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Subject

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Critical cultural analysis

Pure persuasion and repetition are extremely powerful tools for grabbing the attention of audience. This is due to the fact that people are naturally predisposed when they continually interact with a content. Social media, through the technique of repetition can convince the people to spend more. The argument claims that passive consumption of content impacts the mood and mental health of the users on social media. Effective marketing on popular websites like Facebook appeal audiences. Keith Wilcox and T. Stephen explored significant correlation between social media use and spending of money. Emotions are aroused by repetition that creates purse persuasion for the viewers and lower their self-control. Millennials are more persuaded to spend on these websites which proves that the time spent on social media websites is linked to their purchasing decisions. The more time that millennials spend watching repetitive content, the more easily they are influenced to buy the products.

Persuasion theory of emotions is used for building attractions for the viewers. The more the users watch posts on social media websites, the more they are likely to develop emotional appeal (Rocklage, Rucker and Nordgren). Facebook and Pinterest are great customer interaction tools that offer real-time ability of engaging in dialogue with the users. “The study involved around 1000 Facebook users in the US from those who spent relatively more time on Facebook and had a strong network on social media where they were more likely to have lower credit scores and more credit card debts compared to those who used it less and had comparatively weak network” (Diamond). Evidence reveals that people who used social media websites more were more likely to use credit cards for making purchase. Youth is more inclined to spend their time on these websites that exhibits high likelihood of spending on social media platforms. Evidence suggests, “there was significant value in repeating tweets more than once, with even the sixth repetition of a tweet performing 67% as well as the first tweet” (Fennell). Psychological theories have proved that analysis of the social media that people are inclined to respond to repetition. Repetition created an unavoidable situation because repeated exposure to stimulus leaves a long-lasting impact on the memory. Repeated exposure is also likely to impact the perceptions about reality and truth. Human repetition according to research is more common at social media websites. Increase exposure to stimuli make people perceive that something is familiar as truth.

Pure persuasion weakens self-control of the users and convinces them to spend money. This is also due to user’s interaction with the repetitive content. Wilcox further revealed, “a Pinterest user will spend around 70 percent more per order compared to a Facebook or Twitter user. Where Facebook users spent $95 per session, Pinterest users spent $170. Twitter users spent an average of $70 per session” (Diamond). Spending huge amounts of money by the users of these popular social media websites is adequate for proving the argument that they make users spend money. This evidence depicts that when users are in the mindset of Pinterest or Facebook, they are motivated to acquire more items. The more interaction of users with the items on social media creates an unavoidable situation. The persuasion power is raised to such a level that users make a final decision of purchasing them.

Peer pressure is also an important factor in creating pure persuasion for the young users. Persuasion theory of appeals states that channels create appeal-to-reason by emphasizing on the logic. The websites create logic for the audience by displaying people using certain products that urge them to spend on the same items. The argument claims that “nearly 90 percent of millennial respondents say social media creates a tendency to compare their own wealth or lifestyle to that of their peers” (Carter). The facts indicate that youth is motivated to spend on social media due to the comparisons they conduct with their peers. Their interaction with peers on social media platforms creates a sense of competition that makes them feel inadequate about their lives. This is because something that saw peers wearing on social media or the things, they display create a feeling of want and desire. This reflects the particular mindset of the youth, convincing them to spend on the items possessed by peers. These unnecessary pressures built by peers also undermines self-control and encourage them to spend on more items they see on social media sites. The reason for pure persuasion is also continuous interaction of the young users with peers, which provoke them to spend on certain items for maintaining a social status. These perceptions of youth have discouraged their saving habits.

Facebook and other social media websites promote certain emotions among young users. Persuasion theory of emotions claims that the content is developed and repetition technique is used for appealing emotions of the audience. By watching others, the viewers also develop liking for the items. Social media evoke emotions by displaying celebrities and popular figures. Evidence suggests audience including students to learn about style and fashion that due to their repeated interaction with these social websites. When adolescents watch celebrities, it is even more uncontrollable to repress their urge of purchasing the products. The common social media platforms that influence the young users include Facebook, Twitter and Instagram. These social media sites display images and lifestyles of different celebrities. The contemporary social media technologies act differently compared to conventional mass media. Digital technology is more powerful and holds capacity of shaping and customizing online interactions. Literature identifies affordability of social media as one of the major factors behind its increased impact over audience. Personalized blogs and customized sites have effective role on controlling emotions of woman through digitalized pictures. Social media offers more personal outlets compared to the conventional mass media technologies (Fennell). Facebook personal profiles, YouTube videos, selfie culture and digitalized portraits are common features of social media platforms. The increased reliance of current populations on smartphones and tablets also increases interaction of young women with the celebrity’s images. Perloff (2014) identifies the severe implications of having unlimited access to smartphones and other electronic gadgets. The impact of materials related to celebrities published in magazines or shown on television had limited influence over the audience. The outcomes of social networking sites are negative, due to the availability of portable devices. The study results also depicts all-time use of smartphones provide twenty-hours access to celebrity images and related content (Perloff).

The central argument claims that social media websites are inclined to repeat social media posts for reaching enlarged audience and persuade them for spending money. Mastering the art is repeating is an effective strategy for reaching wider audience, engaging and generating traffic gains This reflects that popular social media channels are relying in this strategy of repeating for making every possible effort to reach larger customer base. The simple math is that repeating increase the probability of audience watching the post that will also increase their likelihood of spending money. Automating repeat post is another technique employed by the social media websites for identifying the exact time when posts will be repeated.

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