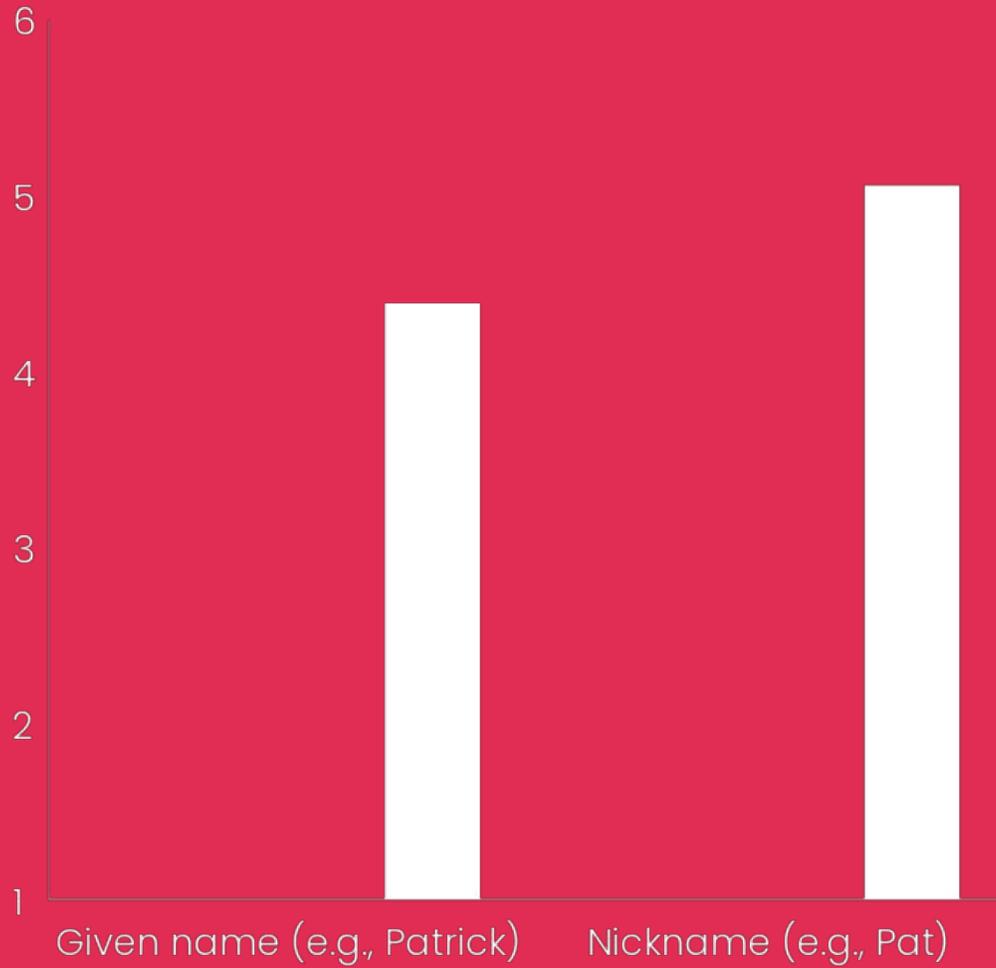## Rating of 'Cheerful' (1-6)

Given name (e.g., Patrick)   Nickname (e.g., Pat)

I'm actually doing something to influence you...

#HOOKED
Why cute sells ... and other marketing magic that we just can't resist

PATRICK FAGAN

THE *SUNDAY TIMES* BESTSELLER
FREE YOUR MIND
THE NEW WORLD OF MANIPULATION AND HOW TO RESIST IT

LAURA DODSWORTH & PATRICK FAGAN
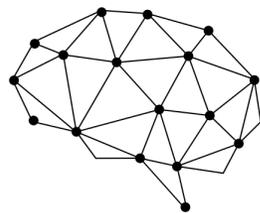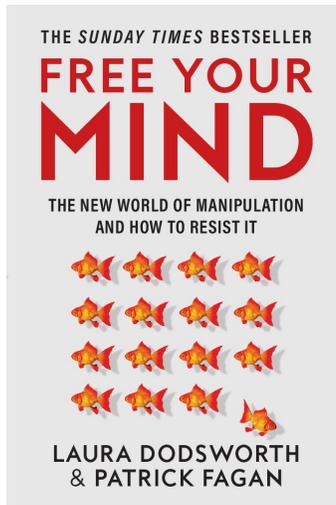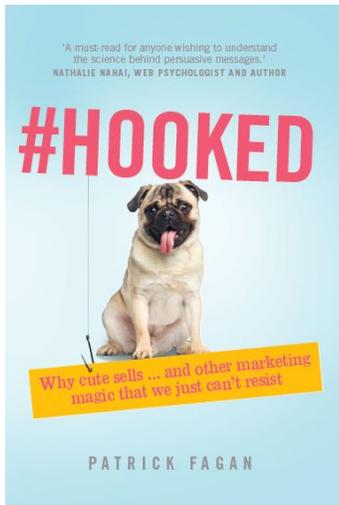
Cambridge Analytica

University lecturer

Behavioural scientist (15 years)

Sunday Times bestselling author

TEDx speaker

Ex lead psychologist at Cambridge Analytica

vodafone   Which?   O2   trainline   SONY

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Who wants their comms to *actually* change behaviour?

