

BEHAVIORAL PSYCHOMETRICS AND CUSTOMER EMPATHY

Brian Cugelman, PhD
@cugelman

CTA19

CALL TO ACTION CONFERENCE

September 25-26, 2019 | Vancouver, Canada



www.alterspark.com

YOU WILL LEARN

How to exploit the psychological vulnerabilities of these volunteers



Oli Gardner



Shanelle Mullin



Talia Wolf



Brian Cugelman

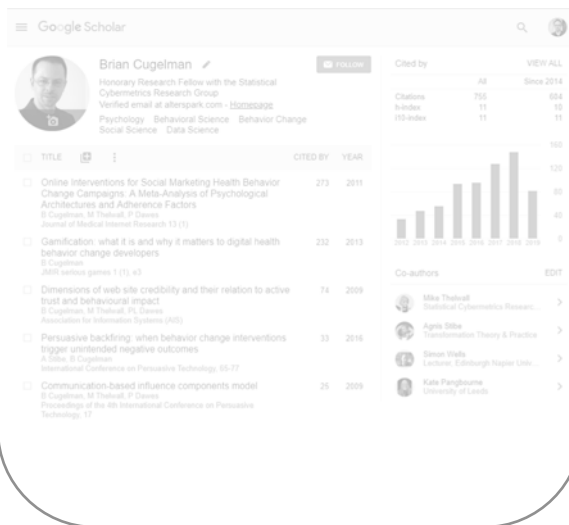


Brian Massey



Brian Cugelman, PhD

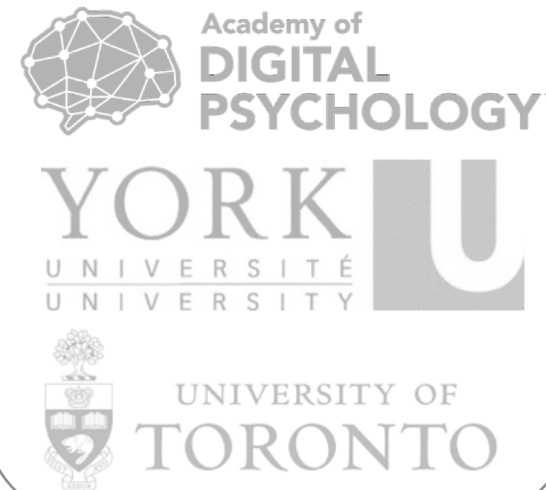
The scientist



The evaluator



The teacher



The innovator

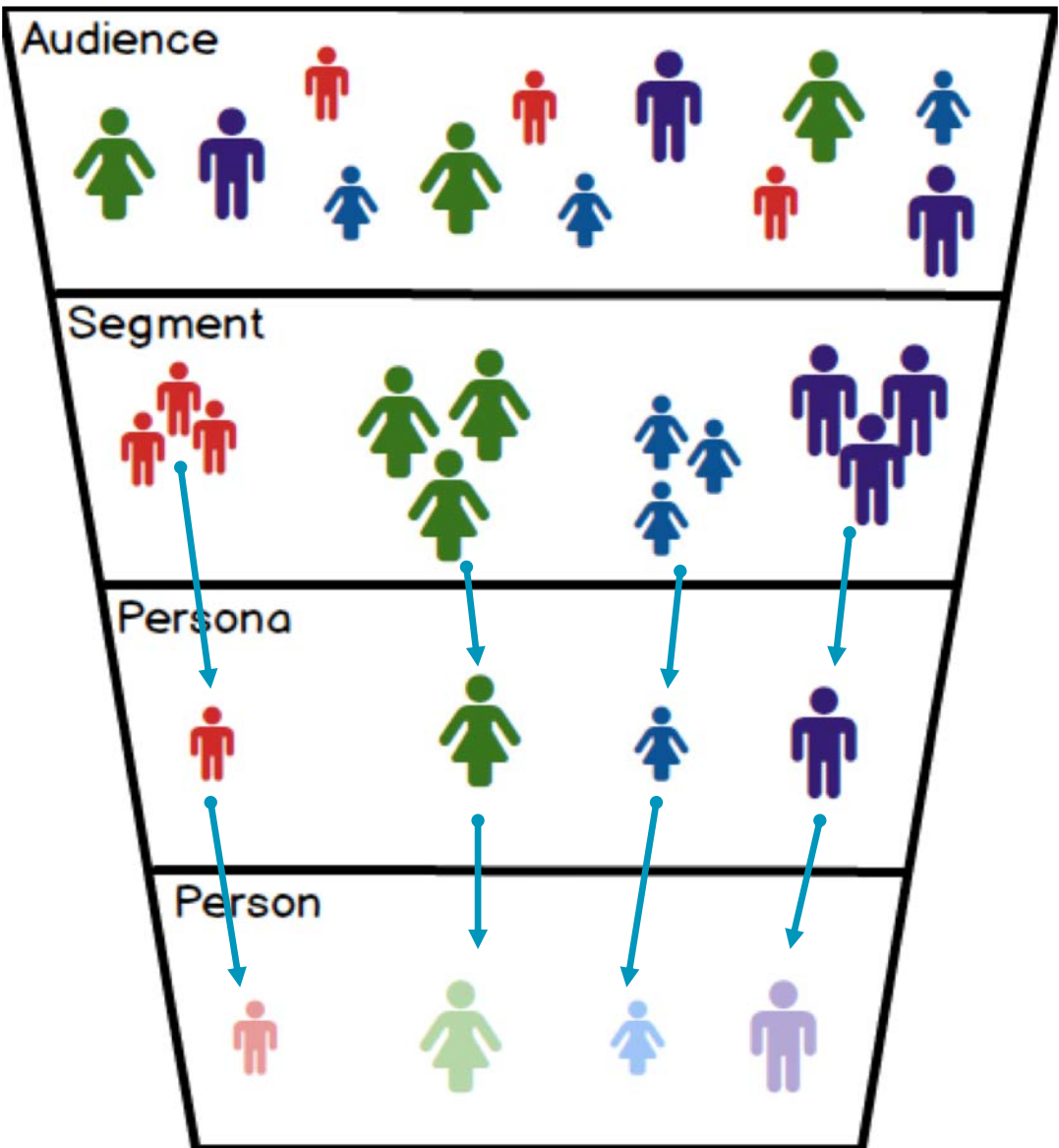


What's up for today

1. Segments and personas
2. Personality neuroscience
3. Behavioral misinformation
4. Behavioral science and design
5. Social influence
6. Behavioral design - improv

SEGMENTS AND PERSONAS

Targeting terms



Segment

Persona

Segment 11



Travel Enthusiast >

 Location **International**

 Age **19 - 30**

 Male **65%**

 Female **35%**



James >

“ The world is my temple ”



June Sun >

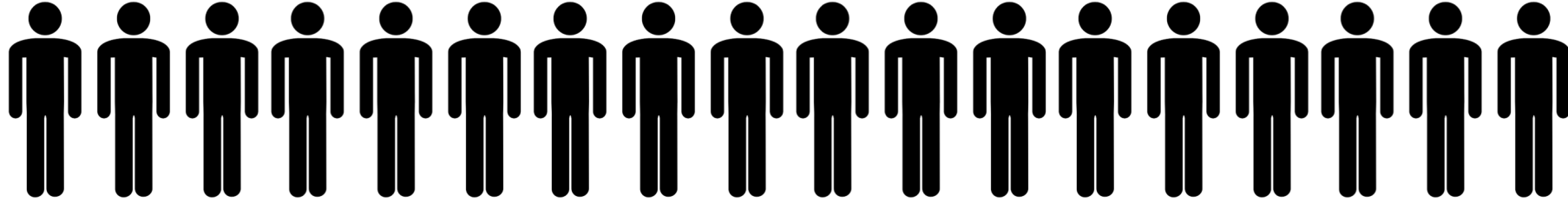
“ I'll go wherever the wind takes me. ”



+ Add Persona

PERSONALITY NEUROSCIENCE

What is personality?



Consistency in:

- Temperament and mood
- Typical emotional response
- Cognitive disposition
- Memories and habits
- Behavior

Nature versus nurture

Genes account for about 40% of a given trait

Our personality changes a lot, during our life.

Environmental factors also shape personality.

Advances in personality science



Hans Eysenck
Eysenck's personality
Inventory (1950s)



Jeffrey Alan Gray
Gray's biopsychological
theory (1970)



C. Robert Cloninger
Temperament &
Character Inventory (1980s)



Helen Fisher
Fisher Personality
Types (2009)



Cugelman et al
SPEAR Personality
Types (2016)



3. BIOLOGICAL



Timothy Leary
Interpersonal circumplex (1957)



Lewis Goldberg
BIG 5 (1980s)



Ashton and Lee
HEXACO (2004)



2. PSYCHOMETRIC



Hippocrates
Four temperaments
(460 BC)



