



TARTU ÜLIKOOL



Kümme mõjutusvõtet, mis meie arvamus ja hoiakuid mudivad

Maria Murumaa-Mengel

TÜ MEEDIAUURINGUTE KAASPROFESSOR



Baltic Engagement
Centre for Combating
Information Disorders

Tänase loengu juurde käib ka tööleht!

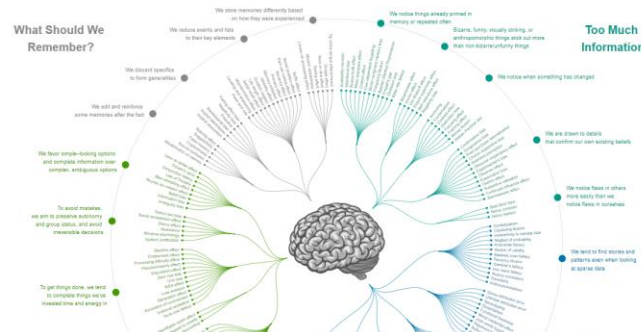
Valida kahe ülesande vahel – mõlemad üsna mahukad ja diskussioonil ning näidete toomisel põhinevad!

Tajuvead:

https://docs.google.com/document/d/1itWQ5fosXDz8jyQJczLaruP7obAdXjP7KACIjGufyY4/edit?usp=s_haring

Propagandavõtted: <https://docs.google.com/document/d/1n2nou3ueV50y8KktnI19-WUdkku3OgvVSa7QMmgIVvQ/edit#heading=h.vnh3hkh3gv4o>

1.



2.

1. **Argumentum ad hominem:** rünnatakse inimest isiklikul tasandil, tema välim peresuhteid jne, mitte kõne all olevat teemat/sisu/argumenti. Näited: „Ah, kuu vaadake, kui vana ta on, mingi tüüpiline buumer ju.“; „Artikli autor on ju selle v kommari lapselaps, mis selliselt oodatagi!"; „Kuri kole naine nüüd õiendab siin, er kulmud viltu.“
2. **Sildistamine:** inimese, organisatsiooni või inimeste grupiga seotakse mingi üldi (halvustav) silt. Kui alguses peab silti sageli selgitama, siis varsti tekib se infoväljas viibijatel sildi ja konkreetse inimese/organisatsiooni/grupi vah võrdusmärk. Mõnikord kaaperdatakse negatiivsena mõeldud silt tagasi ja püüt



Oluline!

Minu taust peamiselt sotsiaalmeedia-uuringutes.

Ehkki meie tänane vaade on pigem kriitiline, on suur osa mõjutusvõtetest täiesti tavapärane osa kommunikatsioonist.