Man spends $50,000 to become a real-life elf

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Avatar characteristics induce users' behavioral conformity with small-to-medium effect sizes: a meta-analysis of the proteus effect

Rabindra Ratan ⓘ, David Beyea, Benjamin J. Li, and Luis Graciano

College of Communication Arts and Sciences, Michigan State University, East Lansing, USA; WKW School of Communication and Information, Nanyang Technological University, Singapore, Singapore

ABSTRACT

Over a decade of research on *the Proteus effect* in numerous contexts suggests that people conform in behavior and attitudes to their avatars' characteristics. In order to provide clarity about the reliability and size of the Proteus effect, a meta-analysis was conducted with 46 quantitative experimental studies in which avatars with specific characteristics were randomly assigned to participants. Results indicate a relatively consistent effect size (between .22 and .26, depending on subset of studies examined) and nearly all variance explained. Unexplained variance differed between studies that used behavioral or attitudinal measures, while studies which examined potential moderators explained all variance. Overall, this research suggests that the Proteus effect is a reliable phenomenon, with a small-but-approaching-medium effect size according to a traditional rule of thumb, but is relatively large compared to other digital media effects examined in previous meta analyses.
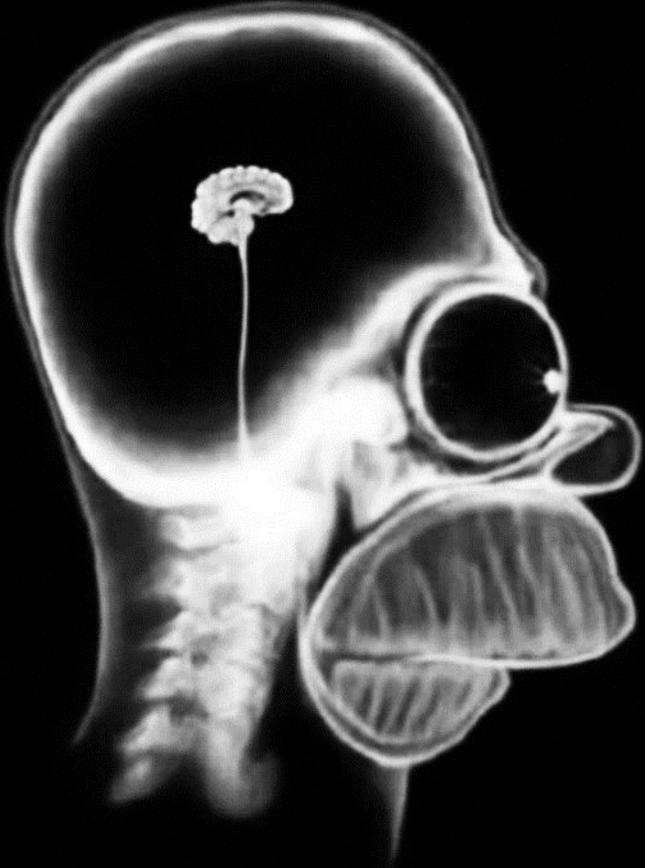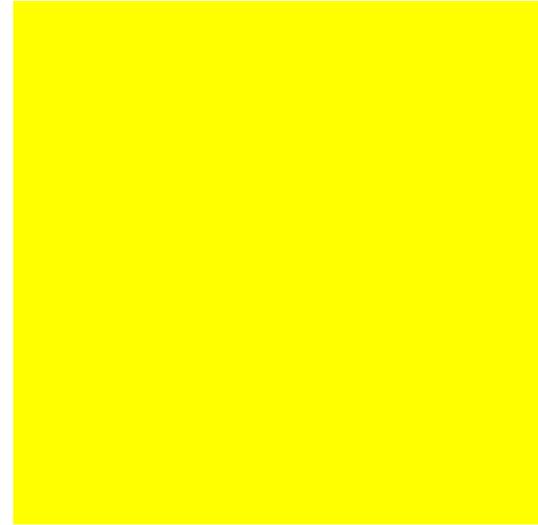
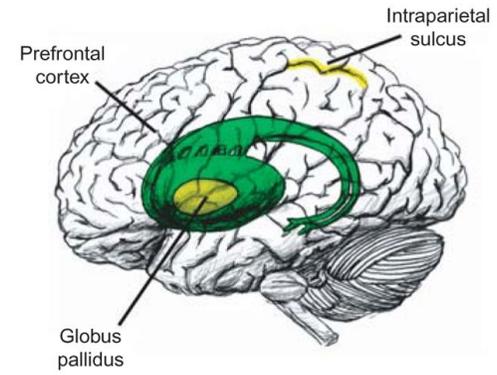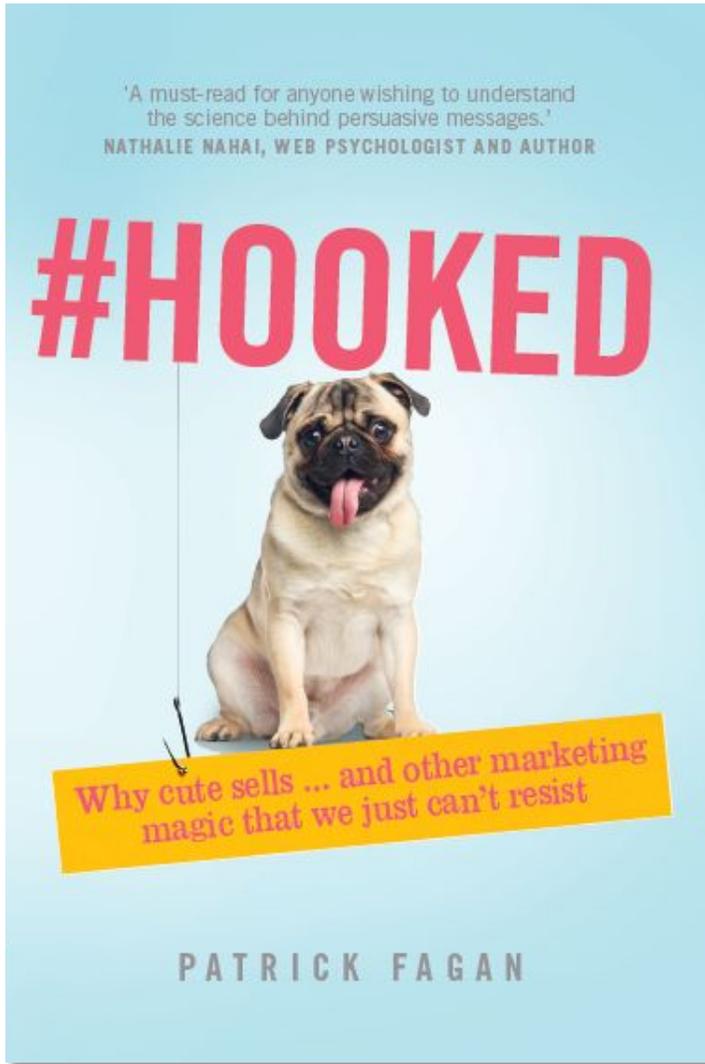.0004%