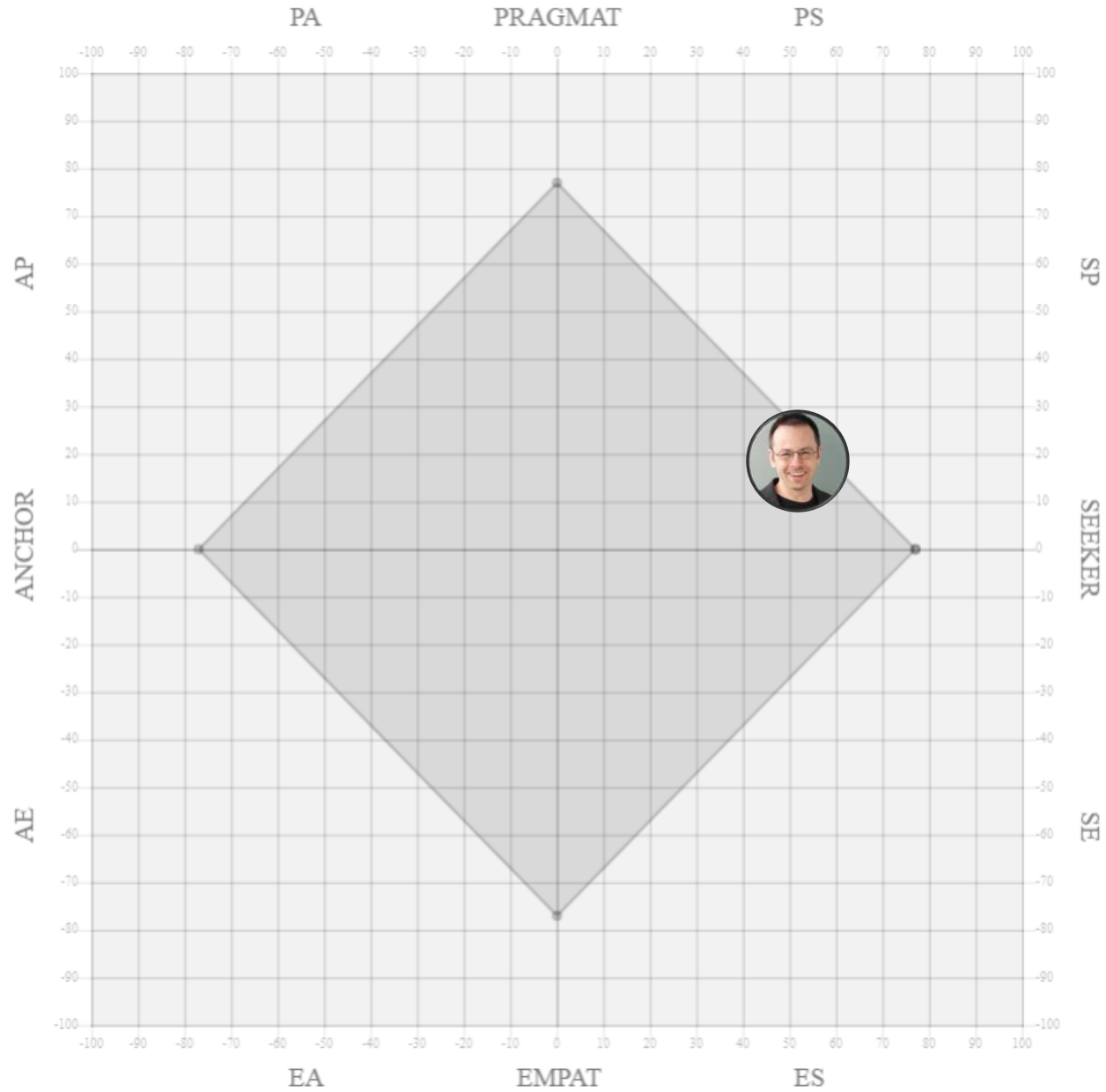
Freud, Carl Jung & Myers-Briggs
Psychological Types (1921)
& MBTI (1944)



1. THEORTICAL

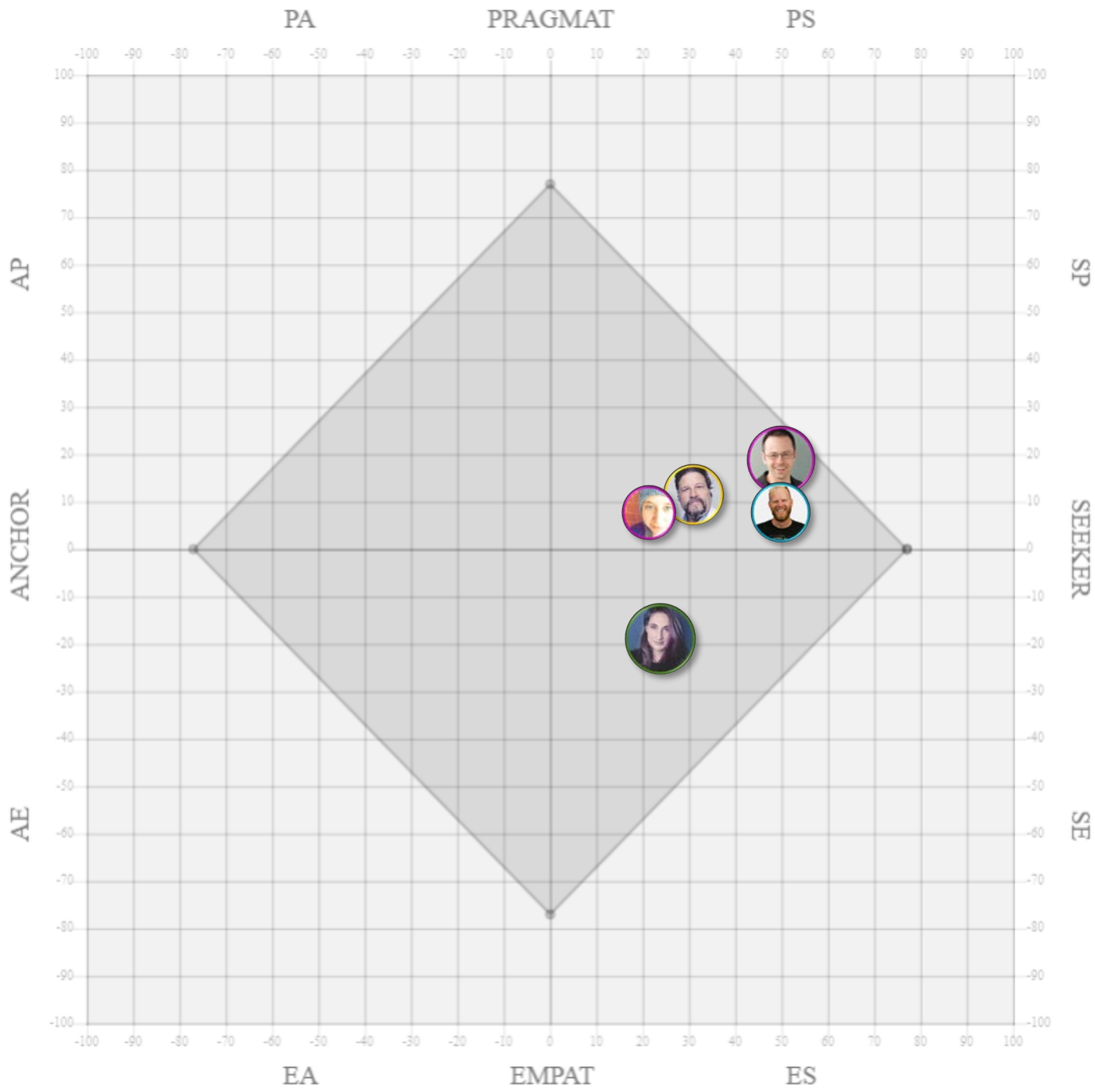
Analytical, Decisive, Blunt

- Traditional
- Routine-Liking
- Risk-Avoiding



- Risk-Taking
- Routine-Avoiding
- Non-Traditional

Emotional, Compassionate, Giving



We scored the gang with the short SPEAR4-40 instrument.

They're a bunch of curious risk-takers.

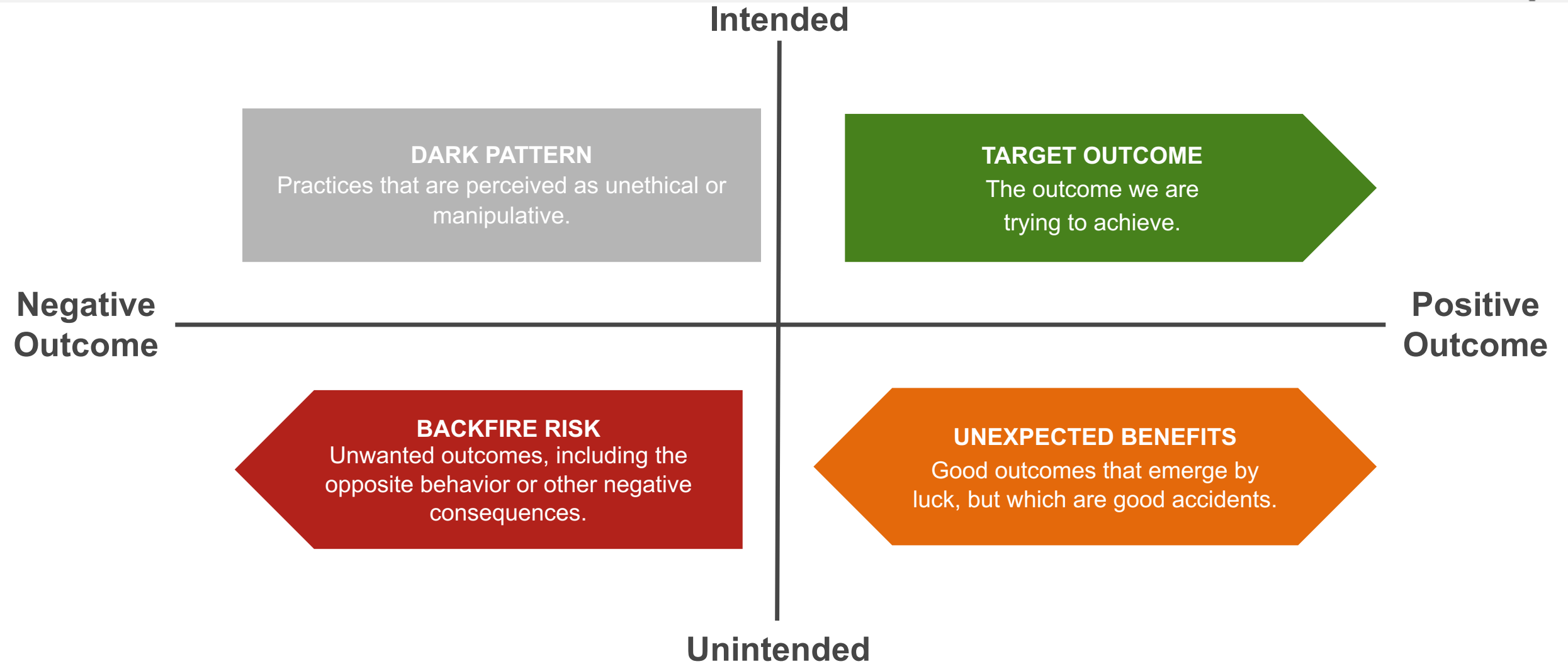
The group leans towards analytical, but most had a good balance of social orientation too.