Meil on poliitikuid vaja ja poliitikutel on meid vaja



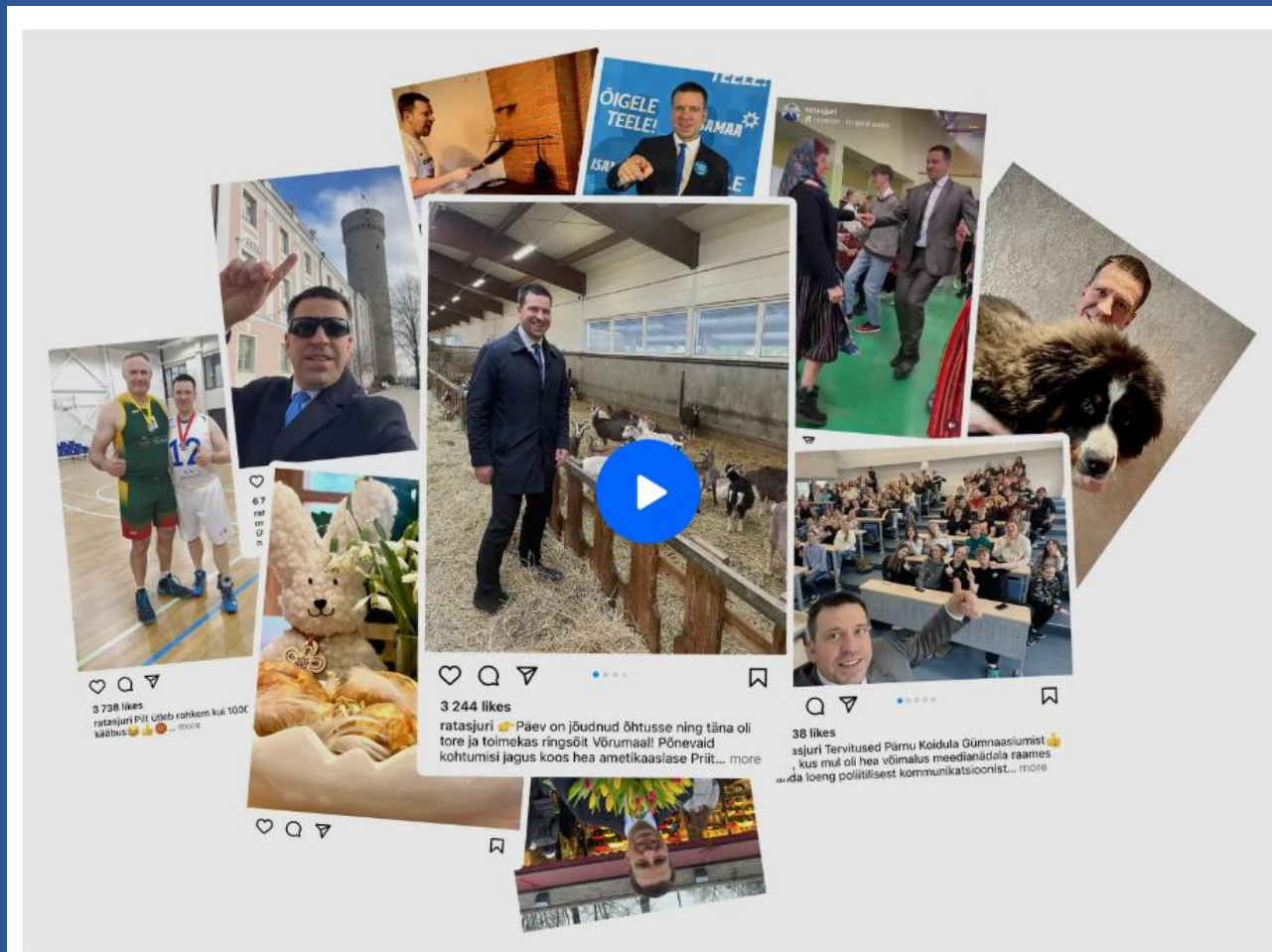
10 peamist võtet, mis sageli omavahel segunevad

1. Püsi pildis!
2. Brändi ennast!
3. Tunne platvorme!
4. Tundu autentne!
5. Laena mainet!
6. Kasuta olemasolevaid seoseid!
7. Erine teistest!
8. Paista tugev (meestele!)
9. Paista ilus (naistele!)
10. Meie – head, nemad – halvad!



TARTU ÜLIKOOL

1. Püsi pildis!



Jüri Ratase postitud Instagramis. — Illustratsioon: Postimees



Miks oluline?

Sest inimesed mäletavad paremini seda, mis mälus esiplaanil, tuttav ja kättesaadav.

Vt ka: kättesaadavuse heuristik

Availability heuristic

25 languages

Article Talk Read Edit View history Tools

From Wikipedia, the free encyclopedia



This article **needs additional citations for verification**. Please help [improve this article](#) by [adding citations to reliable sources](#). Unsourced material may be challenged and removed.
Find sources: "Availability heuristic" – news · newspapers · books · scholar · JSTOR (March 2023) (Learn how and when to remove this message)

The **availability heuristic**, also known as **availability bias**, is a mental shortcut that relies on immediate examples that come to a given person's mind when evaluating a specific topic, concept, method, or decision. This *heuristic*, operating on the notion that, if something can be recalled, it must be important, or at least more important than alternative solutions not as readily recalled,^[1] is inherently biased toward recently acquired information.^{[2][3]}

The mental availability of an action's consequences is positively related to those consequences' perceived magnitude. In other words, the easier it is to recall the consequences of something, the greater those consequences are often perceived to be. Most notably, people often rely on the content of their recall if its implications are not called into question by the difficulty they have in recalling it.^[4]

Overview and history [\[edit \]](#)

