

W-Seminar Englisch

How to manipulate people online: Influencers and the Art of Influencing

Lehrkraft: D. R uth

Leitfach: Englisch

Are you sure you have a free will? Do you also have a free will when you're online?

To make it more concrete: Have you ever had the feeling that you have been on Instagram / TikTok (etc.), or playing an online game, longer than was good for you? Did you ever buy stuff online because it looked so cool, and later regret it? Do you sometimes get the feeling that influencers or music videos show what a "real man" or a "real woman" should look like or do – but you don't even want to be that kind of person?

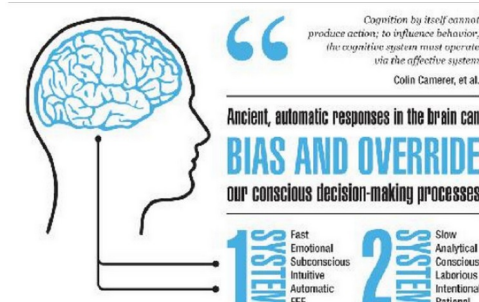
This all happens because media creators use certain techniques to influence you, and you can't even notice it.

But in this seminar, we are going to study and understand their techniques, and you are then going to use this knowledge to analyze some media products, or the way a media personality presents themselves.

For instance, we are going to study:



Nir Eyal. Hooked
The Hook cycle – by which media make you become more and more dependent on their offers.



Natali Nahai. Webs of Influence.
Influencing techniques that subconsciously make you want things that you didn't want in the first place.



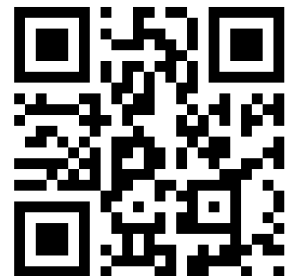
malisastiftung.org

How female and male influencers present themselves (and their products) and how much they follow traditional gender roles.

We are going to take a practical, hands-on approach: The techniques we study will be mostly presented by course participants, and you will also directly apply them to media or influencers that you are familiar with.

In your seminar paper, you will examine one influencer or one media product that you have chosen (and I have agreed to). To you give you an idea, here are some of the topics that were treated by participants of my 2019-2021 Influencers seminar:

- How FC Bayern markets itself online
- U.S. presidential candidate Michael Bloomberg: An analysis of his campaign
- Habit-forming and persuasion techniques used by the Smilodox brand
- Different art platforms and how they attract, and keep, their users
- How Clash of Clans gets you addicted – The Hook Model explained
- Kneipp's influencer marketing with a focus on their VIP authors.
- A marketing analysis of Dove's Real Beauty campaign.
- The communication strategies of Fiji Water
- How BTS market themselves



To get you a clearer idea of what the seminar looked like from a student's perspective, you can find the "Abizeitung" article about the 2019-2021 Influencers seminar under this QR code or under the link <https://bit.ly/WSInfl>

Sollte sich im Verlauf des Seminars herausstellen, dass das Konzept erheblich ver ndert werden muss, so ist dies in Absprache mit der Schulleitung m glich.