BEHAVIORAL MISINFORMATION

B.S. vs. Behavior Science

B.S. Pop Psychology (Hype)	Behavioral Science (Evidence)
1. Learn psychology so powerful, you must promise never to use it for evil	<ul style="list-style-type: none">• Impacts ranged from 5-11%, but only in population X
2. You will HOOK users	<ul style="list-style-type: none">• There was no impact 4 months into the program
3. Variable rewards will addict users	<ul style="list-style-type: none">• Reinforcement techniques produce significant, but small impacts
4. You will learn “secret psychology”	<ul style="list-style-type: none">• Everything we teach comes from published studies
5. Get psychological “superpowers” with our magic model	<ul style="list-style-type: none">• Hypothetical models are often nonsense, without scientific scrutiny and testing

Behavior change outcomes



BEHAVIORAL SCIENCE & DESIGN

Psychological architectures

Perceived value



Social norms



Perceived value



Social comparison



Social recognition



Behavioral insight reports can take 1-6 month to complete.

Behavioral Science

Psychology & neurology driven theory & research

Behavioral Design

Psychology-inspired strategy & creative



Behavioral
Insights
Report



Handover from Behavioral Science to Behavioral Design

Behavioral psychometrics: Automated behavioral insights



API in →

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PERSONALITY  
TYPES AI  
  
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Behavioral Psychometrics

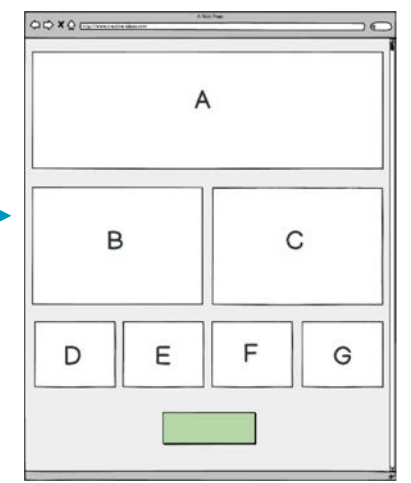
API out →



Behavioral Insights

→

We still need
creative thinking.



Behavioral Design

Prediction limitations

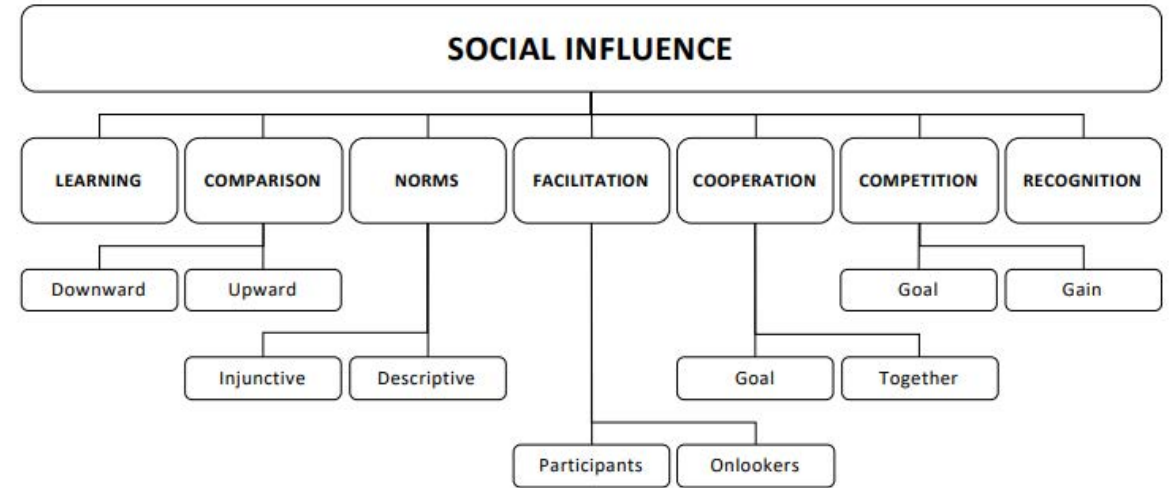
Using old /V4/ API models with lower quality SPEAR scores, and the modest ranking SPEAR40 instrument.

SOCIAL INFLUENCE

**Does social proof
describe all forms of
social psychology?**

7 Social Influence Principles

1. Learning
2. Comparison
3. Norms
4. Facilitation
5. Cooperation
6. Competition
7. Recognition

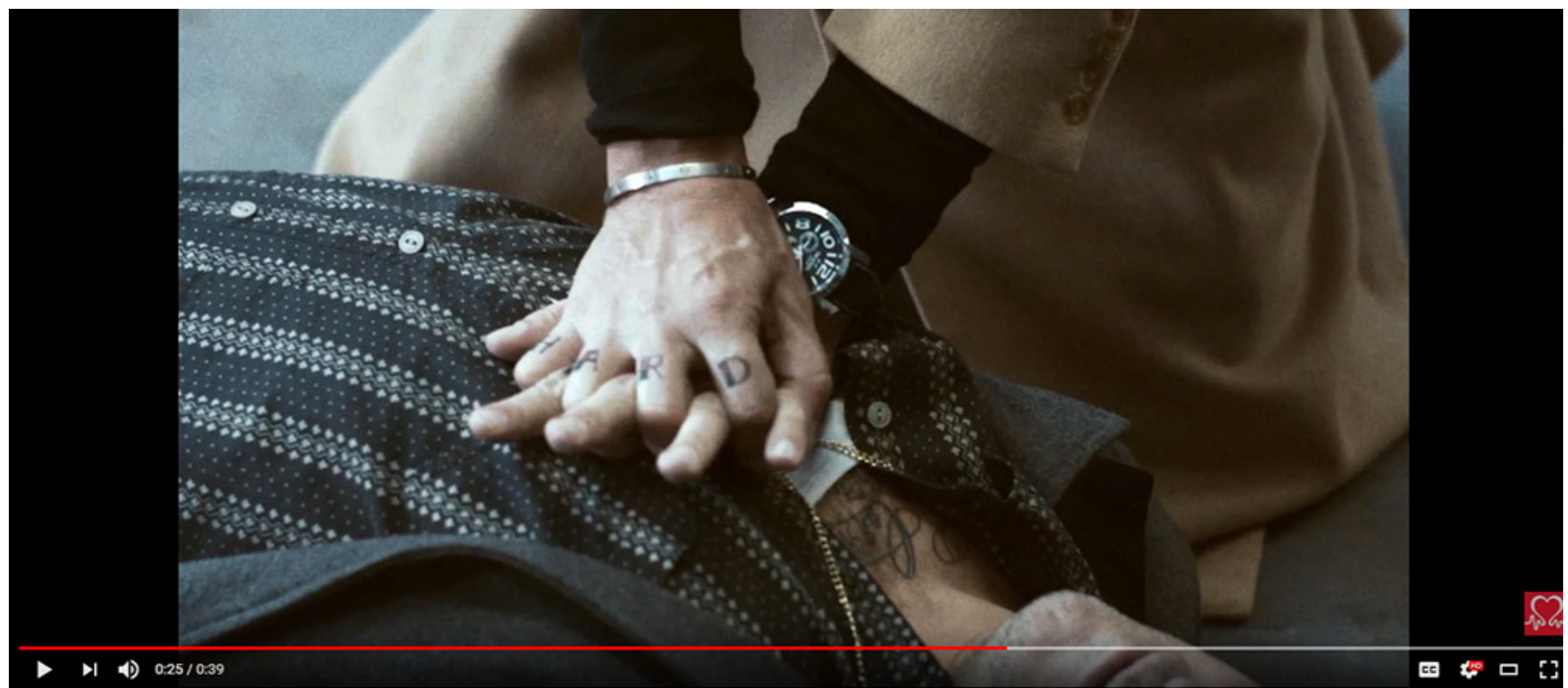


Prof. Stibe & Dr. Cugelman

Easy article: <https://www.alterspark.com/blog/7-principles-of-social-influence-for-digital-psychology>

Social learning

People learn by seeing others perform a task.



Hands-Only CPR (British Heart Foundation TV advert)

1,516 views

LIKE DISLIKE SHARE



British Heart Foundation
Published on May 10, 2018

SUBSCRIBE 12K

Vinnie Jones shows how hard and fast Hands-only CPR to Stayin' Alive by the Bee Gees can help save the life of someone who has had a cardiac arrest.

The Hollywood hardman stars in a British Heart Foundation TV advert urging more people to carry out CPR in a medical emergency.