In the late 1960s and early 1970s, [Amos Tversky](#) and [Daniel Kahneman](#) began work on a series of papers examining "heuristic and biases" used in the judgment under uncertainty. Prior to that, the predominant view in the field of human judgment was that humans are *rational actors*. Kahneman and Tversky explained that judgment under uncertainty often relies on a limited number of simplifying heuristics rather than extensive algorithmic processing. Soon, this idea spread beyond academic psychology, into law, medicine, and political science. This research questioned the descriptive adequacy of idealized models of judgment, and offered insights into the *cognitive processes* that explained human error without invoking motivated irrationality.^[5] One simplifying strategy people may rely on is the tendency to make a judgment about the frequency of an event



SYSTEM 1

Intuition & instinct



Unconscious
Fast
Associative
Automatic pilot



SYSTEM 2

Rational thinking



Takes effort
Slow
Logical
Lazy
Indecisive

Influencer creep (Bishop 2023)

influencerite tegutsemisloogika ülekanne muudesse sektoritesse

- Enesebrändingu tehnikad, mis pärit *influencerite*-kultuurist
- Aina kasvav ootus, et erinevate elualade inimesed toimivad sama loogika järgi



opetajajoana Following Message +R ...

348 posts 968 followers 301 following

Joana Jögela

keemiaõpetaja TLPK & HTG
õppejõud TÜ
"Praktiline kodukeemia" looja
LIT Aasta täht '19
Teaduse populariseerija'21
keemiavõlur @praktikal_edu

Followed by signe_ivask, estaopsid, unitartuscience + 1 more

POSTS REELS TAGGED



← Maarja Punak
4,763 posts



Maarja Punak

@maarjapunak Follows you

Politseinik. Jalgpallur. Raamatunohik.
[Translate bio](#)

📍 Estonia 📅 Joined March 2020

591 Following 2,586 Followers

Followed by Joonas Ojap, Signe Ivask, ...



kadrikunnuspottery Following Message +R ...

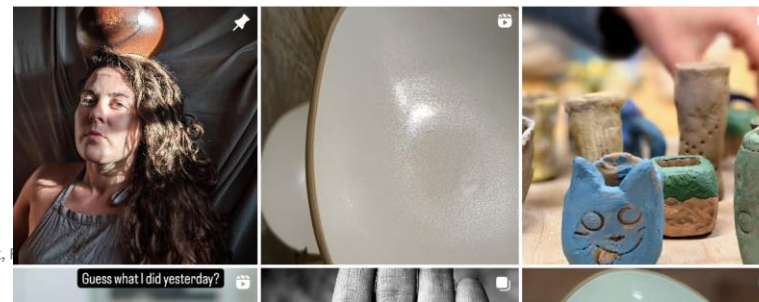
419 posts 479 followers 602 following

Kadri Kunnus

Sold my soul to pottery.
Clay is my religion, Ki (👉) my goddess.
Follow, engage and if you like something, DM, we might agree on a price :)

Followed by tuulivelling, maarjavarv, kdribnk + 1 more

POSTS REELS TAGGED



Piret Rospu

13 mutual friends • 0 following

Add friend Message



Mario Kadastik

4.2K friends • 84 mutual

Friends Message

2.-4. Kolm peamist strateegiat

- **Enesebrändingu võtete rakendamine:**
 - Iseenda rõhutamine ja keskmesse asetamine
 - Regulaarne postitamine ja sisuloome, erinevatel platvormidel
 - Emotsioonipõhine ja kergemas toonis, lihtsa ligipääsetavusega sisu
 - ...
- **Optimeerimine:**
 - Algoritmide tööpõhimõtete rakendamine oma sisu levitamiseks
 - Planeeritud sisu levitamine, kavandatud ja ajaplaaniga
 - Trendidega kursis olemine
 - ...
- **“Autentne” mina sotsiaalmeediaplattformidel:**
 - Siiras ja avatud
 - Kalibreeritud amatörisim
 - Dialoogilisus
 - ...



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5. Laena mainet!



