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)