

Study Guide - Psychology & Persuasion Certification Program

Review the following information to prepare for the final exam

- Track 1:
 - Cialdini's 7 principles (Course: People and Psychology)
 - Fogg Behavior Model (Course: People and Psychology)
 - External vs. Internal Factors (Course: Attention Basics)
 - Types of cognitive load (Course: Attention Basics)
 - Online reading patterns (Course: Attention Basics)
 - Task switching (Course: Attention Basics)
 - Research on emotions (Course: Decision Making)
 - Integral vs incidental emotions (Course: Decision Making)
 - Flashbulb memory and encoding (Course: Learning and Memory)
 - Types of learning (Course: Learning and Memory)

- Track 2: Neuromarketing and Persuasion Models
 - Goal gradient effect (Course: Building Habits and Loyalty)
 - Dual process theory (Course: Nonconscious Motivation)
 - Cialdini's principles of persuasion (Course: Nonconscious Motivation)
 - Scarcity and urgency (Course: Nonconscious Motivation)
 - Commitment and consistency (Course: Nonconscious Motivation)
 - Mere Exposure Effect (Course: Cognitive Biases)
 - Illusory Superiority Effect (Course: Cognitive Biases)
 - Priming (Course: Cognitive Biases)
 - BJ Fogg's Credibility Factors (Course: Building Trust)
 - Improving photographs (Course: Building Trust)
 - Creating a path (Course: Influence and Interactive Design)

- Track 3: Applied Behavioral Psychology
 - Creating Investment (Course: Psychology of Products)
 - Defining your Key Action (Course: Psychology of Websites)
 - Using urgency to boost ecommerce conversions (Course: Psychology of Websites)
 - Social Proof: Actions versus preferences (Course: Social Proof)

- Emotional targeting (Course: Developing & Testing an Emotional Content Strategy)
- Capturing attention in your emails (Course: Psychology of Communication)
- Changing your price's perception (Course: Psychology of Pricing)
- Backfiring (Course: Psychological Backfiring)