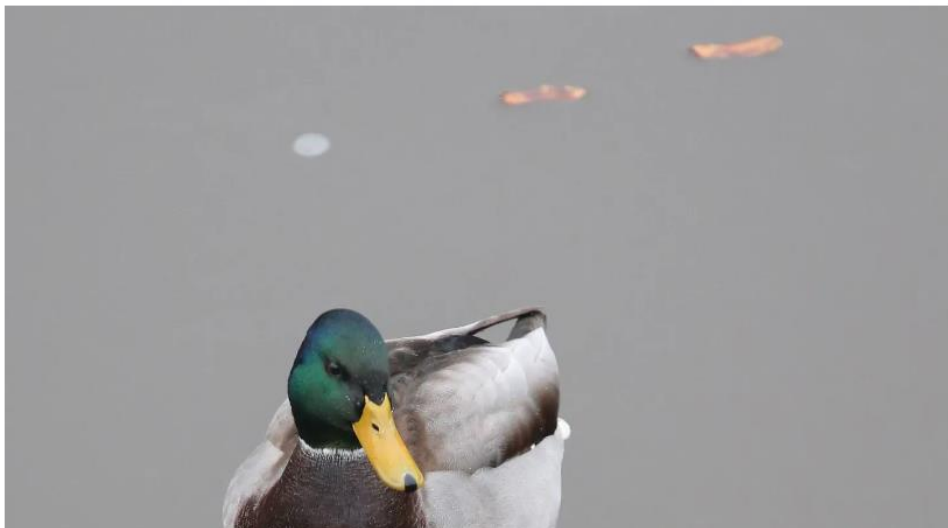


Kasutusel ka peibutuspartidena

› Paljud valijad ei teegi vahet, kes on peibutuspart ja kes päris poliitik



Viktoria Ladõnskaja-Kubits, kolumnist
6. mai 2024, 12:15



Vali inimene, mitte part



Indrek Tarand
40 tellijat

Tellige

45



Jagamine

Offlaini



31 tuh vaatamist 14 aasta eest

Hmm, pardid, broilerid ja muud sulelised. Muuda Eesti poliitikamaastik inimlikuks ja vali inimene!



Miks oluline?

Sest me kanname oma positiivsed tunded millegi/kellegi osas üle ka ümbritsevatele, seondatule

Vt ka: haloefekt

Halo effect

38 languages

Article Talk

Read Edit View history Tools

From Wikipedia, the free encyclopedia

This article is about the cognitive bias. For other uses, see The Halo Effect.



This article may require copy editing for grammar, style, cohesion, tone, or spelling. You can assist by editing it. (March 2024) (Learn how and when to remove this message)

The **halo effect** (sometimes called the **halo error**) is the tendency for positive impressions of a person, company, country, brand, or product in one area to positively influence one's opinion or feelings.^{[1][2]} Halo effect is "the name given to the phenomenon whereby evaluators tend to be influenced by their previous judgments of performance or personality."^[3] The halo effect is a **cognitive bias** which can prevent someone from forming an image of a person, a product or a brand based on the sum of all objective circumstances at hand.

The term was coined by **Edward Thorndike**. A simplified example of the halo effect is a person, after noticing that an individual in a photograph is attractive, well groomed, and properly attired, then assuming, using a mental **heuristic**, that the person in the photograph is a good person based upon the rules of their own social concept.^{[4][5][6]} This constant error in judgment is reflective of the individual's preferences, **prejudices**, **ideology**, aspirations, and social perception.^{[7][6][8][9][10]}





Väga palju kasutatud võtte



Kust sa tead, millisest
Kajast jutt käib?

6. Kasuta olemasolevaid seoseid!



Kristjan Lukk @kristjanlukk · May 4

R-Kiosk ja Lehepunkt avaldavad Europarlamendi valimiste eel sinikollastes toonides pressivabaduse päeva erilehe nimega VabaKaja.

Ma pole sisu lugenud (intekad on vingete ajakirjanikega nagu Holger, Piia ja Anton), aga selle asja vorm ja kontekst on 100% **K-kohukese** vaibiga.





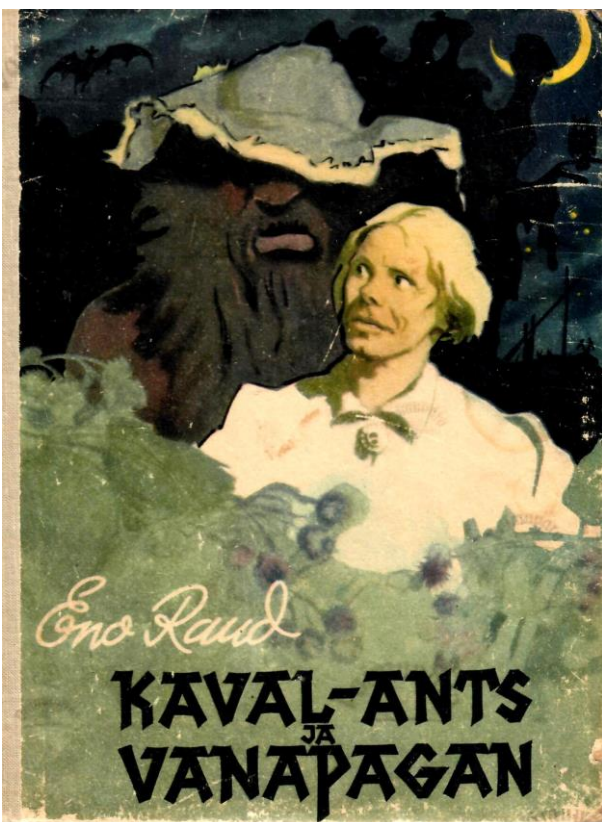
Miks oluline?

