



Digital marketing – how it works

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Developments in digital society

Finding emotional excitement in:

- face-to-face communication



- computer assisted communication



- computer satisfied communication



How does it work?

Advertising

- ANCHORING (stimulus - response – Pavlov, 1902) of POSITIVE EMOTIONS on the BRAND NAME (trademark)
- (post) hypnotic SUGGESTIONS for ACTION (PURCHASE)

All EMOTIONS fall into three categories:

- reptilian (eg. sex-related content – 3 years +)
- pro-social (eg. virtual communities, online games...)
- individualistic (eg. violence, instant rewards, praisings, supreme graphics)

↑ extremes = ↑ arousal = ↑ anchoring

What suggestions do we get in our subconscious mind?

Anaconda (Nicki Minaj – 2014)

One in my purse, **bitch**, I came dressed **to kill**
Who wanna **go first**? I had them pushing daffodils
I'm high as hell, I **only took a half a pill**
I'm on some **dumb shit**, by the way, what he say?
He **can** tell I ain't **missing no meals**
Come through and **fuck him** in my automobile

Oh my gosh, look at her **butt**...
Yeah, he love this **fat ass**, hahaha!
Yeah! This one is for **my bitches**
with a fat ass in the **fucking club**
I said, where my **fat ass big bitches** in the club?
Fuck the skinny bitches!
Fuck the **skinny bitches** in the club!
I wanna see all the big **fat ass bitches**
in the **muthafuckin'** club
Fuck you if you skinny bitches, what?! Kyuh

Dirrty (Cristina Aguilera - 2002)

...I **need** that (uh) to get me off
Sweating 'til my clothes come off
Let's **get open**, cause a commotion
Still going, 8 in the morning
There's **no stopping**, we keep it popping
Hard rocking, everyone's talking
Give all you got (**give it to me**), just **hit the spot**
Gonna get my girls, **get your boys**, gonna make some
noise
Wanna get **dirrty**
It's about time **that I came** to start the party
Sweat dripping over my body
It's about time **for my arrival**...
Uh, what

Dying light (game 2015 -)
Fuck Fuck Fuck Fuck. Kill them.

Deep trance

... is crucial for media to deliver and entertain.

Somnambulistic states provide:

- time distortion
- no feelings of pain
- pleasant feelings
- increased suggestibility
- no conscious knowledge of ever being influenced
- (this is the most valuable for advertisers)

USA leads the way

Media Use Over Time

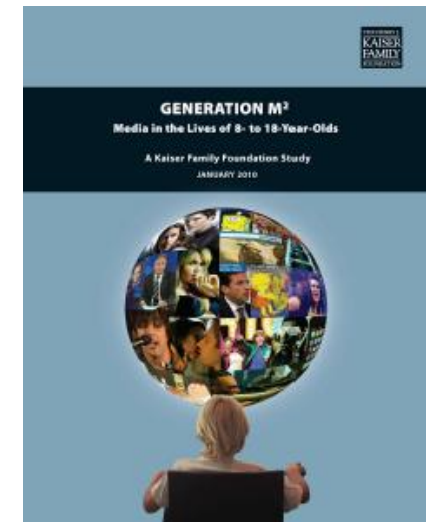
Among all 8- to 18-year-olds, average amount of time spent with each medium in a typical day:

	2009	2004	1999
TV content	4:29 ^a	3:51 ^b	3:47 ^b
Music/audio	2:31 ^a	1:44 ^b	1:48 ^b
Computer	1:29 ^a	1:02 ^b	:27 ^c
Video games	1:13 ^a	:49 ^b	:26 ^c
Print	:38 ^a	:43 ^{ab}	:43 ^b
Movies	:25 ^a	:25 ^{ab}	:18 ^b
TOTAL MEDIA EXPOSURE	10:45^a	8:33^b	7:29^c
Multitasking proportion	29% ^a	26% ^a	16% ^b
TOTAL MEDIA USE	7:38^a	6:21^b	6:19^b



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**Independent
Research
Kaiser foundation:**



<http://www.kff.org/entmedia/entmedia012010nr.cfm>

83 % percent of parents stated that kids spend too much time using electronic devices

vir:<http://www.rasmussenreports.com>

Consequences

When you DIE in a computer game you only lose a life.

When you kill someone in a game you get more points.

When you play you get instant pleasure that gets better every time as trance deepens...

The more realistic („virtual“) reality more easily gains control and makes more money and has more power and media and more control and more power...to
eliminate all obstacles in de-humanising the human.

With no limits many people will go to extremes of becoming
a plugged-in human hybrid running on oil, flour, milk and sugar.

More research

- Media literacy - Slovenia (2016, n= 300)
- Media and pre-school children in Slovenia (2016, n= 1000 parents)
- Media and secondary school Slovenia(2016, n= 800 teenagers)
- Media and elementary school Slovenia (2016, n= 2800 parents)
- Media and the disabled (2017-2018)

More media consumption with kids of all ages ...

- Lower life satisfaction
- Less real friends
- Less healthy lifestyle
- Lower grades
- More mental health related problems and diagnosed diseases
- More conflicts with others
- More violent behaviour
- 30 % of every lesson is lost due to mobile phones in secondary schools
- ...

Internet „free“ space and guided tour

no regulation – no control – guided tour

We are:

letting generations of kids (and thus the future society) „wonder in space“, being guided and bombarded with totally unsuitable content, presented in realistic quality with advanced techniques and with high frequency stimulus, with a clear aim to sell more (sheep to wolves).

People will not be able to resist until their life is wasted behind computers – especially computer games (as junkies). Healthy individual programmed to fail (spend money) since childhood?

**If people really knew what is going on...
would they want to change?**

**If they knew and wanted
would they be able to change since they had
been programmed from the childhood on?**

**WHO will help them re-programme
(100.000+ violent acts they see by the age 18)
so that when they become adults they are „OK“?**

**and with new technology ...
are we creating self-driving cars just so that we can
play a virtual reality game also on the road?**

ACTION plan- what could we DO

**Educate – especially to not addicted and younger generations with examples of consequences and techniques
(obligatory education as for drugs)**

Advertise – with advanced techniques on the subconscious level in virtual and realistic environments

Limits, recommendations, goals – written now!



FAM

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»The Infrastructural program of Faculty for media – collecting, managing and archiving data on media literacy« Nr. 1000-16-2916.