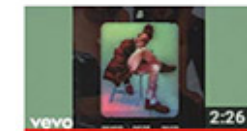
Category [Nonprofits & Activism](#)

Up next

AUTOPLAY



How to Perform CPR video
CPRCertified.com
2.9M views



Jazz Cartier - Right Now (Audio) ft. KTOE
Jazz Cartier
Recommended for you



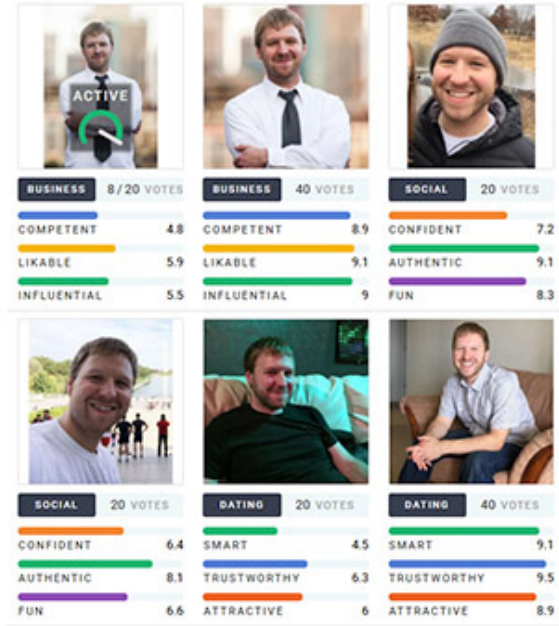
How to triple your memory by...

STAYING ALIVE

“Disco
can save
lives.”

Social comparison (upward/downward)

People are constantly comparing themselves to others and making evaluations of higher/lower ranking.



See How Others See You

with the world's #1 photo testing tool

Choose your **business**, **social**, and **dating** photos using hard data about how you're coming across.

Use it free — or pay for faster results.

GET STARTED

Already using Photofeeler? [Login](#)

How it works

BUSINESS

TITLE
Digital Content Producer

Scores Data Notes

- Warm smile, good eye contact, I like her
- Great photo! Would wear a suit jacket for more influence.
- solid picture, although the lighting is a bit funny
- Nice smile :)
- Looks friendly but also smart
- Background is a little bit busy
- Not sure what is in the background? Good pic overall

Part People, Part Artificial Intelligence

Get feedback from respectful, unbiased voters. Target them by gender and age.

Machine learning vote score normalization & voter fraud detection AI by Carnegie Mellon University Ph.D. mathematicians ensure your results are accurate and trustworthy.

Photofeeler has separate categories for Business, Social and Dating photos and 9 traits you can test for.

Privacy

Photofeeler is safer than any alternative. You decide exactly when your photos will be visible, to whom, and for how long.

GET STARTED

Already using Photofeeler? [Login](#)

Social norm

When unsure how to act in a situation, people observe what others are doing to determine the correct way to think, feel or behave.

The screenshot shows an Amazon product page for "JAM Paper Colored Standard Paper Clips - Small - Gold - 100/pack". The page features a large image of the product packaging, which is a clear plastic box with a yellow label that says "JAM PAPER & ENVELOPE PAPER CLIPS 100 GOLD REGULAR-SIZED www.jampaper.com". To the right of the image is the product title, price (\$4.99), and a "Buy Now" button. Below the main image is a "Sponsored products related to this item" section with a carousel of various paper clip products. At the bottom, there is a "What other items do customers buy after viewing this item?" section.

SEE SOMETHING NEW, EVERY DAY. TAKE A LOOK

amazon Shop school supplies

Deliver to Canada Departments - Your Amazon.com Today's Deals Gift Cards Registry Sell Treasure Track Help

Office Products Office Deals School Supplies - Printers, Ink & Toner Projectors

amazonbasics Shop Paper & Binder Clips

Back to search results for "paper clip gold"

JAM PAPER & ENVELOPE PAPER CLIPS 100 GOLD REGULAR-SIZED www.jampaper.com

JAM Paper Colored Standard Paper Clips - Small - Gold - 100/pack

by JAM Paper

★★★★★ 222 customer reviews | 6 answered questions

Price: \$4.99

In Stock.

This item ships to Canada. Want it Thursday, Sept. 20? Order within 23 hrs 23 mins and choose AmazonGlobal Priority Shipping at checkout. Learn more

Sold by JAM Paper & Envelope and Fulfilled by Amazon. Gift-wrap available.

Size: Regular

Regular Jumbo Giant

Color: Gold

- Color: Gold
- Size: 1 inch (Standard/Regular) | Keep your stacks of paper organized with colored paper clips
- Quantity: 100 per box | Packed in a reusable clear box to keep your desktop or your desk drawer organized
- Premium paper clips made from high quality vinyl coated steel wire
- These colorful paperclips are great for organizing papers at home, school, or the office

Compare with similar items

New (2) from \$4.99 & FREE shipping on orders over \$25.00. Details

Shop Paper/Binder Clips by AmazonBasics

AmazonBasics Binder Clips - Small, 12 per Pack, 12-Pack \$7.59	AmazonBasics Binder Clips, Large, 12 per Box, 4-Pack \$13.99	AmazonBasics Jumbo Paper Clips, Nonskid, 100 per Box, 10-Pack \$12.99	AmazonBasics No. 1 Paper Clips, Smooth, 100 per Box, 10-Pack \$7.30
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Other Sellers on Amazon

New (2) from \$4.99 & FREE shipping on orders over \$25.00. Details

Have one to sell? Sell on Amazon

amazonbasics Quality binder clips for everyday use.

AmazonBasics Binder Clips, Medium, 12 per Box, 2-Pack \$5.49 prime

Sponsored products related to this item (what's this?)

Page 1 of 26

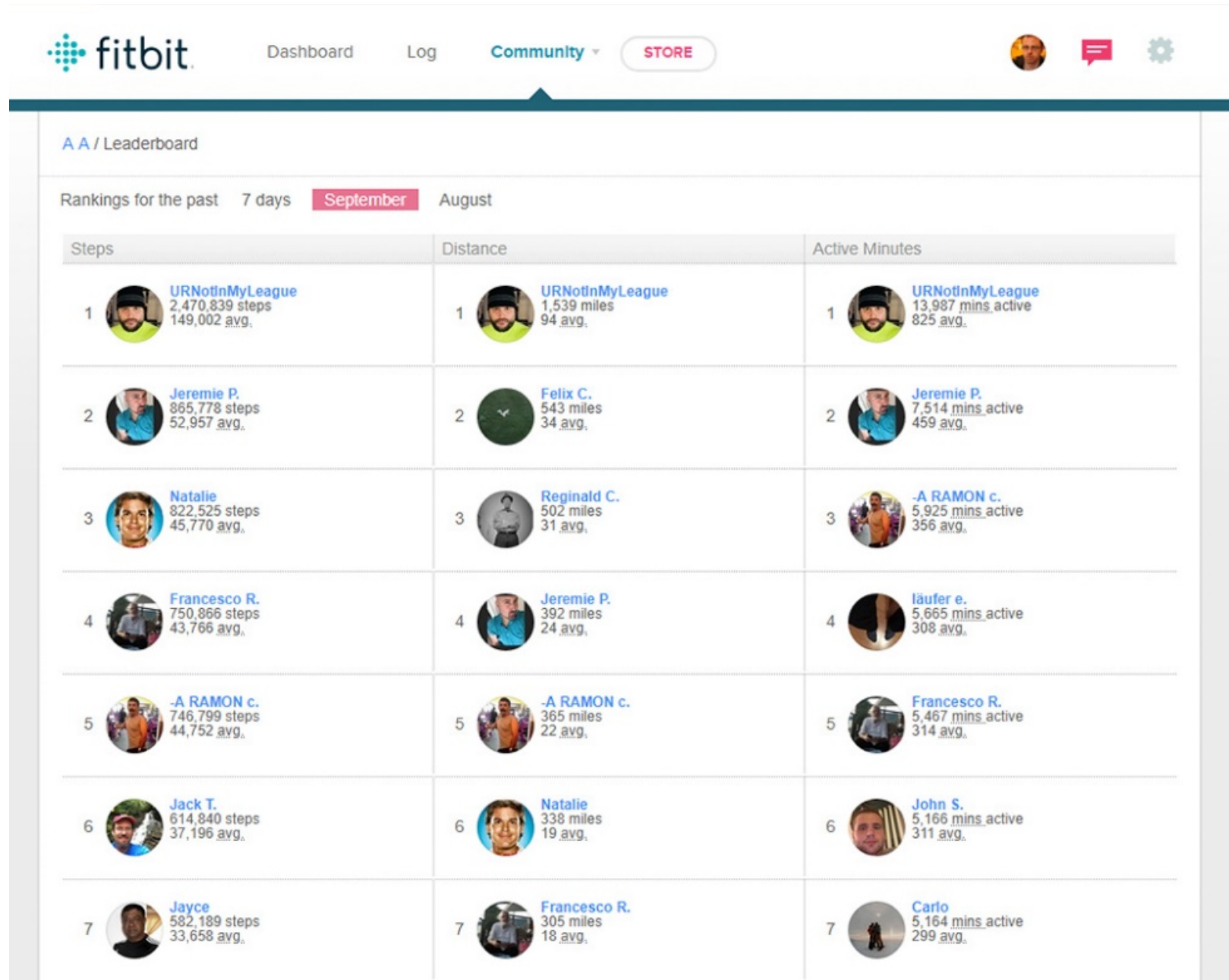
AmazonBasics No. 1 Paper Clips, Nonskid, 100 per Box, 10-Pack \$7.99 prime	Paper Clips, 50 Pieces Diamond Shaped Paperclips, Creative Gold Drops Shaped Document Clips \$4.49 prime	Binder Clips Paper Clamp, 120 Pcs Binder Clamps Assorted 6 Sizes (Black) for Office... \$7.64 prime	NEG 40 Pack 4 Inches Mega Large Paper Clips - 8 Colors 100mm Office Supply Accessory... \$12.99 prime	ScOnni #3 Size Paper Clips, Economy, Non-skid, Silver, 100/Box, 10 Boxes \$7.99 prime	Codall Paper Clips, 700 Pieces Silver Paperclips, Small Sizes 28mm, Medium 33mm and... \$7.99 prime	Paper Clips 700 Pieces, EADNE Colored Paper Clips with Small, Medium, Jumbo Assorted... \$9.99 prime	Friends 105 Pieces Multicolor Water Drop-Shaped Paperclips Metal Paper Clips for Sc... \$7.99 prime	Mr. Pen- Assorted Binder Bands, Paper Clips, Rubber Bands, Paper Clips Jumbo, Paper... \$8.99 prime	JPSOR Paper Clip—600 28/33/50mm Silver Paper Clips, for Office and Personal Document... \$10.99 prime
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What other items do customers buy after viewing this item?