Sest me kiirustame ja liigume paljudes olukordades poolautomaatselt.

Kaval-Ants kui väärtuse kandja:

“Oh, kus ikka oskas šlikerdada, nupumees!”

“Näed, vingerdas JOKK-skeemiga ikka välja!”



SYSTEM 1

Intuition & instinct

95%

Unconscious
Fast
Associative
Automatic pilot

SYSTEM 2

Rational thinking

5%

Takes effort
Slow
Logical
Lazy
Indecisive





7. Erine teistest!

POLITICO

Ukraine | Israel-Hamas war | Farmers' protests | Newsletters | Podcasts | Poll of Polls | Policy news | Events

NEWS > POLITICS

Move over Trump, Johnson and Fabricant, there's a new terrible haircut in town

Estonia's Rain Epler is a sight to behold.





Miks oluline?

Sest me pöörame tavapärasest erinevale rohkem tähelepanu

Vt ka: Von Restorffi efekt; tähelepanumajandus

Von Restorff effect

 10 languages 

[Article](#) [Talk](#)

[Read](#) [Edit](#) [View history](#) [Tools](#) 

From Wikipedia, the free encyclopedia

The **Von Restorff effect**, also known as the "**isolation effect**", predicts that when multiple homogeneous stimuli are presented, the stimulus that differs from the rest is more likely to be remembered.^[1] The theory was coined by German psychiatrist and pediatrician [Hedwig von Restorff](#) (1906–1962), who, in her 1933 study, found that when participants were presented with a list of categorically similar items with one distinctive, isolated item on the list, memory for the item was improved.^[2]

The study utilized the *isolation paradigm*, which refers to a distinctive feature of an item in a list that differs from the others by way of dimension. Such distinctiveness, leading to the von Restorff effect, can be generated from changing the meaningfulness or physical nature of the stimulus in some way, such as in size, shape, color, spacing and underlining.



Lisakiht!



Omamehetamine, eneseiroonia, digikultuuri trololololooo-mentaliteedi omaksvõtt, kuulumispüüe



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8.-9. Paista tugev, kui oled mees. Ilus, kui oled naine.







Miks oluline?

Sest meie aju eelistab otseteid – need on sellised, nood sellised, kõik on sihukesed ja kõik on säänsed!

Me ootame ja eeldame sageli mees- ja naispoliitikutelt erinevaid asju, tegutsemisviise, enda esitlemist. Aga miks?

Vt ka stereotüübid:

Stereotype

Article Talk 73 languages

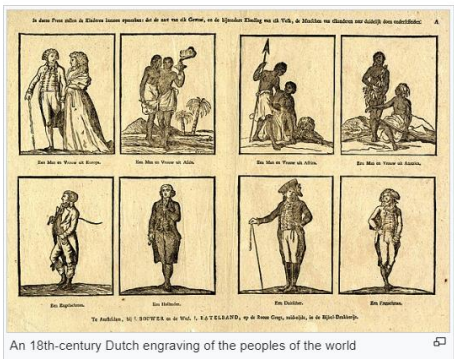
From Wikipedia, the free encyclopedia

For other uses, see *Stereotype (disambiguation)*. Not to be confused with *Stereotypy*.

In *social psychology*, a **stereotype** is a generalized belief about a particular category of people.^[2] It is an expectation that people might have about every person of a particular group. The type of expectation can vary; it can be, for example, an expectation about the group's personality, preferences, appearance or ability. Stereotypes are often *overgeneralized*, inaccurate, and *resistant to new information*.^[3] A stereotype does not necessarily need to be a negative assumption. They may be positive, neutral, or negative.