2,947,025
hours of gameplay on Steam

Ready?

Did you see…

The Brain's Bouncer

You're trying Roblox for the first time. You can only join one of these two experiences. Which do you pick?

🧠 **Grinding**

🧠 **Randomised rewards**

🧠 **Completion bias**

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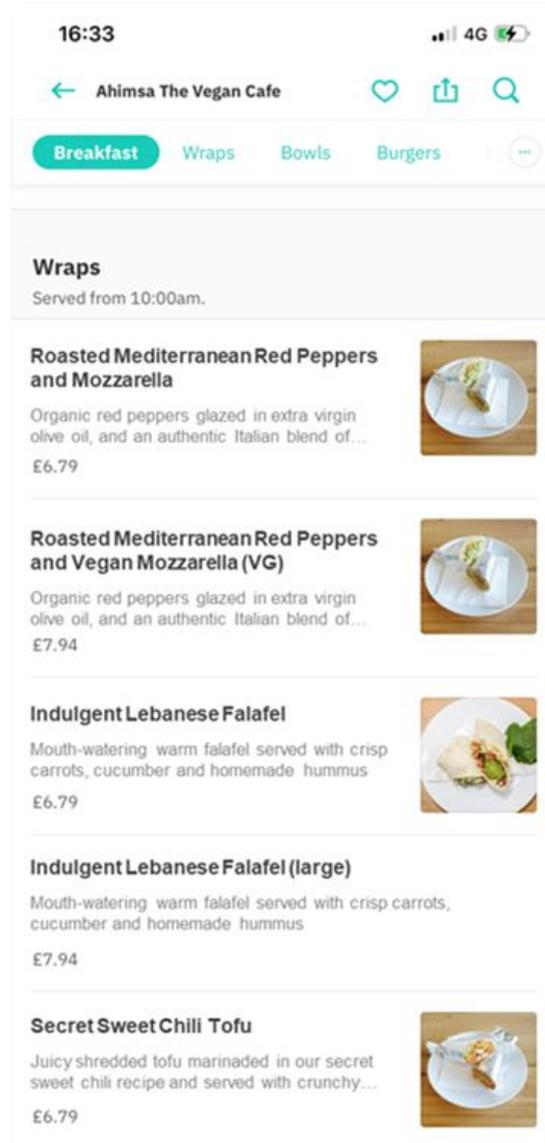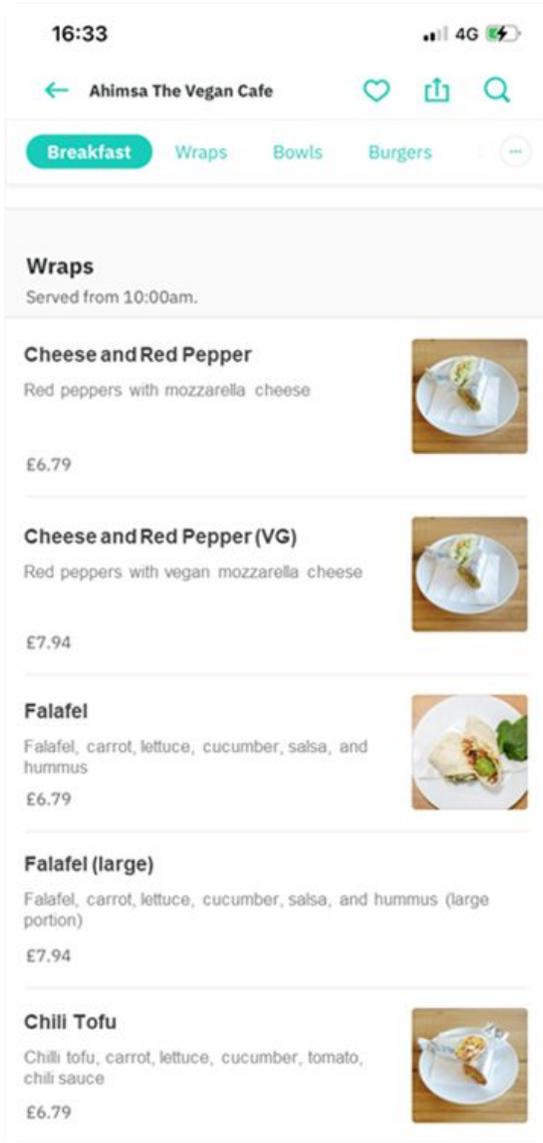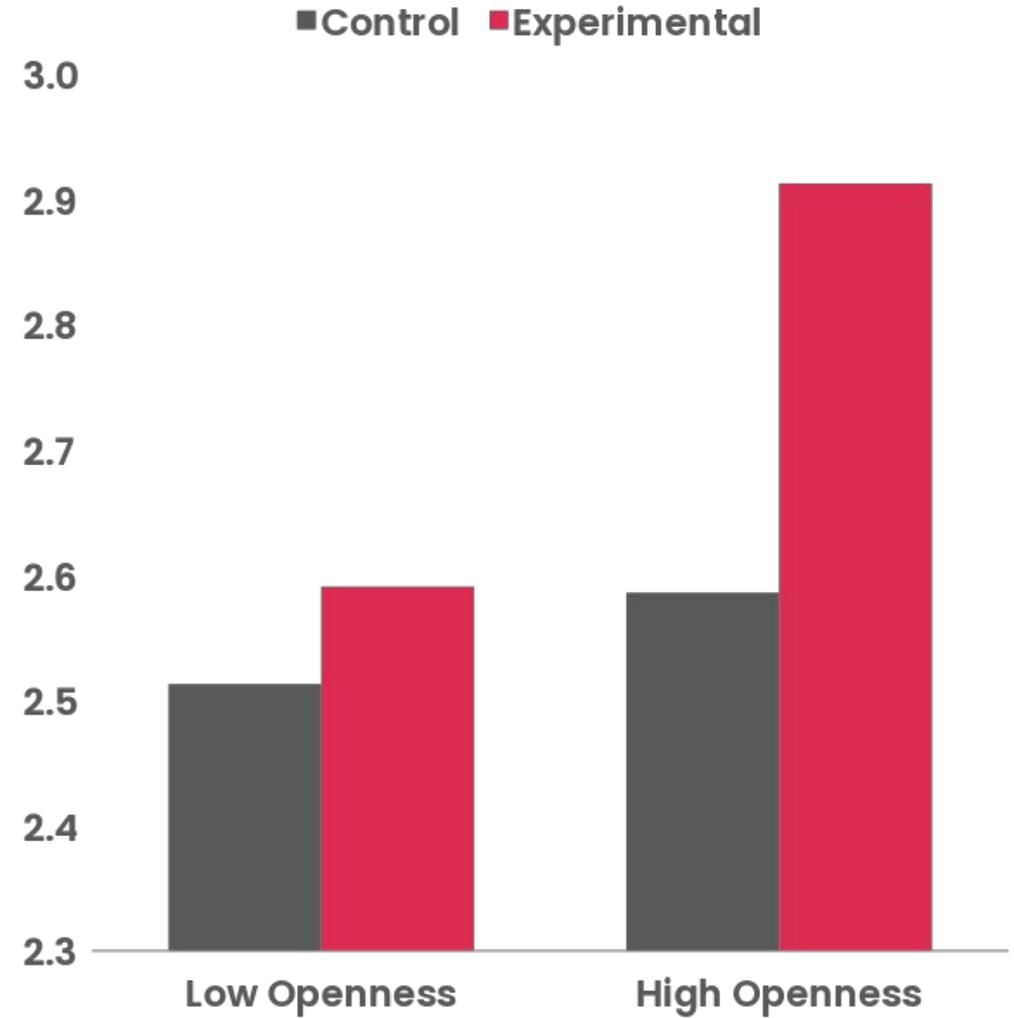
Functional username:
Calm and conservative

