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Psychology and marketing communication; the role of emotions

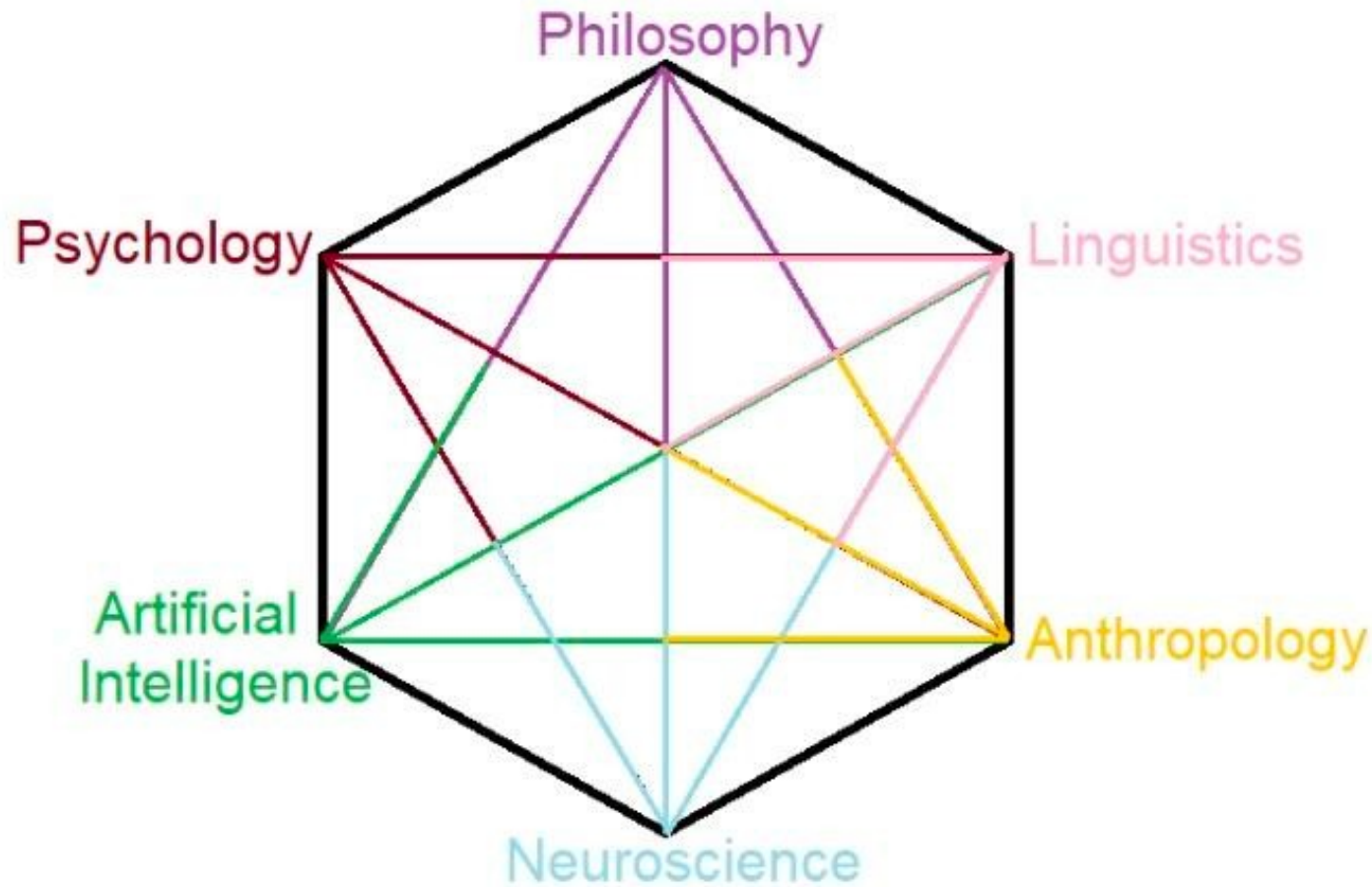
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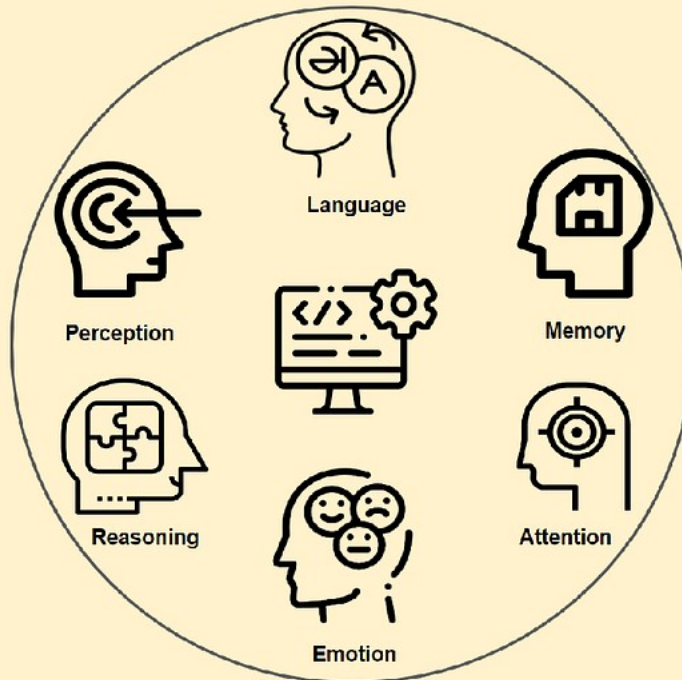
Cognitive Science