Explicit stereotypes [edit]

An explicit stereotype refers to stereotypes that one is aware that one holds, and is aware that one is using to judge people. If person *A* is making judgments about a *particular* person *B* from group *G*, and person *A* has an explicit stereotype for group *G*, their decision bias can be partially mitigated using conscious control; however, attempts to offset bias due to conscious awareness of a stereotype often fail at being truly impartial, due to either underestimating or overestimating the amount of bias being created by the stereotype.



An 18th-century Dutch engraving of the peoples of the world



HANNES VÕRNO
Eile kell 8:47

1.oktoobril kell 18.45 Kuivastust Virtsu väljunud praamil nägin vabariigi presidenti lähedalt. Seljas murelivärvi sullejope. Peas beežikarva fiilisist pibot ja jalas ecrud silmmid. Kadrioru pressiteade, sügispuhkusele läinud presidentid on jäänud muude uudiste alla? Muul moel ei suutnud ma seletada seda, et meie president mulle nagu Orissaare seeneline praamil vastu tuleb. Kui praam Virtsu jõudis, tuli tagapeeglisse viikuritega eskortirigipea kihutas vihurina mööda. Pühapäeva õhtul siiski oli nii kiire, järel ei olnud puhkusele. Tähebada ei lasknud lihtsalt lõdvaks ennast. Oleks ma olnud praamil mõne oma väliskülaõhuga, poleks ma liimselt kõssanudki, et vaata - Eesti president...Ma ei räägi palgast, esindus- ja muudest tasudest. Ma ei oota sooblinahkseid peleriiene ega uhket Hollandi täisvillast. Lihtsalt ütlen oma arvamuse. Vali, kes sa tahad olla! Lihtne Eesti noorik? Tore! Siis ole seda, aga ole seda stiilselt igas olukorras ja lõpuni. Mina maksan sulle ka palka ja ma tahan julgeda öelda ja mõelda, et see on Eesti president.

VÕRNO PRUUKIS SUUD: president Kaljulaid tuli praamil vastu kui Orissaare seeneline! (64)

FOTO | Lustakas olukord! Kaja Kallas ja Anna Pihl olid poliitdebatiks selga pannud väga sarnased kleidid