ACCO Gold Tone Clips, Smooth Finish, 2 Size, 100/Box, 4-Pack (400 Clips Total) (A7072554)

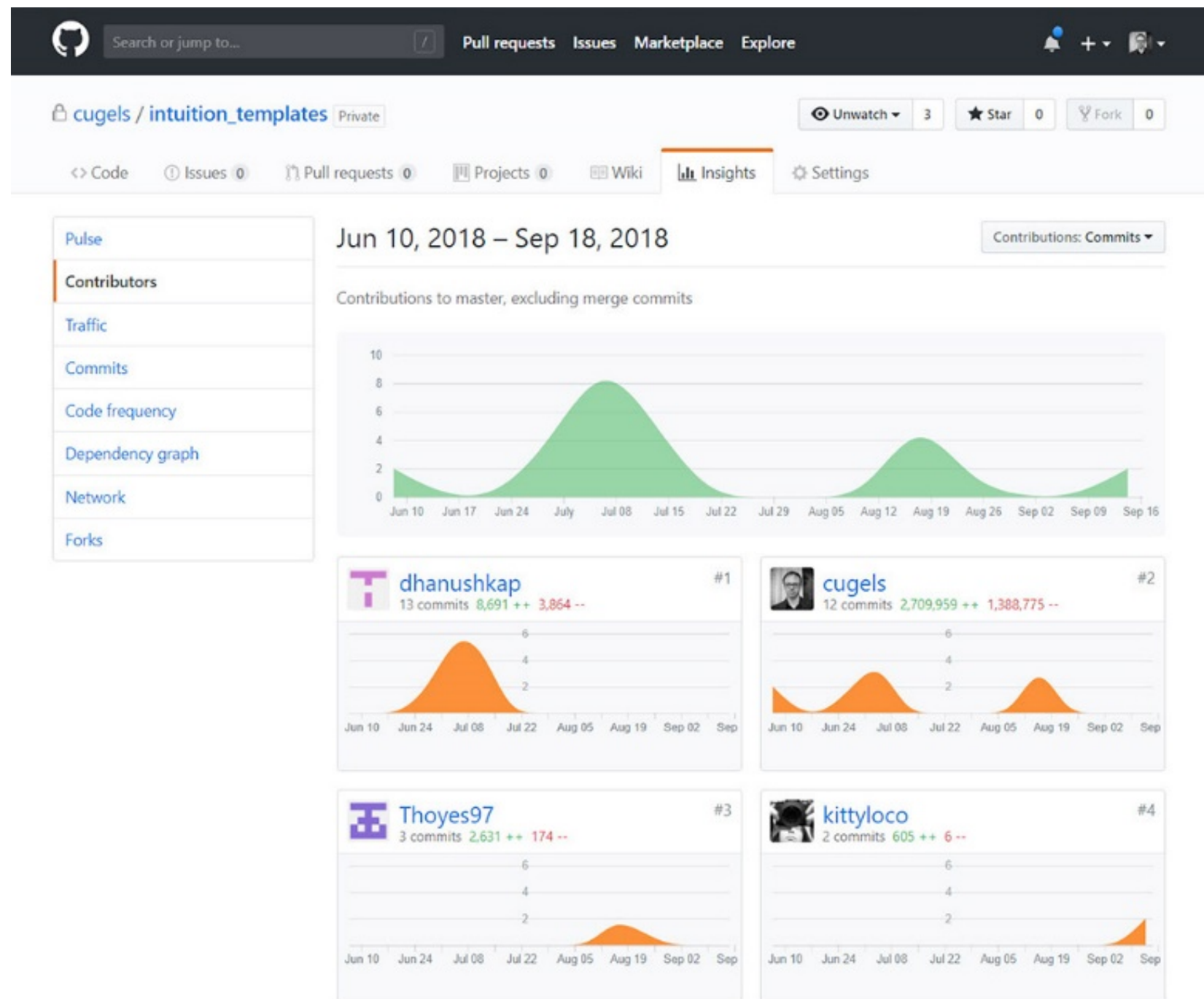
Social facilitation

The mere presence of other people (real, virtual, or imagined) increases the performance of well-known tasks, but reduces the performance of unfamiliar tasks.



Cooperation

People cooperate to achieve common goals, creating a win-win context that increases group trust.



Competition

People compete when working against each other to achieve their goals, fostering a win-lose context.

The screenshot shows a Booking.com reservation page for a property in Chicago. The page is in the 'Enter your details' step of a three-step process. A green banner at the top says 'Great choice! You're almost done, Brian.' The property is 'Pittsfield Apartments + Suites', a 3-star property with parking and 2 restaurants on site. The location is 55 E Washington St, Chicago, IL. The booking details show a check-in on Sunday, 23 September 2018, and a check-out on Tuesday, 25 September 2018, for a total of 2 nights. The selected room is a 'Standard Two-Bedroom Apartment'. A red banner indicates that 4 people are currently booking the property. A final green banner congratulates the user for choosing the 'cheapest apartment' and encourages them to book now.

Booking.com US\$ 🇨🇦 🗨️ [List your property](#) **Brian Cugelman**
Frequent Traveller **genius**

1 Your apartment ————— 2 Enter your details ————— 3 Final details

Great choice! You're almost done, Brian.

Your booking details

Check-in:
Just 6 days away!
Sunday **23 September** 2018 from 16:30

Check-out:
Tuesday **25 September** 2018 until 10:00

Total length of stay:
2 nights
[Travelling on different dates?](#)

You selected:
Standard Two-Bedroom Apartment
[Change your selection](#)

Your booking includes

Pittsfield Apartments + Suites
★★★ Parking 2 restaurants on site
📍 55 E Washington St Chicago IL, Chicago Loop, Chicago, 60602, USA – In city centre
This property is in a good location. Guests have rated it 9.1!
One of our top picks in Chicago

4 people are booking this property right now.

Congratulations! You've chosen the **cheapest apartment** at Pittsfield Apartments + Suites. **Don't miss out, book now!**

Recognition

Group approval and acceptance is motivating while group rejection and disapproval are demotivating.

The screenshot shows the 'Hot or Not' app interface for a user named Brian. At the top, the 'hot or not' logo is displayed. Below it, a profile card for Brian shows a small profile picture, his name 'Brian', and a popularity status of 'Very low'. A blue button labeled 'Increase Popularity' is positioned below the profile card. Underneath, there are two options: 'Credits Refill' with a yellow coin icon and a plus sign, and 'Hot or Not Premium Activate' with a yellow diamond icon and a plus sign. A list of navigation options follows: 'Encounters', 'People nearby', 'Messages', 'Liked you', 'Visitors', and 'Favorites'. At the bottom of the interface, there is a section titled 'Add me here - Get seen by millions!' which contains a grid of circular profile pictures, including a green circle with a white plus sign.

This screenshot shows a photo post on the 'Hot or Not' app. The post is by a user named 'Brian, 48', indicated by the text and a green location pin icon. The photo shows a man wearing a black t-shirt, blue jeans, a flat cap, and glasses, kneeling on a sidewalk. He is positioned in front of a large red star on the ground that reads 'BRITNEY SPEARS'. The star has a small circular icon in the center. The photo is framed by a dark grey border with navigation arrows on the left and right sides. In the bottom left corner of the photo area, there is a camera icon and the text '1/3'. Below the photo, there is a rating system consisting of five stars, with the first star filled and the others empty. To the right of the stars is the text: 'This photo isn't doing so well, try replacing it for a better rating'. In the bottom right corner, there is a button labeled 'Your default photo' and a three-dot menu icon.

BEHAVIORAL DESIGN - IMPROV

Time to play, BEHAVIORAL DESIGN IMPROV

With special guests,
and target audiences:



