

Listening

Targeting

Communicating

Predicting



HOW DO WE USE DATA IN DIGITAL ADVOCACY?

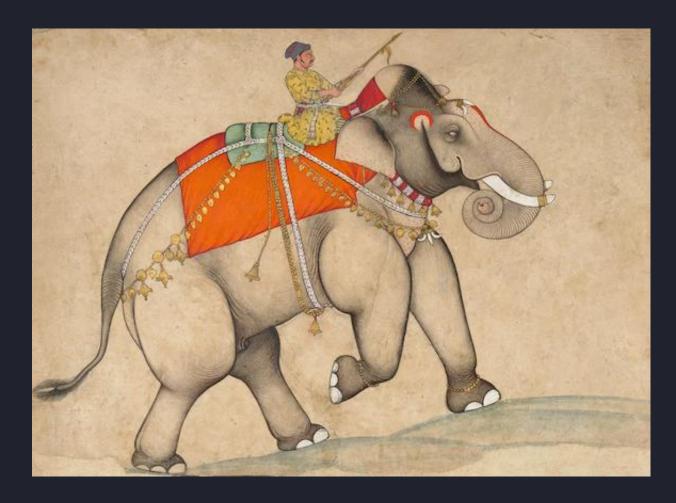


"You can't make a dog happy by forcibly wagging its tail. And you can't change people's minds by utterly refuting their arguments."

Jonathan Haidt, The

Righteous Mind: Why Good People are Divided by Politics and Religion

THE RIDER & THE ELEPHANT. TWO SYSTEMS OF THINKING.





Reciprocation

Liking

Authority

Social Proof

Scarcity

Commitment and Consistency

Unity









The livestream e-commerce market will reach \$31.7 billion by the end of this year, nearly triple its size in 2021, according to a report by Coresight Research and Bambuser. The report projects that the market will reach \$67.8 billion by 2026, accounting for over 5% of ecommerce.

https://www.retaildive.com/news/us-livestreamcommerce-expected-to-surpass-31b-in-2023report/644319/



PERSUASION FACTORS LIKING

George Clooney
versus
Creationism









Excess demand
Exclusivity
Urgency
Rarity

When we speak about what someone stands to gain when an action is taken, we should also speak about what the person stands to lose if they fail to move in the direction that you recommend.

PERSUASION FACTORS SCARCITY







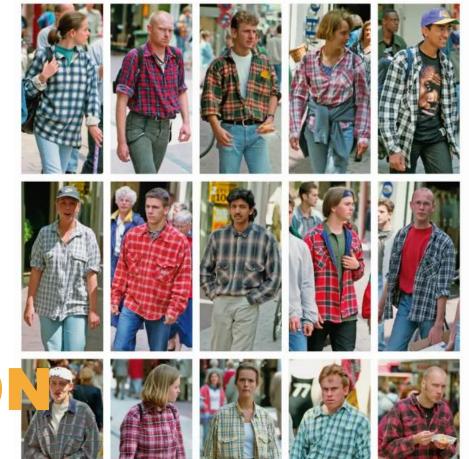


11

It's called the foot in the door technique.



PERSUASION FACTORS CONSISTENCY



We.

PERSUAS FACTORS UNITY

2 2 JUN 1995

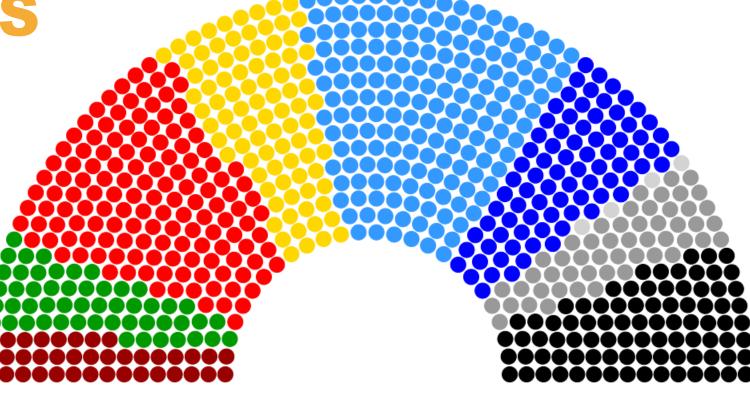
Arnhem, NL 13.20-13.55



3 1 DEC 2004

Amsterdam, NI 13.00-14.00





European Parliament Group	2019 election	November 2023 Projection	Change
The Left group in the European Parliament - GUE/NGL (LEFT)	4 1	38	↓ 3
● Group of the Greens/European Free Alliance (Greens/EFA)	74	52	↓ 22
 Group of the Progressive Alliance of Socialists and Democrats in the European Parliament (S&D) 	154	14 1	↓ 13
Renew Europe Group (RE)	108	89	↓ 19
Group of the European People's Party (Christian Democrats) (EPP)	182	175	‡ 7
European Conservatives and Reformists Group (ECR)	62	82	† 20
Unaffliated parties	0	4	† 4
Non-Inscrits (NI)	57	52	↓ 5
● Identity and Democracy Group (ID)	73	87	† 1 4
Latest update: 30 November 2023			







THANK YOU!

Harold Tor-Daenens

harold@dontthinktoomuch.com