Low engagement:
Introverted and aloof

Alone and unsmiling:
Introverted and aloof

Objects and text:
Introverted and organised

Symmetrical imagery:
Conscientious

Extreme activities:
Sensation-seeking

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Target BFI_E	Target BFI_A	Target BFI_C	Target BFI_N	Target BFI_O	Avatar cue
−.02	.25*	.12	.04	.03	Open eyes
−.02	.20	−.01	.15	.06	Smile
.00	.08	−.00	.06	.02	Oval face
.24*	−.04	.08	.08	.06	Brown hair
.15	.07	.27*	−.19	.03	Grin
−.19	.15	.02	.05	−.05	Sweater
.031	−.15	.06	−.26*	.17	Short hair
.17	.04	.05	.04	.10	Sunglasses
.13	.03	.04	−.05	.08	Hat
−.12	−.10	−.08	−.13	−.09	Black hair
−.12	−.10	−.32*	.09	−.03	Other mouth expression
−.09	−.32*	−.14	−.02	−.11	Neutral expression

In terms of behavioral indicators in VWs, individuals who score high on Conscientiousness seem to enjoy disciplined collections in non-combat settings. This is reflected in having a large number of vanity pets (18) which must be collected one at a time, and having high cooking (30) and fishing scores (31) which reflect self-discipline in collecting unique recipes and visiting unique fishing locations (as well as patiently staying put for significant amounts of time in these locations, since fishing in the game is surprisingly close to its real-world equivalent: catches can be few and far between). The same is true for world event achievements (29) which often require disciplined collections of items and visiting a set of locations around the world.

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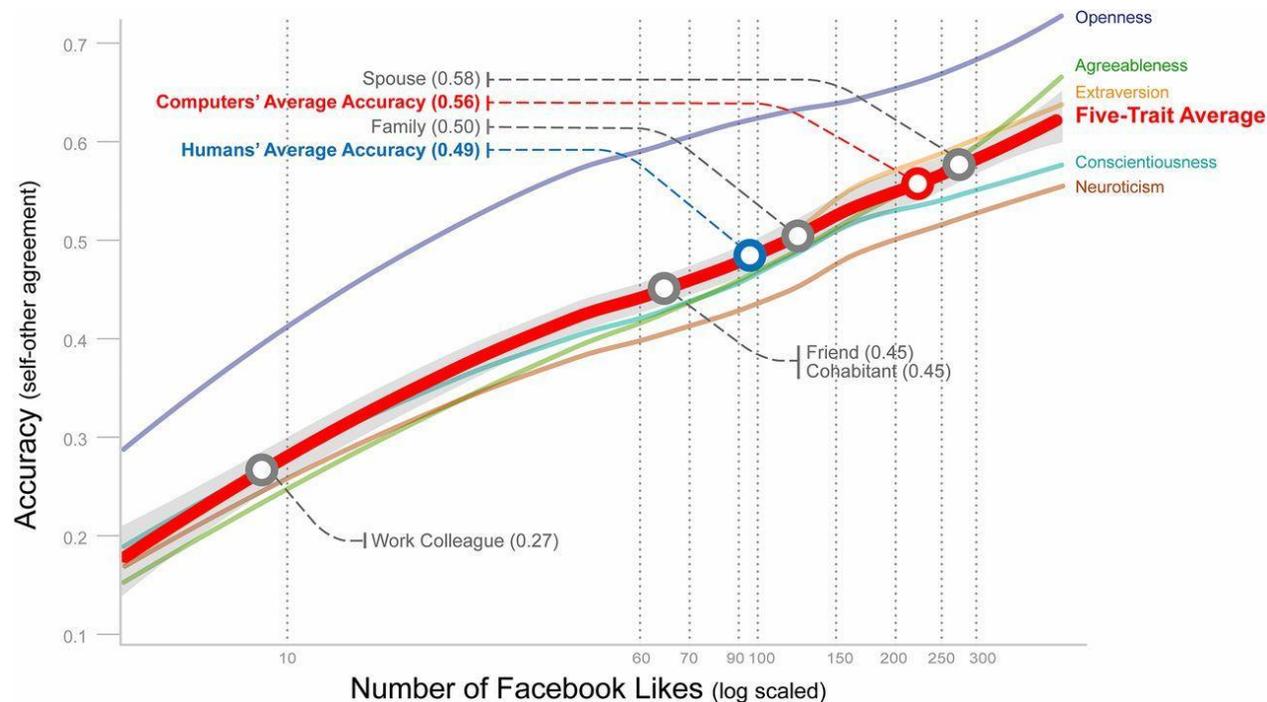
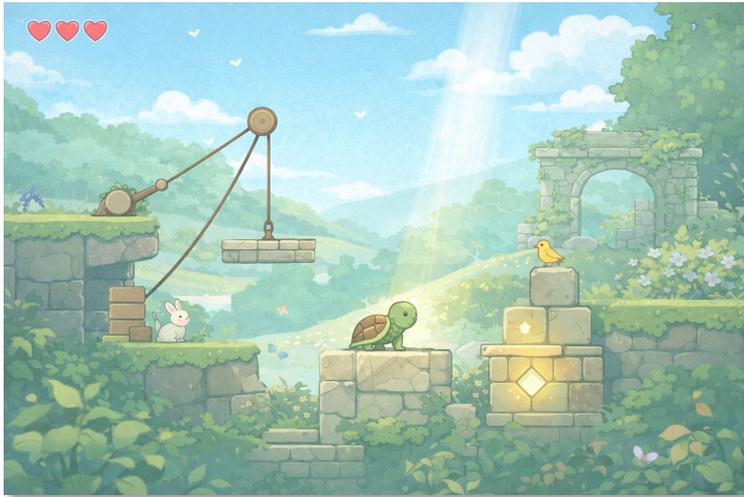**Openness**
(r=.354, r=.301)

