

EDP 7400 Social Psychology of Educational Issues

Group Discussion Activity #4

A. First, assume the role of highly paid advertising executives with no ties to the ethics of social psychology. Design an ad campaign to air during the Super Bowl that focuses on persuading the television audience to purchase your product. How could you maximize your persuasive power by only focusing on the *source* of the communication?

Now resume your normal roles where you do ascribe to ethical principles. How can you ethically apply this same knowledge about the impacts of the *source* of the communication in your everyday professions?

B. First, assume the role of highly paid advertising executives with no ties to the ethics of social psychology. Design an ad campaign to air during the Super Bowl that focuses on persuading the television audience to purchase your product. How could you maximize your persuasive power by only focusing on the *nature of the communication* itself?

Now resume your normal roles where you do ascribe to ethical principles. How can you ethically apply this same knowledge about the impacts of the *nature of the communication* in your everyday professions?