

Psychology 12

Motivational Videos: Need to Know

- What motivates people?
- Who is our audience?
 - Gender, age, social class
- What motivation should be used?
- What are we motivating them to do?
- What are our assumptions about our audience?
- Why aren't they acting?
- Emotional state of audience?
- How do we appeal to emotions?
- What emotions are you trying to evoke?
- What emotions are most effective?
- Media format?
- Presentation format?