Oli Gardner



Shanelle Mullin



Talia Wolf



Brian Cugelman



Brian Massey

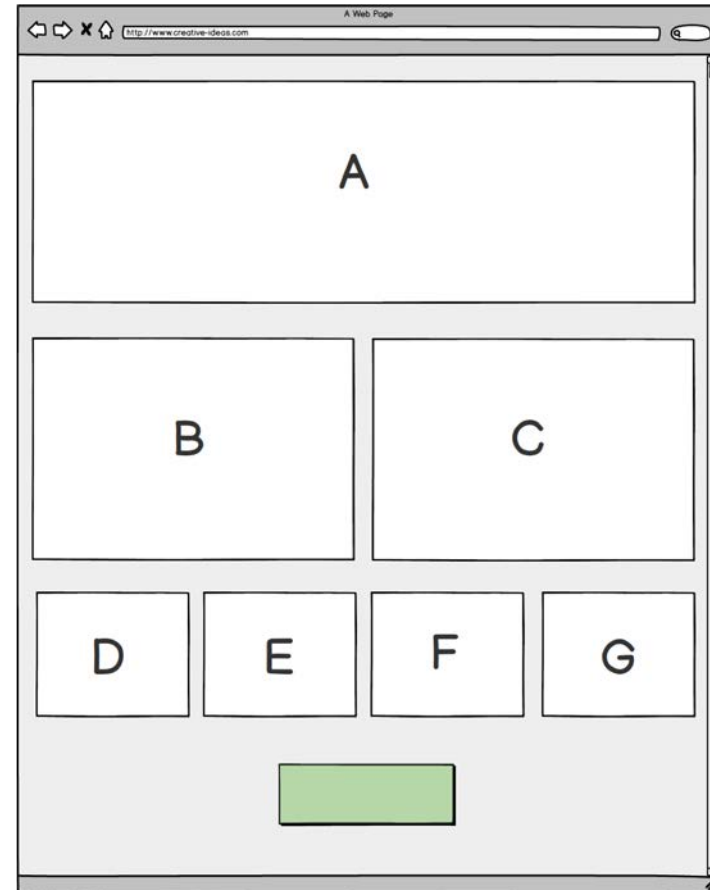


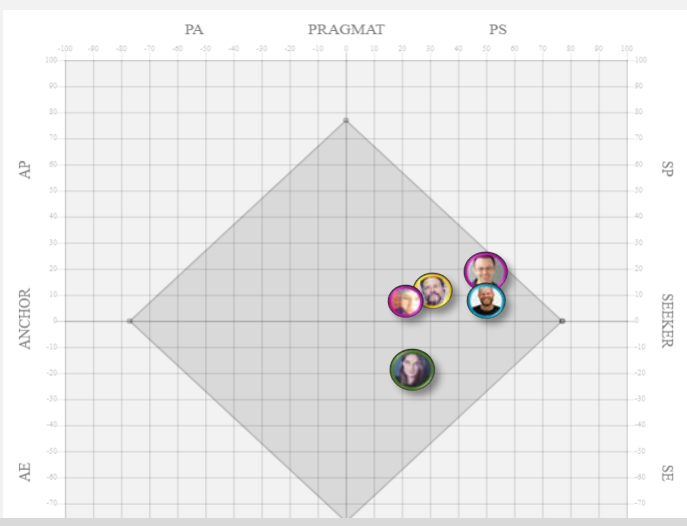
+ Special guest Debra

How to play

Let's pick the following:

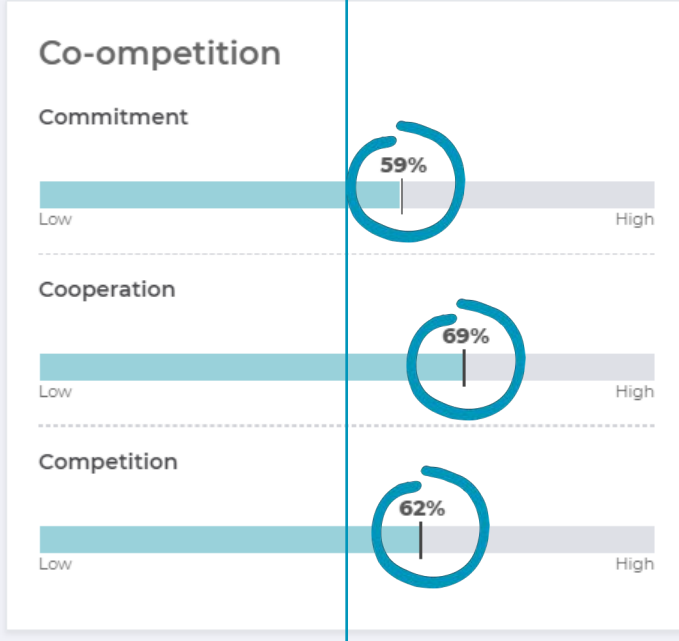
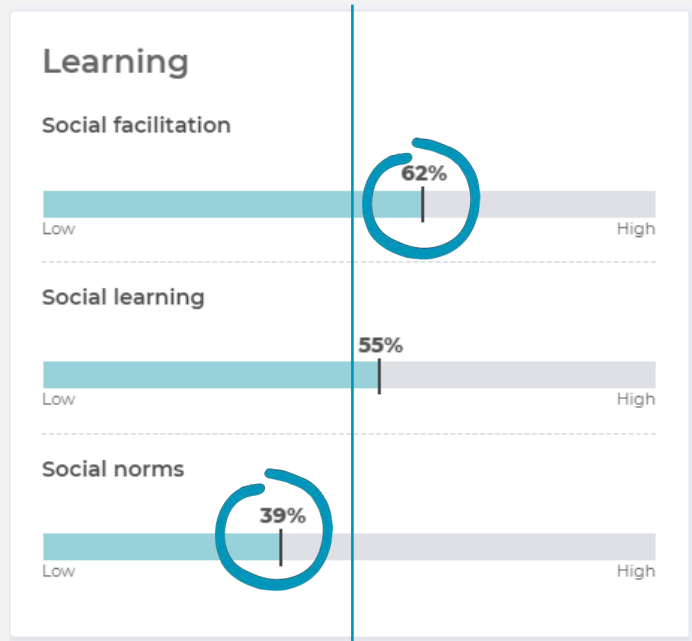
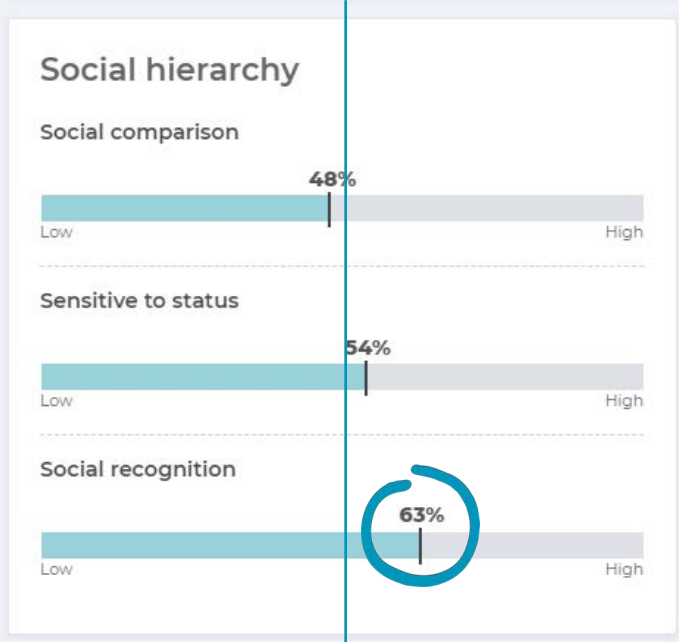
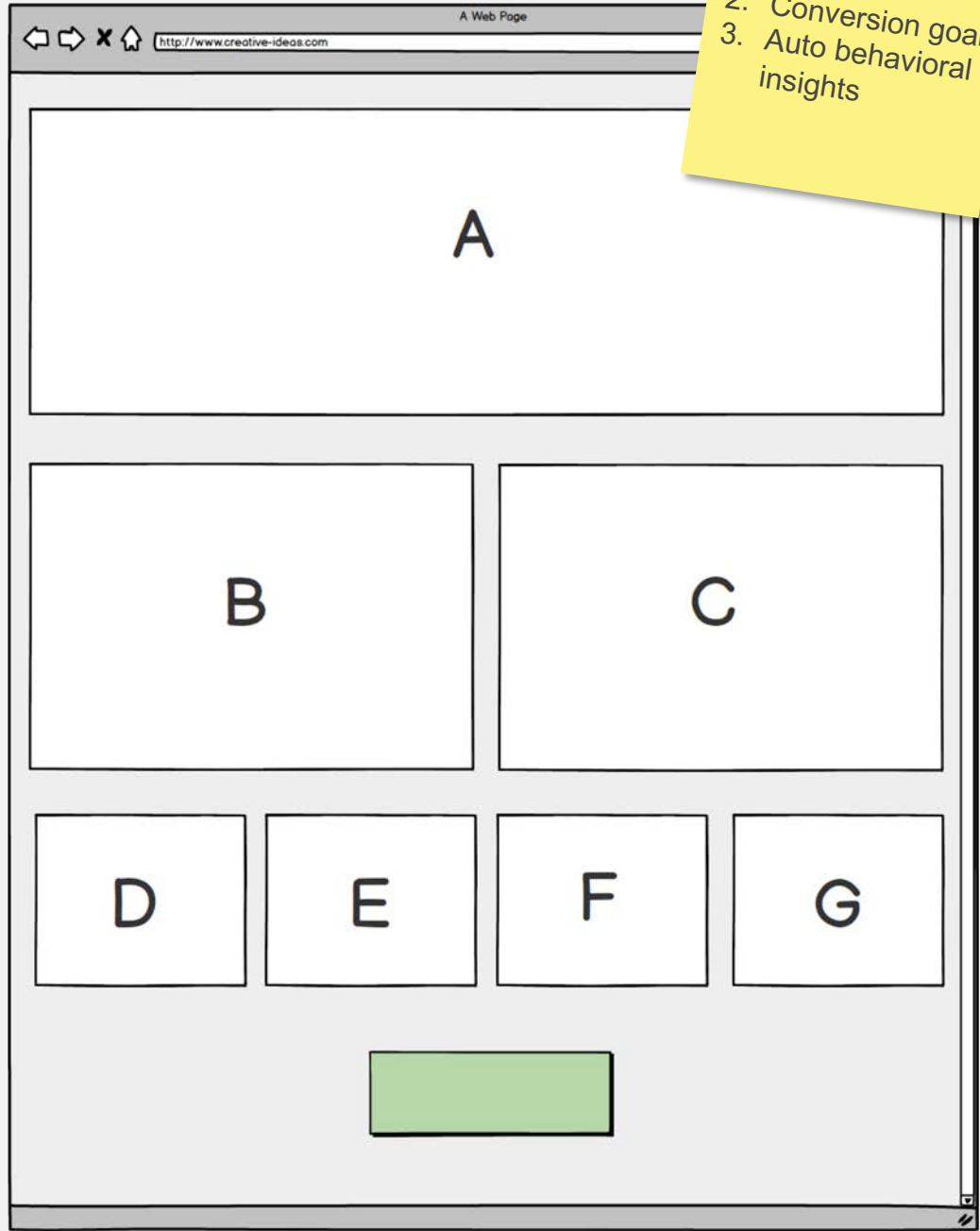
1. Audience
2. Conversion goal
3. Auto behavioral insights