Conscientiousness
(r=.242, r=.157)

Extraversion
(r=.285, r=.261)

Disagreeableness
(r=.261, r=.210)

Neuroticism
(r=.184, r=.173)

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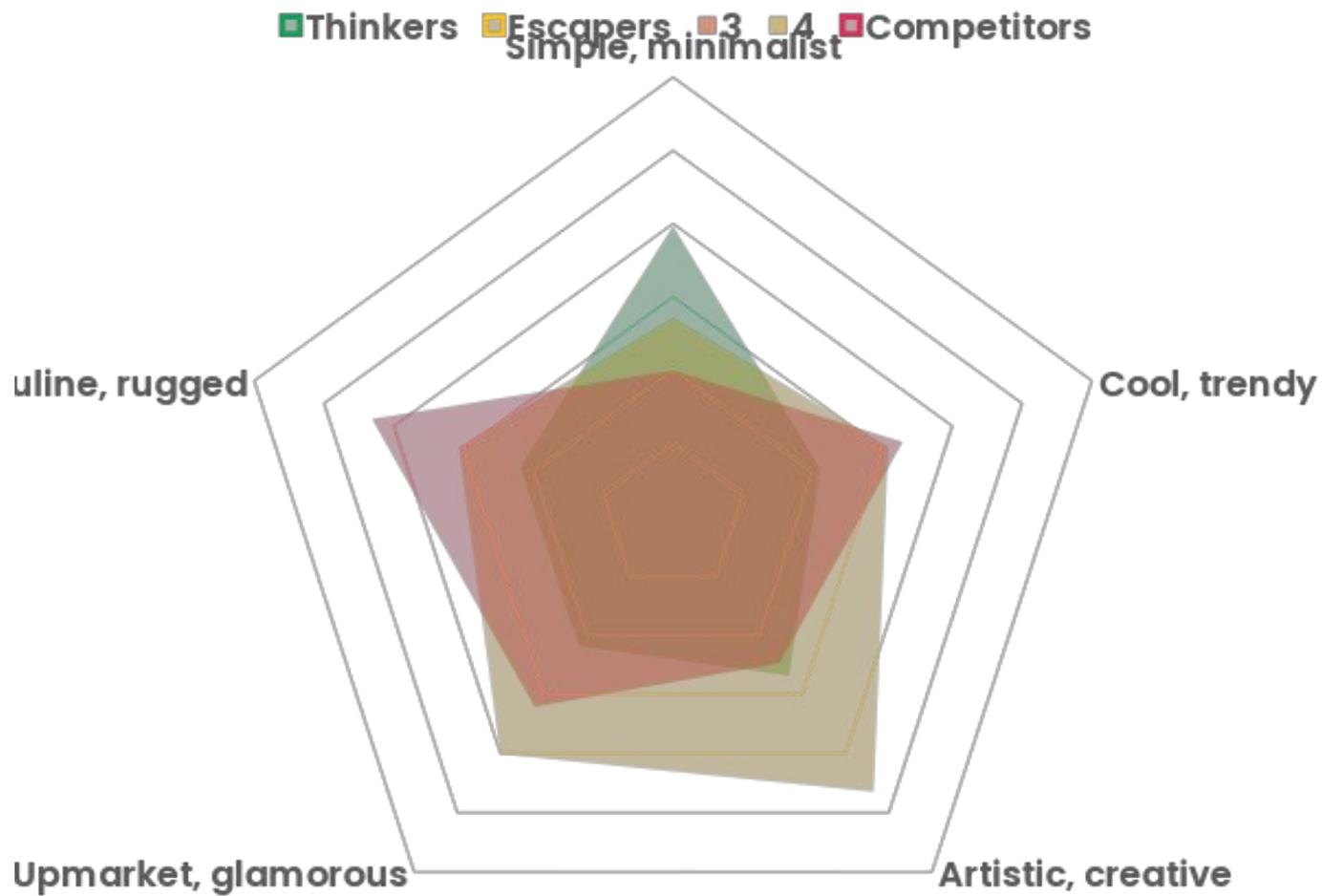
vibr.co.uk/discover