- Cognitive science (from Latin cognoscere = to know) deals with interdisciplinary research of the mind and its processes.
- Interdisciplinary field studying human consciousness and thought from a variety of angles.
- It includes disciplines such as psychology, neuroscience, linguistics, anthropology, philosophy, behavioral economics, artificial intelligence.
- The subject of research in cognitive science is the mind, its structure and operations, for example thinking, intelligence, memory, perception, attention, consciousness or language.
- Research methods are diverse and specific to the discipline. They include e.g. psychological experiments and computational modeling.

Disciplines forming the basis of cognitive science



Cognitive Science And User Experience



Psychology

- Psychology - from the Greek "psyché" (soul, spirit, breath) and "logia" (science, research, study of the soul).
- It is the science that studies human behavior, mental processes and bodily events including their mutual relationships and interactions (collectively referred to as psyche) and tries to describe them, explain and predict.
- The goal of psychology is also to use the acquired knowledge to increase human satisfaction and health, through psychotherapy they can also be used for therapeutic purposes.
- Psychology has a wide field of interest.
- Psychology deals with research from interpersonal relationships, through learning possibilities and personality traits, to the biological background of human thinking.

Areas of Psychology

According to the subject of research, they are divided into partial fields:

- Basic - have the most general character, are theoretical. These include in particular biological psychology, general psychology, developmental psychology, psychology of personality, social psychology; psychopathology and environmental psychology are also sometimes included here.
- Applied - examines psychological phenomena that manifest themselves in connection with a certain practice and aims at the practical application of general theoretical approaches. These include, for example, clinical psychology, work psychology, forensic psychology or educational psychology.
- Special - contains disciplines derived from the above with a relatively narrow field of study. These are, for example, psychometrics, psycholinguistics or psychodiagnostics.

Perception

- belongs to the so-called cognitive, i.e. cognitive processes of the psyche and is part of a more complex process processing information by its recipient,
- we assume that human behavior is based on the perception of what he considers to be reality,
- interconnection of perception with resulting behavior,
- the process of perception is part of other processes, e.g. attention, interpretation, memory,
- the process of perception is closely related to the process of feeling (not synonyms).

Sensation/Feeling

- we also call it sensory perception,
- feeling precedes perception, while the boundary between these processes cannot be clearly defined,
- means detection of stimuli (from the environment or the individual's interior) by sensory receptors and their transformation into codes sent to the brain,
- perception (cognitive perception, angl. perception) means organizing and interpreting these sensory inputs.

MAO factors

- from Motivation, Ability, Opportunity - MAO
- these factors are known in particular in connection with the Elaboration Likelihood Model,
- they are key determinants of advertising theory, which determine the effective processing of advertising message.

Factors influencing perception

- advertising perception on the part of the recipient is influenced by a number of influences from factor groups:
 - a) physiological factors - senses, brain cells, nerves, age, gender,
 - b) psychological factors - psychological traits (attitudes, experiences, knowledge, abilities, interests), psychological states (needs, arousal, stress, attention, mood), psychological processes (cognitive, emotional, motivational),
 - c) social factors - microsocial (family values), mesosocial (role, status, position), macrosocial (ethnicity, culture, gender),
 - d) situational factors - context/circumstances, medium/source of message, time of day, physical characteristics of the environment.

Sublimal perception

- controversial topic (especially in connection with the issue of media manipulation),
- by subliminal perception we mean the case in which no subjective experience arises that we perceive the given element at all; it is about perceiving below the threshold of consciousness,
- includes the concepts: mere exposure effect, evaluative conditioning, the influence of subliminal effects on attitude change, consumer choice.

Persuasion

- persuasion – is the use of a message to influence its recipient,
- it is part of our life and we meet it every day,
- it is the basic building block of most advertisements,
- exists in two forms:
 - we try to convince other people of something,
 - people try to convince us.