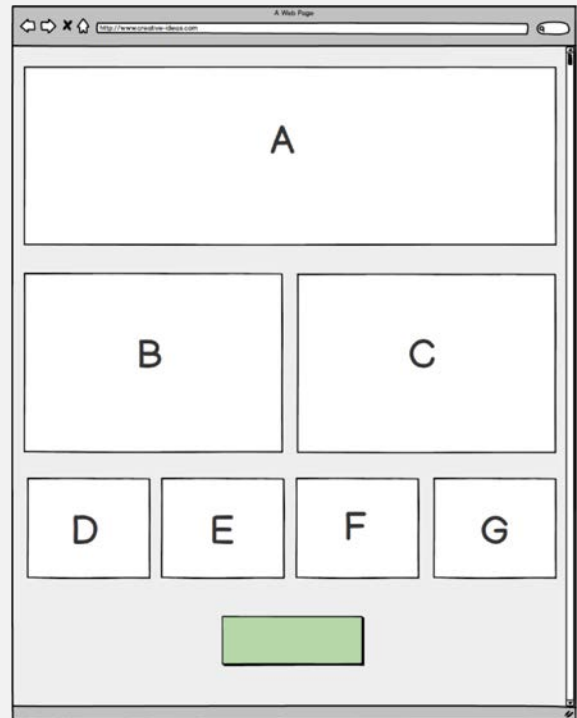
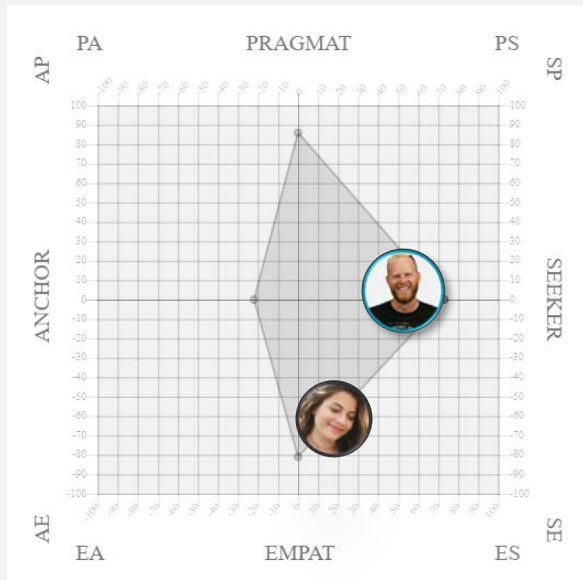




Group predictions

1. Audience
2. Conversion goal
3. Auto behavioral insights



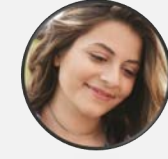
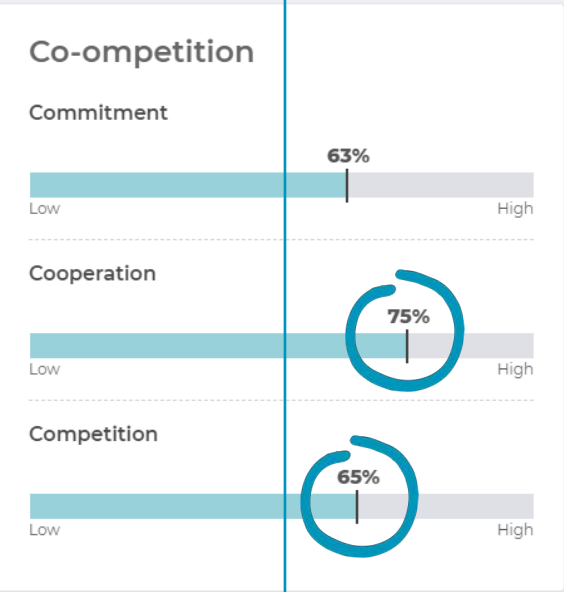
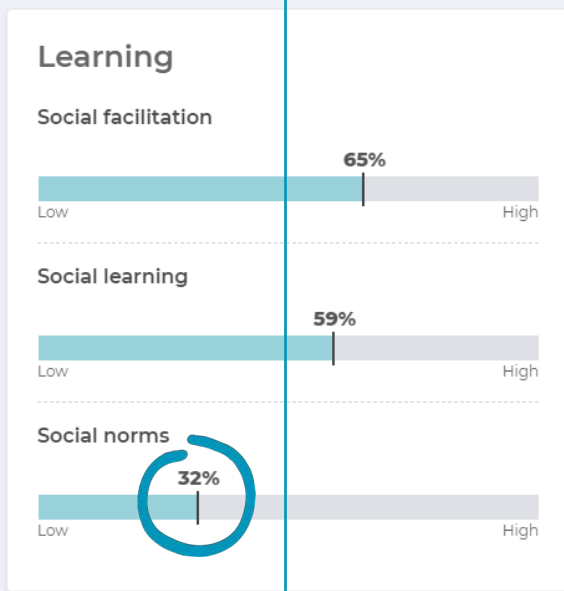


Now, come up with strategies that work for diverse groups.

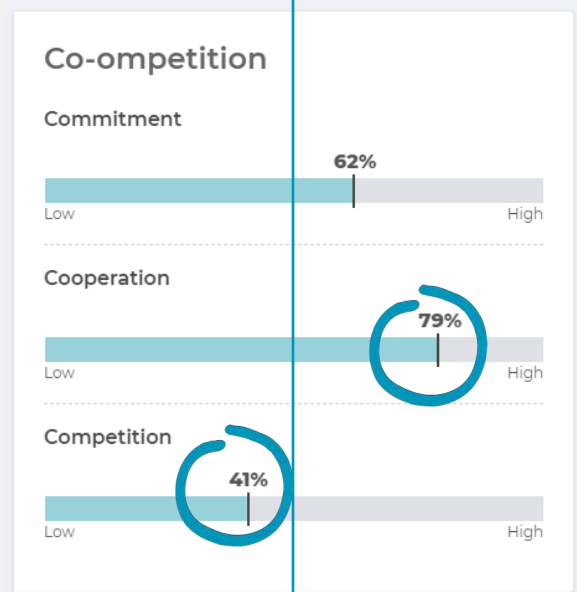
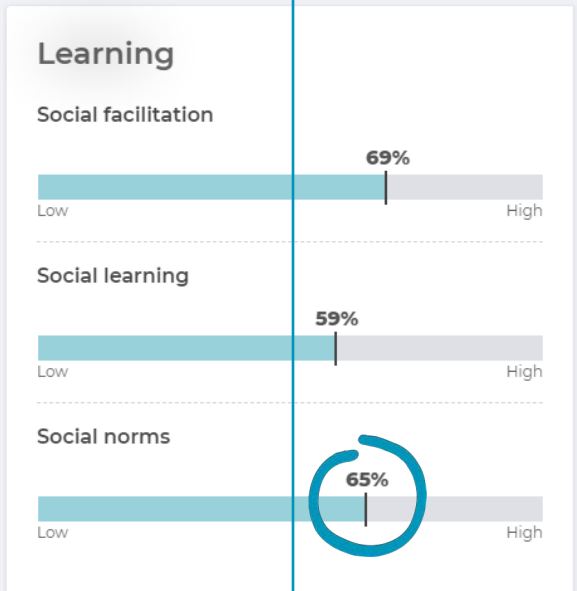
1. Audience
2. Conversion goal
3. Auto behavioral insights

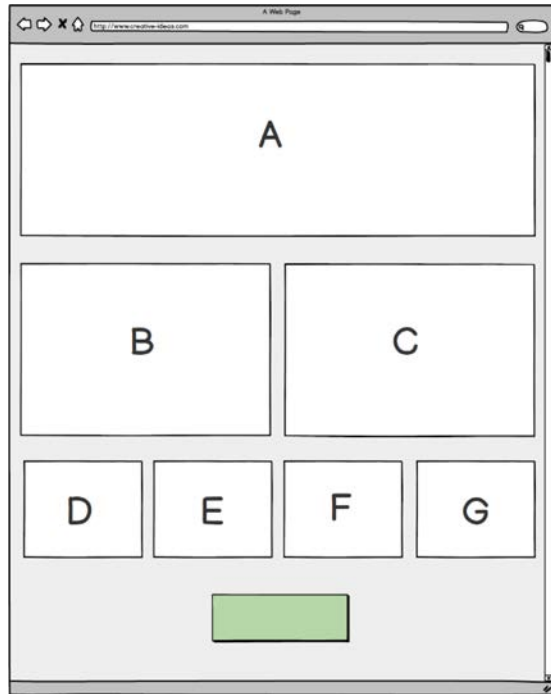
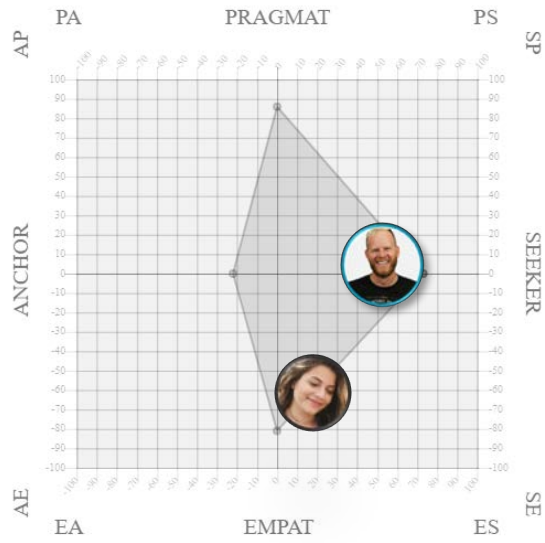