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WORDLE

R U N N E R
V O Y A G R
M E E T I N

T H I N K E R S

Gaming
Puzzle, word, trivia, casual and card games. Short sessions. Weekday filler. To relieve stress, pass the time and sharpen the mind.

Psychology
Trusting, shy, and value kindness. Not on top of the latest trends. Price sensitive. Like to think and organise.

Nudges
Influenced by free gifts, good prices, bundles, and loyalty rewards – overall, clear, low-risk offers. Want to progress the game.

'Vibe'
Minimal, clean, calm, and warm. Everyday rather than trendy. Overall, an aesthetic of soft competence.

You're a Thinker if you'd rather solve a crossword than shoot something.

Gaming
Story-driven: RPG, MMORPG, MOBA, and battle royale. Tend to play at the weekend. Play for immersion, hype and novelty.

Psychology
Extraverted, social and promotion-focused. Value success and exciting/stimulation. Early adopters.

Nudges
Being social, they're nudged by social proof and 'don't miss out' framing. Like limited editions and influencer endorsements.

'Vibe'
Artistic, premium and glamorous – and also high-energy and rebellious. Cinematic, in a word.

You're an Escaper if you get properly lost in the story in your free time.

Gaming
Light, casual gaming with low daily play. Most likely to play casual games like Candy Crush. Play to switch off or be entertained.

Psychology
Introverted and less organised. Lower income and enjoy making things with their hands. Value kindness and simplicity.

Nudges
Nudged by credible 'trust marks' and a clear functional benefit. Like anything that saves time and upgrades simply.

'Vibe'
Functional, clean and unflashy aesthetics work best; no particular creativity, hype or drama.

You're a Relaxer if you open an easy game now and then to unwind or distract yourself.

Gaming
They play every genre (especially platformers, racing, fighting) and they play a lot every day. Social, tribal and thrill-seeking.

Psychology
Highly open to experiences and extraverted. Early adopters and spendthrift. They like to be creative and enterprising.

Nudges
Largely nudged by ego (coolness) and tribe (people like you). Enticed by events and brand endorsements.

'Vibe'
Attracted to bold, energetic and rebellious aesthetics – something high-production and loudly confident.

You're a Fanatic if you follow gaming like other people follow sports or politics.

Gaming
Highest daily play. Like to play competitive games (shooter, battle royale, sport). Play for socialising, identity and to win.

Psychology
Disagreeable and competitive, they value power and performance. They have enterprising interests.
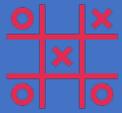
Nudges
Persuaded by status signals and ways to boost performance – overall, competitive advantage framing

'Vibe'
Rugged, masculine and direct tone. Something hard-edged with no softness or fluff.

You're a Competitor if you're in it to win it and get frustrated when you lose.

	Thinkers	Escapers	Relaxers	Fanatics	Competitors
🎮 Game	Puzzles, strategy, short sessions	Open worlds, story depth, new content	Simple loops, low effort, quick rounds	Multiplayer modes, events, variety	Ranks, PvP, leaderboards
📣 Comms	Calm, value-led, reassuring	Hype-driven, cinematic, FOMO	Simple, clear, no pressure	Bold, tribal, insider energy	Direct, competitive,
🎁 Rewards	Bonus hints, loyalty perks	Exclusive skins, early access	Time-savers, easy boosters	Limited editions, event passes	Badges, boosts of performance

