by a car when crossing the road. You'll be telling your friends, your parents, people at work, your dog!

But why is it that when we experience something memorable it causes us to tell others about the experience? The answer is because of emotions. Any experience that makes us feel emotion, makes us want to tell others.

EMOTIONS

EMOTIONAL STRENGTH

According to Professor Robert Plutchik, the main emotions people can experience include: joy, trust, fear, surprise, sadness, disgust, anger, and anticipation. All other emotions people feel are a combination of these. If you mix joy with trust, you get love. If you mix anticipation with joy, you get optimism.

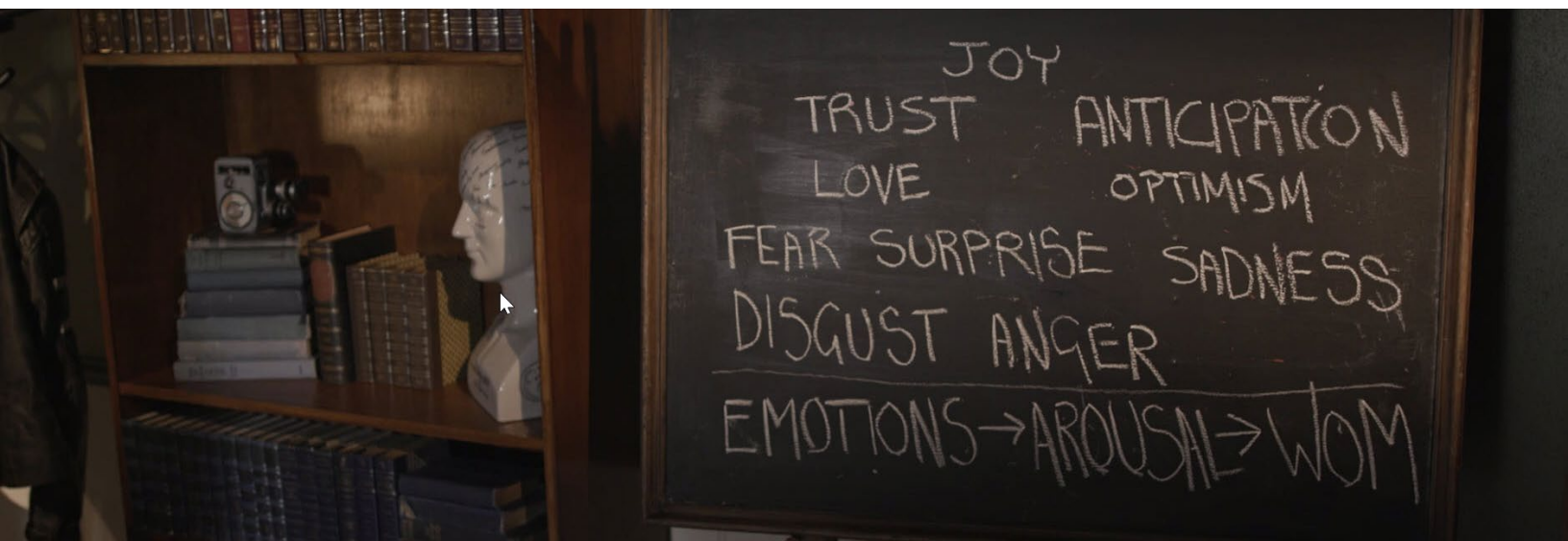
The key to activating motives to share lies in the strength of the emotion.

You're more likely to tell others if you almost got knocked off your bicycle than if you just got barked at by a small dog. The emotions caused from a near miss that could have caused serious injury are much stronger, and create significantly more arousal, and therefore word of mouth.

How do we measure how strong an emotion is? The strength of an emotion is measured by how much arousal it produces. The stronger the emotion, the more arousal. The stronger the arousal, the more likely people will share.

So what is arousal? Arousal is a primitive bodily response that releases pleasurable chemicals in the brain such as endorphins and dopamine. These are the same chemicals released when taking drugs like heroine, though they're released naturally. Kind of like when you get an adrenalin rush from doing something exciting.

Mother nature built arousal into our bodily systems as a survival feature. Let's say you came across a tiger in the wild. Immediately your body pumps blood to your muscles to get ready to fight, or more likely run. The chemicals that are released are designed to numb pain in case of injury, and increase alertness. And yes, you'll probably scream.



Creating Arousal

Have you ever had a moment of panic when you realised your wallet or phone wasn't where it usually is? Perhaps you tapped your back pocket and felt it wasn't there, or checked inside your bag and couldn't find it. Then with a sigh of relief you found it and realised it was just in a different place?

Recall the feelings you experienced. Chances are you had a physical jolt of panic that felt like your heart skipped a beat, followed by a feeling of blushing in the face, followed by a euphoric feeling of relief. Then you probably muttered something like "thank God", or if you were with someone perhaps "what a relief I thought I lost my wallet". Word-of-mouth in other words.

That's arousal. But how come the effect was so strong?

What you experienced is a rapid shift between contrasting emotions. When you realised your phone or wallet was missing, you felt

fear. This emotion was quickly replaced with joy knowing that you were mistaken.

Creating super strong emotions in marketing content is not that easy. If you're trying to make something funny for example, it has to be laugh out loud funny to get shared.

But there is a shortcut that you can use to increase the effectiveness of emotions in terms of having a stronger effect on sharing by creating greater arousal: Use multiple emotions of opposite valence.