Emotions

- the basis of our decision-making is emotions (most people do not admit it at all),
- the importance of emotions in advertising is increasingly revealed, recognized and used,
- principle: people think and people feel,
- thinking cannot be separated from emotions and vice versa,
- ad recipients create a certain relationship to it, its content and execution,
- emotions that arise as a result of a person's activities, these activities affect and in their course, organization and dynamics,
- advertising creators are increasingly using emotional appeals, the execution of advertising is full of stories, humor, entertainment etc. (reason: to make the advertisement likeable, to make the reactions to the advertisement positive, so that a positive attitude also transferred to the attitude towards the promoted brand),

Emotions

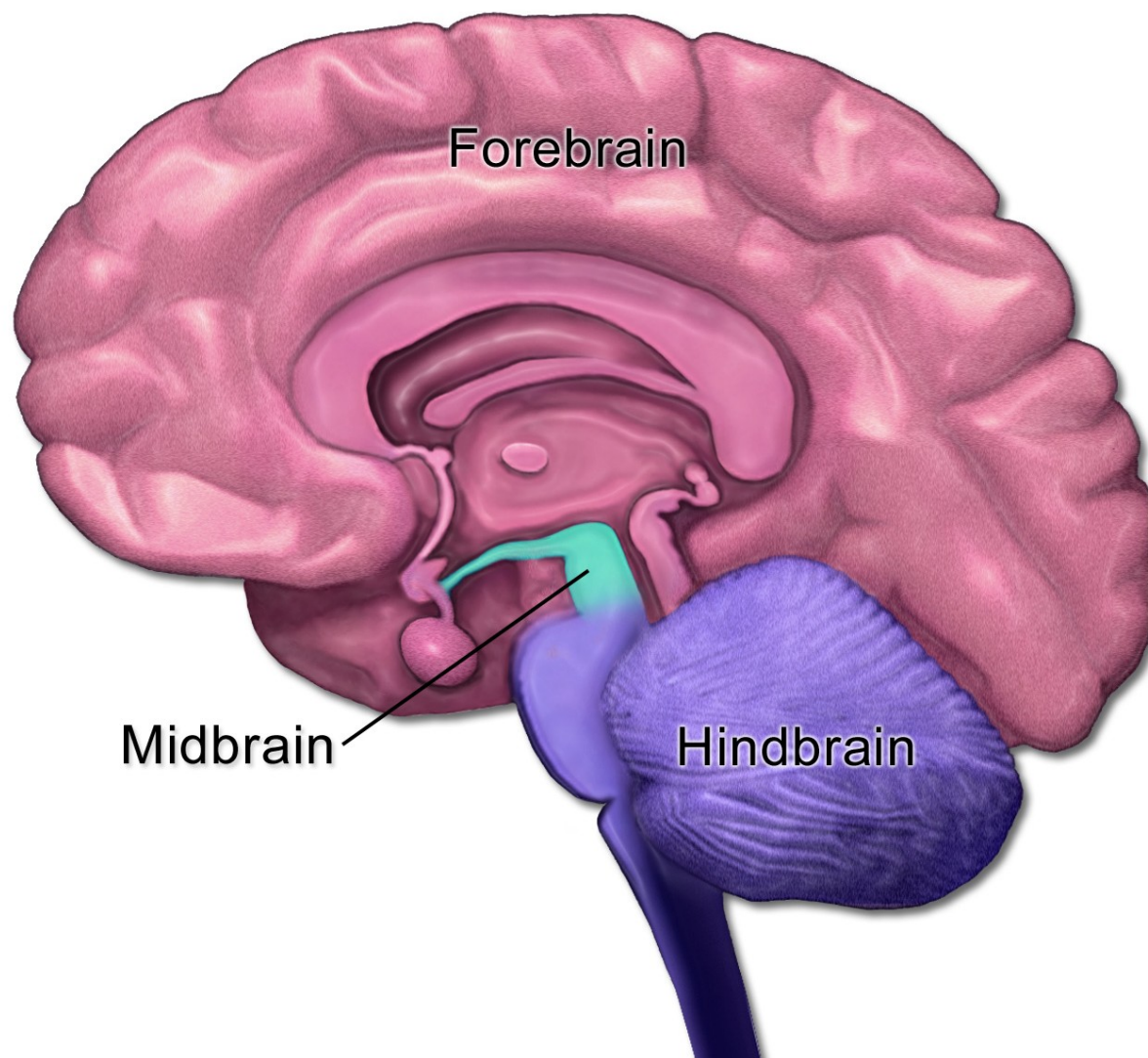
- definition of emotions according to Du Plessis: "a distinctive mental state, sometimes accompanied by bodily changes, expressions and acts",
- from the point of view of advertising, it generally applies that emotions represent certain psychological processes that express a person's subjective relationship to situations, phenomena, manifestations (emotions have a strong subjective character),
- emotions exist in two opposite poles as: negative/negative and positive/positive emotions,
- emotions are unrepeatable - i.e. if the first viewing of an advertisement evokes strong emotions, during its repetition, the power of emotions will decrease,
- emotions are also conditional, persistent,
- emotions are divided into:
 - primary (they are common to all people and noticeable according to behavior, e.g. feeling, anger, fear, disgust, surprise, sadness, joy),
 - secondary (guilt, pride, jealousy),