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49%

lower CPA

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Shop Now

17 Likes

ancestral_nutrition Fuel your gains by 27% with organ meats, designed after 3 years for strength and performance. 💪🔥
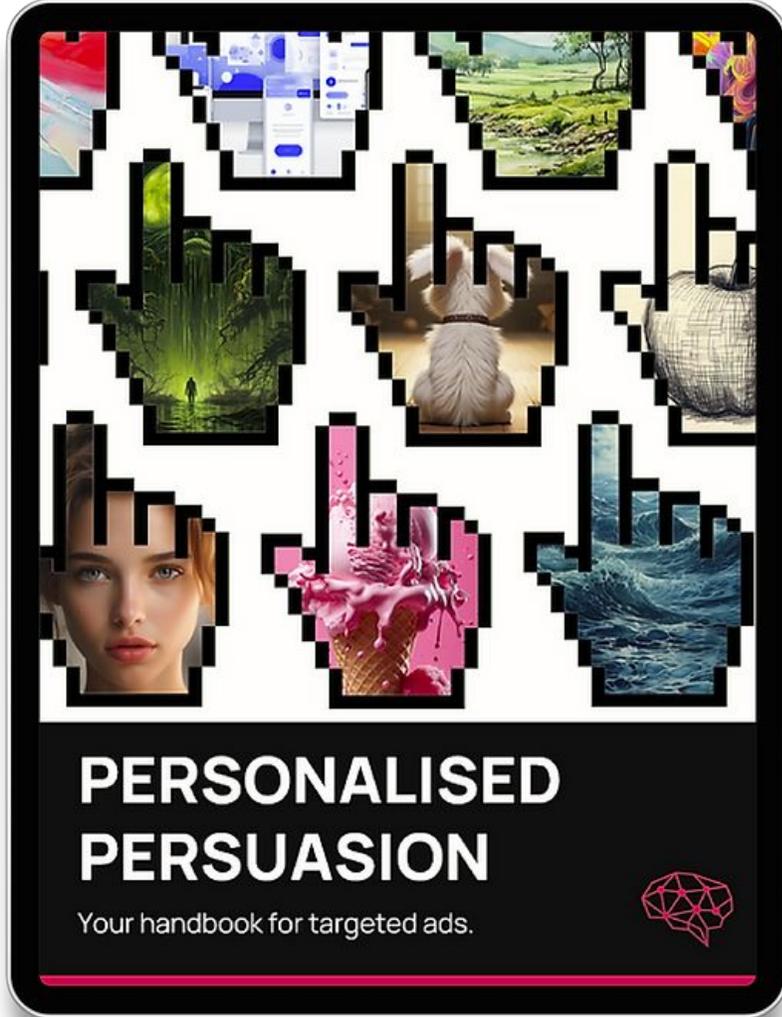
ancestral_nutrition
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Shop Now

17 Likes

ancestral_nutrition Embrace natural wellness with our 100% grass-fed organ meats. For people who live naturally - like you. 🌱

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PERSONALISED PERSUASION

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Spacetime Pack

✕

30%

Cosmo Laser
⬢100

30%

Event Horizon Sword
⬢200

30%

Blaster Shield
⬢200

30%

Ice Lance
⬢200
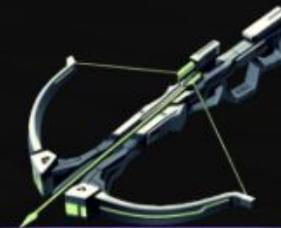
30%

Infinity Bow
⬢100

Save 50% and get a head start!

⬢300 ~~800~~

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How to be ethical?

RESPECT

EMPATHY

OPENNESS
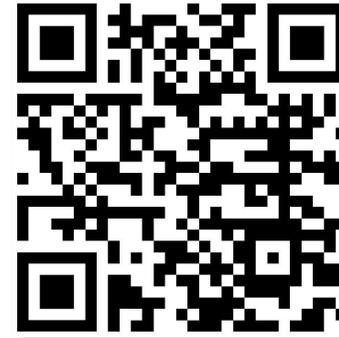
Now you can master the ultimate gaming engine – human behaviour!

Patrick Fagan • You

Behavioural Scientist - Nudging, comms, data psychology | Sunday Times bes…

Request services

2w • Edited • 🌐

Do you call it Tesco or Tescos?

It's actually just 'Tesco'.

Likewise for the stationery store Ryman – many people (me) incorrectly call it Rymans. This new paper might have the answer.

Across six studies, they found that brands with plural names (e.g., Dunkin' Donuts) are perceived more favourably than singular names (e.g., Dunkin Donut). This is driven by a feeling of an inclusive collective being read into plural entities. However, this effect is reversed for premium brands, when a singular name conveying exclusiveness is more appropriate.

--

Gupta, T., Chen, S., & Mohanty, S. (2024). More the merrier: Effects of plural brand names on perceived entitativity and brand attitude. Journal of Consumer Psychology.

Use a singular name for luxury brands (and vice-verse)

VERSACES → VERSACE

DUNKIN' DONUT → DUNKIN' DONUTS

Source: Gupta, Chen & Mohanty, 2024

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Hannah Langton and 133 others   11 comments • 4 reposts

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