What's valence? Well, some emotions are positive, like joy and anticipation, admiration, optimism. While others are negative like fear, disgust, and sadness.

Using emotions of opposite valence involves starting with one emotion, and then trying to switch that emotion to another emotion of the opposite valence.

Let's say you were sitting at the roulette table, and you placed a \$20 chip on the red, hoping that the dice would land on the red.

EMOTIONS



If you had plenty of money, and \$20 didn't mean that much to you, then winning would send you from an emotional state of indifference to an emotional state of joy from winning. But that wouldn't really create a strong physical response. It wouldn't create strong enough arousal, since you went from indifference (perhaps a little bit hopeful but not really caring) to joy that you won. Nothing really to tell your Mum about.

But imagine if the \$20 chip was your last \$20 in the world, and losing would mean you'd have no money for food and would likely be sleeping on the street. If it turns out you won, the physical feeling you'd experience would be far stronger, since your emotions would change rapidly from a feeling of fear (of losing) to joy (of winning). On the emotional continuum, the distance between fear and joy would be far, and cross the line of indifference from negative to positive. As a result, you'd likely experience a stronger physical reaction to winning, including elation and euphoria. Much stronger arousal.

You would've likely told more people about your win.

EMOTIONS

MOST SHOCKING SECOND DAY

There are many examples of successful marketing content that has used mixed emotions to create strong arousal.

One example is the [Most Shocking Second a Day](#) superviral, produced by Save the Children. It has more than 1 million shares.

The video is about 1.5 minutes long, and features a series of one second scenes of memorable moments in a young girl's life. Like Instagram stories, each life moment replicates common memories of childhood that anyone would expect to have, such as birthday moments, time spent with family, pets, and play with friends.

The girl's life is one that people are used to living in the western world, with flat screen TVs, music lessons, and an abundance of food choices. The emotions are playful, happy, and joyful.

About 20 seconds into the advertisement, the one second scenes begin to flash a change in mood as it becomes clear the country the girl lives in is on the verge of war. The scenes switch from times of happiness to times of terror and sadness as the conflict

reaches the girl's neighbourhood. The fighting forces her and her family to flee, and after time spent on the run struggling to find food and escape the chaos, she eventually winds up in a makeshift hospital. The scenes are heart-wrenching and full of sadness.

The results are extremely effective. It has 60 million views on YouTube. The most powerful thing you can do in a video ad is to affect people on an emotional level that's unforgettable for them.

WHAT IS A SUPERVIRAL?

When we measure how viral something is, we measure it in terms of number of shares (not views). Any content that has been shared over 1 million times is known as a 'Superviral'

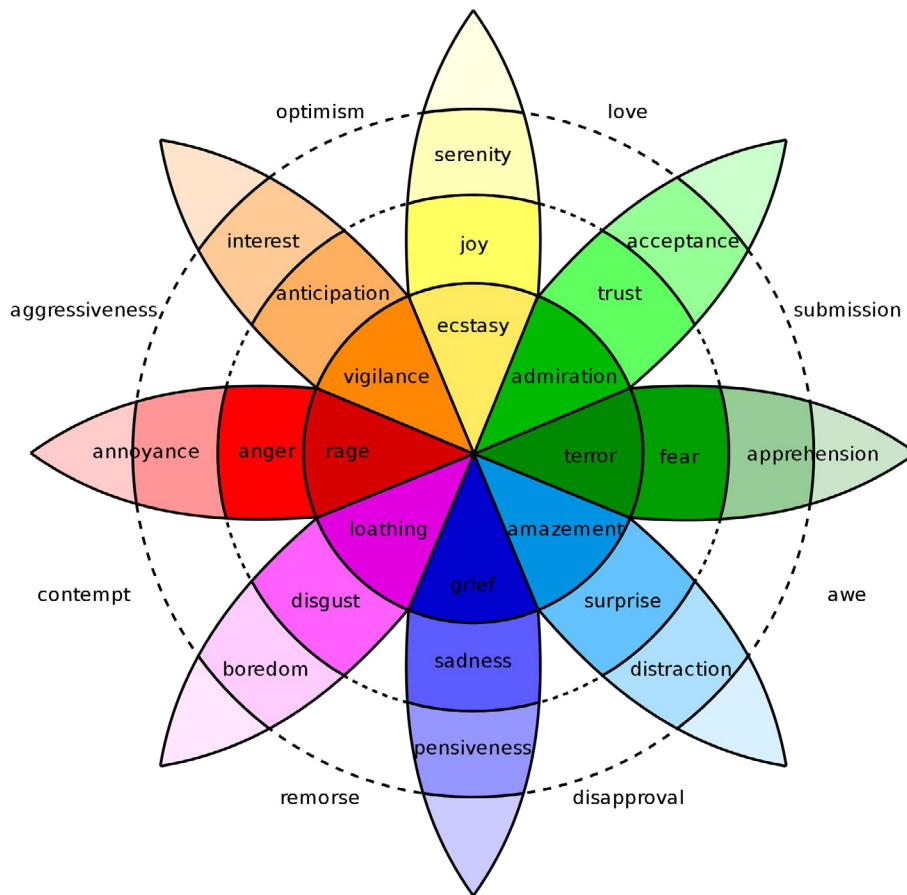
Action Plan

EMOTIONS PART 1

TASK

Below is Pluchik's Wheel of Emotions.

Thinking about your target customer, which of these emotions would have the greatest impact on them, and why?



Brainstorm a short advertisement featuring your brand using two emotions of opposite valence.

Was this helpful?

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