Emotions

- advertising works with the entire range of human emotions,
- emotions are strongly connected with attention (the key to the remaining phases of the processing process information from advertising,
- nostalgic advertisements - a feeling of longing for times past,
- negative effects of emotions in relation to advertising - e.g. "disgust", weak professional interest in these advertisements,
- advertisements based on the use of fear - evokes an emotional response to a threat that expresses or implies danger. The goal is to change attitude or behavior by arousing anxiety.

Neuromarketing

- seeks answers to the questions, what is happening in our brain at the moment when we are exposed to stimuli in the form of an advertising message, what is the essence of attention that we pay to the relevant stimulus, what is the way of storing the content of advertising in our memory, whether and what power this stimulus evokes,
- these reactions can be measured and subsequently evaluated by determining changes in brain and heart activity, in breathing, muscle tension, temperature and skin conductivity, pupil reactions, which in the recipient arouses the viewing of advertising,
- central nervous system includes the brain and spinal cord,
- the human brain represents the most complex biological structure of all existing on Earth, it is the controlling organ of our central nervous system,
- basic division of the brain: forebrain, midbrain, hindbrain
- research for example claims that our 5 senses receive an incredible eleven during each second millions of different pieces of information (we are consciously able to process about 40 of them).



Herbert F. Krugman

- an advertising and market research expert working for the General Electric,
- one of the first pioneers who brought new knowledge from the field of brain activities,
- Krugman defined a theory that confirmed that reading and speaking are functions of the left cerebral hemisphere, while the perception of images on the right - therefore the appropriate medium is the left side of the print, the right side of television.



Neurological approach

- divides the brain into a number of areas, and some of them are from the point of view of advertising assigned various specific functions,
- for example **amygdala** takes care of the integration of olfactory and somatic perceptions, it belongs to the function memorizing things that are associated with emotions, e.g. emotions of fear,
- **hippocampus** - plays an important role in the area of remembering and subsequent recall of advertising (it is also part of the limbic system),
- **technology eyetracking** - one of the most well-known methods, which is based on the principle of tracking eye movements when viewing a particular image,
- **eyetracker** - a device that tracks these movements, measures and records them; it is a special camera,

Biometric research

- another method used in neuromarketing,
- the aim of this research is to measure the physiological reactions of the body to certain stimuli,
- human reactions are unconscious, so even in this case, distortion is eliminated as a result of subjective attitudes of the subject,
- most common methods biometric research: galvanometry, pupillometry, facial electromyography, heart rate and breathing rate,
 - **long-term memory** plays an important role in brand selection, but not only.
 - **Galvanometer** - is a measuring instrument for measuring small electrical voltages and currents, used mainly during physical measurements.
 - **Pupillometer** - measurement of pupil size and reactivity, is a key component of clinical neurological tests in patients with various neurological injuries).

Attention

- is a mental process whose function is to allow a limited amount of information into consciousness,
- in today's world, the consumer is overwhelmed with advertising messages and information, while only a fraction of them is able to pay attention, and this is especially the limited capacity of the brain,
- to the situation when attention becomes a scarce resource, some scientists reacted by naming today's era "**attention economy**",
- the advertising operation model AIDA places attention in the first place,
- basic properties of attention - attention is: 1. limited, 2. selective, 3. stable,
- attention is a complex concept that psychology and neurology work with,

Neuromarketing and advertising

- New insights from neuromarketing are very intensively reflected in the field of advertising, whether from the point of view of:
 - eyetracking,
 - biometric research methods,
 - understanding and knowledge of the functioning of the central nervous system,
 - the process of receiving information through the five senses of man,
 - knowledge of the principle of attention as a mental process.

Eyetracking

- **Eyetracking** - is the process of measuring the movement of the eyes in the head, or the gaze
- Tracking eye movement and gaze has applications in the study of visual perception and in diagnostics, in psychology and cognitive science.



*Thank you for your
attention, perception,
emotions and eyetracking!*