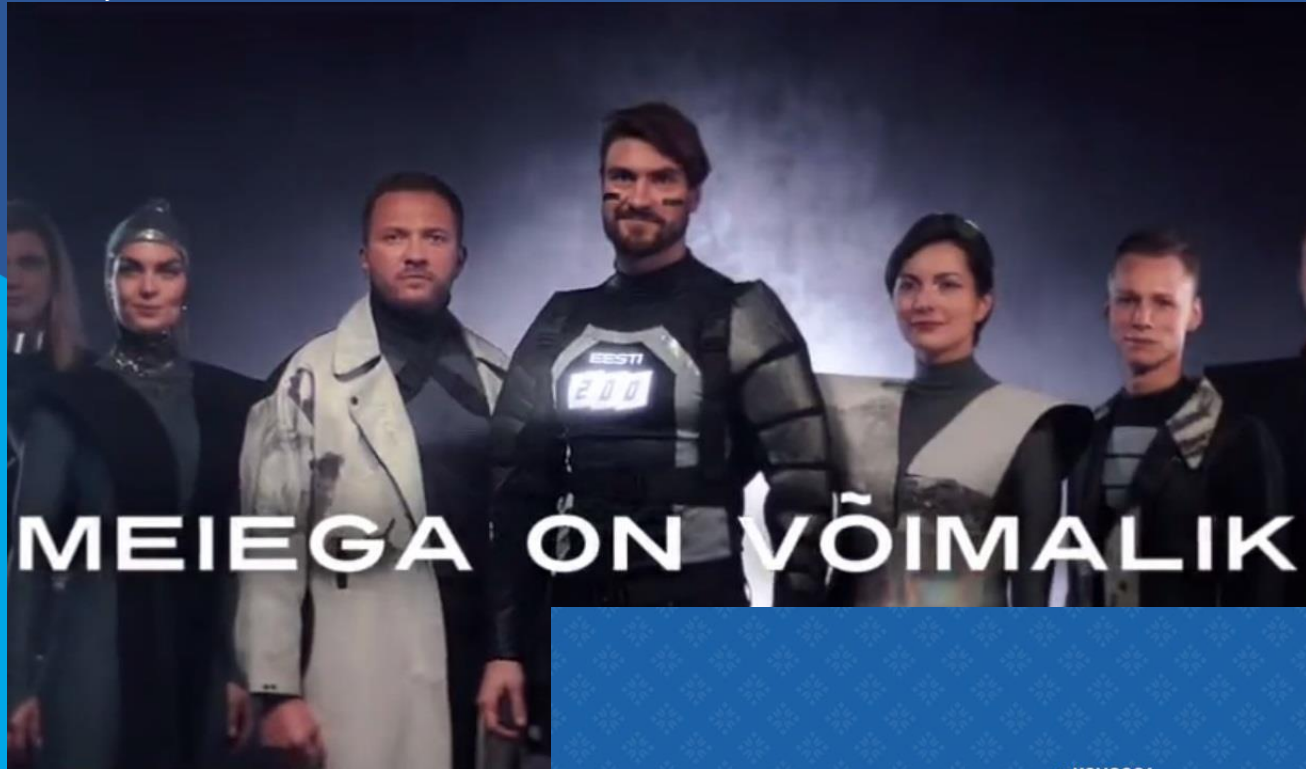


**10. Meie oleme head ja
meiega on enamus.
“Nemad” on halvad ja
kaotavad.**



TARTU ÜLIKOOL

1632



MEIEGA ON VÕIMALIK

#KOV2021

MEIE ARMASTAME
EESTIT!



„Tunnen end täieliku inimrämpsuna.“ Noor naine teatas politseile, et Jaak Madison ahistas teda seksuaalselt

Belgia **politseisse** laekus avaldus naiselt, keda hirmutas ja solvas europarlamenti saadiku, Eesti Konservatiivsesse Rahvaerakonda (EKRE) kuuluva **Jaak Madisoni** käitumine ühel märtsiööl.



Kirsti Vainküla
kirsti.vainkula@ekspress.ee



Toimetas: **Urmas Jaagant**
urmas.jaagant@ekspress.ee



Jaak Madison ✓

5h · 🌐

#raudnevalik



Noh, liberaalid, proovisite mind tühistada?

Meie võidame hoolimata teie valedest nagu olid valedeks Stroomi ranna kiviloopijad või Prigožin

Vali 110! Vali Madison!

EESTI EEST EUROOPAS!

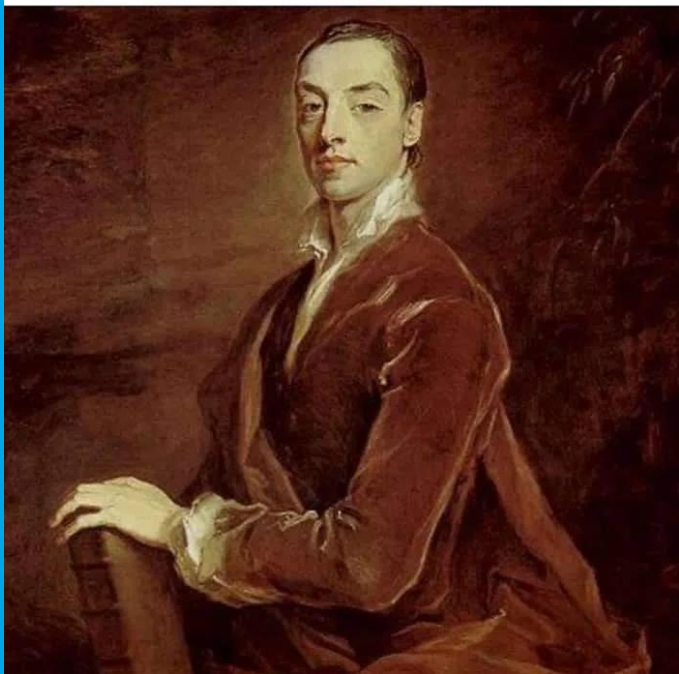




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Niisiis – tähelepanu teravaks!

Me, an intellectual, judging people
for making the same mistake I
recently learned to stop making



**TARK
VALIJA
NÄEB
TERVIKUT**

Baltic Engagement
Centre for Combating
Information Disorders

ED
European Digital



Kui sind tänased teemad huvitasisid

Meedia ja kommunikatsioon?

Sotsioloogia?

Infokorraldus?

Psühholoogia?

Politoloogia?

Semiootika?



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maria.murumaa@ut.ee



unitartu



tartuylikool