Oli



Debra



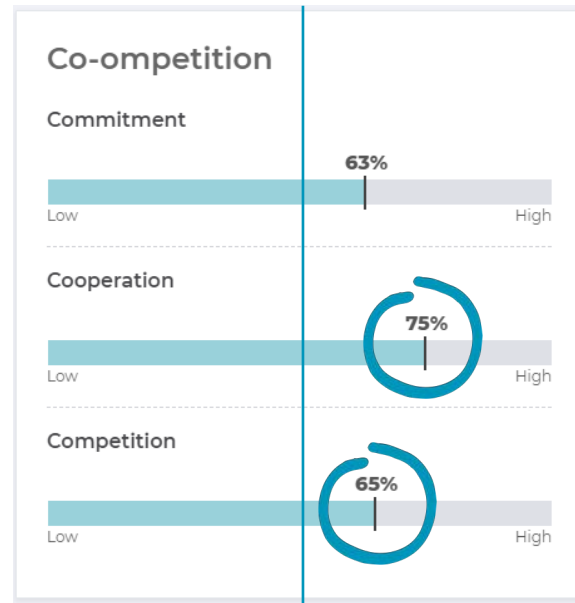
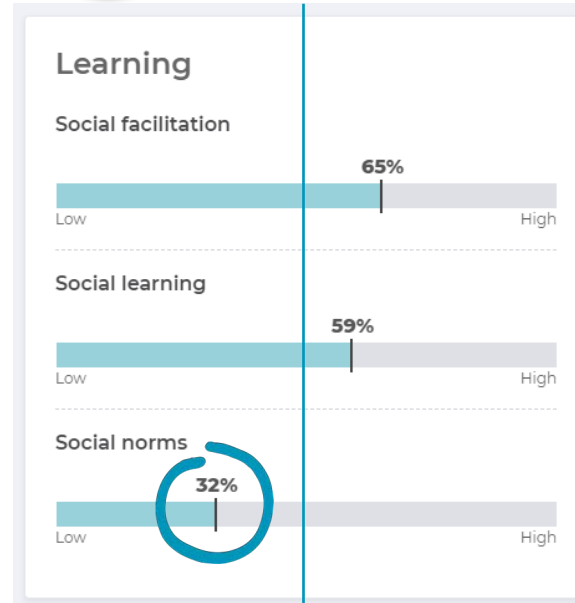


Now, come up with strategies that work for diverse groups.

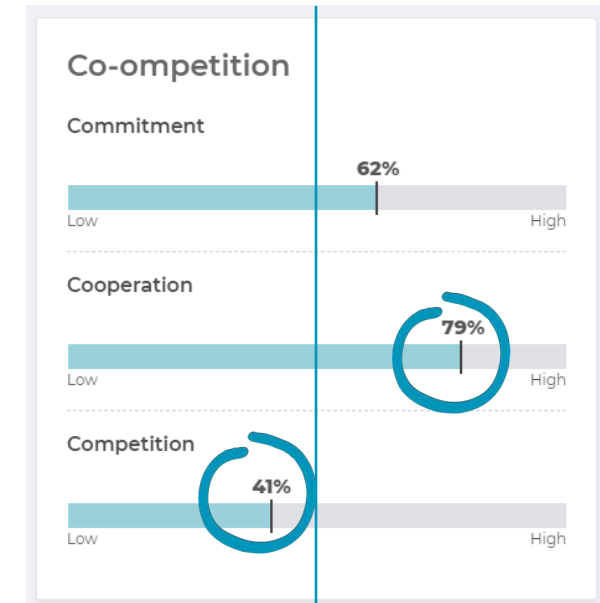
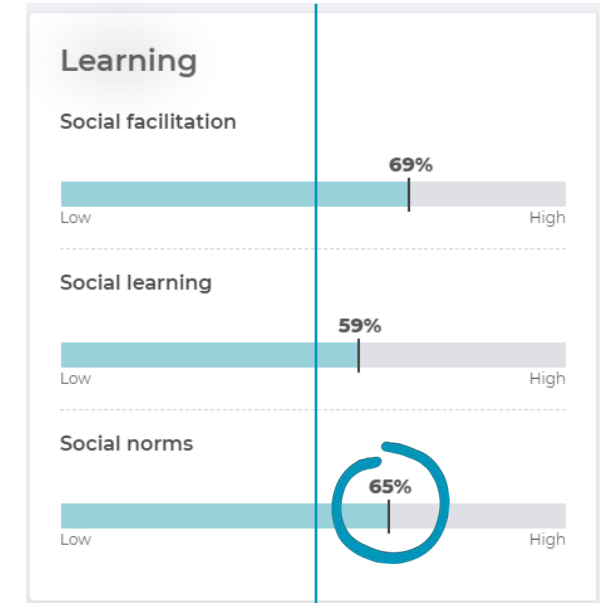
1. Audience
2. Conversion goal
3. Auto behavioral insights



Oli



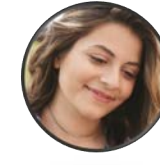
Debra



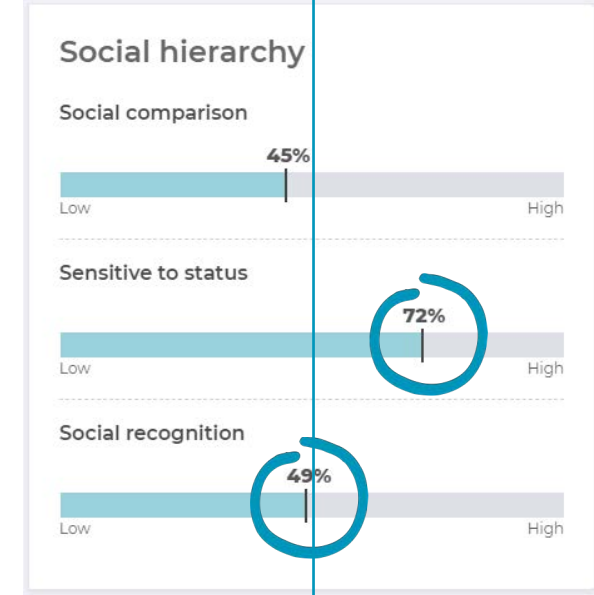
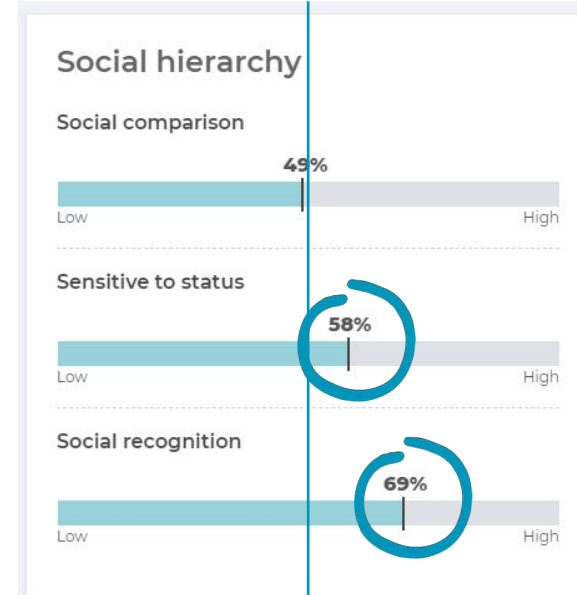
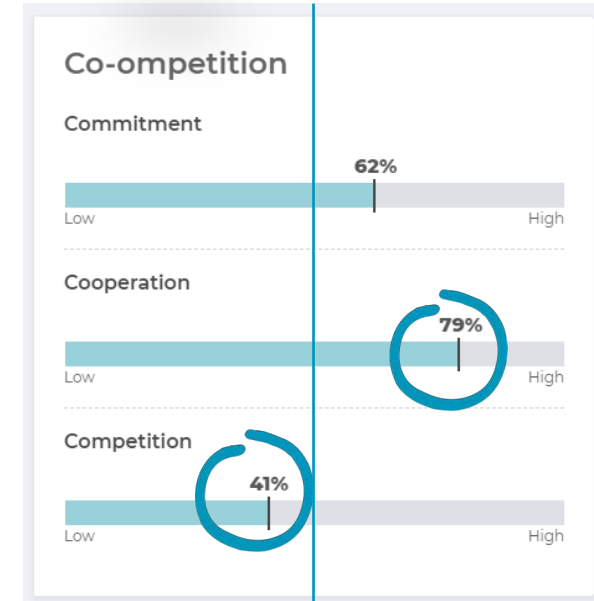
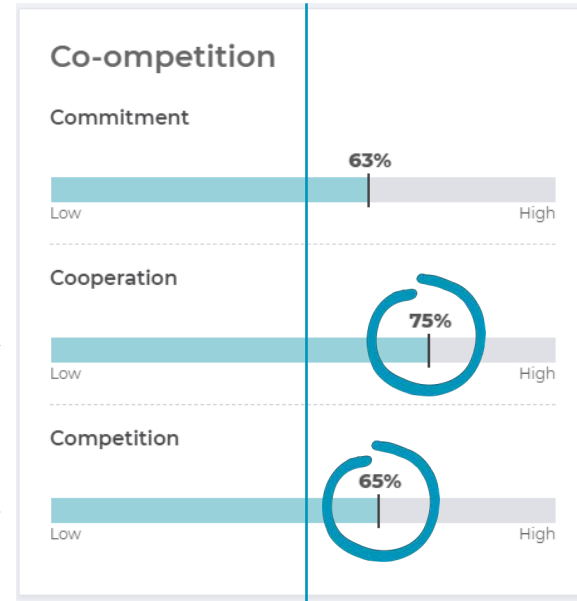
For Oli and Debra, how would you apply gamification?



Oli



Debra



THANK YOU



Brian Cugelman, PhD
[@cugelman](#)

AlterSpark
www.alterspark.com

Persona SPARK beta
www.personaspark.com