

## Social Psych Artifact Reflection

3 October 2020

My artifact for the social psychology chapter is an oral hygiene promotional video that promotes changing the social norms involved with oral hygiene. The video is a series of skits that applies terms and concepts from the chapter to promoting good oral hygiene. Each skit is associated with a different concept from the chapter, all while critiquing the social norms that are currently involved with oral care. The idea for this artifact came from section 12.4 of the textbook, which discusses social norms marketing.

The first skit is associated with compliance, or the tendency to do things requested by others. The scene involves a girlfriend and boyfriend watching TV together. The boyfriend wants to kiss his girlfriend, but she requests that he brush his teeth and floss first. The second skit involves normative influence, which is the tendency for people to conform in order to fit in with the group. The skit shows two girls standing over the sink flossing, while another girl watches and contemplates whether she should join them. Ultimately, she decides to join them in order to fit in with the group. The third skit demonstrates the “door in the face” compliance technique. This technique says that if a person refuses a large request, then they are more likely to comply with a smaller request. In this scene, the first girl asks the other if she wants to go brush her teeth, floss, use mouthwash, and whiten her teeth. The second girl responds by saying that she is too tired to do all of that, and the first girl then asks her if she will at least brush

her teeth. The second girl complies with the smaller request. The fourth skit involves the “foot in the door” compliance technique, which states that if a person initially agrees to a smaller request, then that person will be more likely to comply with a larger request. The scene shows the same two girls from skit three. The first girl asks the second girl if she would like to join her in brushing her teeth before bed. The second girl complies, then the first girl says something along the lines of, “we might as well floss too since we will already be in there”. The second girl agrees, and then the first girl asks if they should use mouthwash too. The second girl complies and the pair go begin the tasks together. Lastly, the fifth skit involves obedience, which is when a person follows the orders of a person of authority. This scene involves a mom and her daughter, ultimately resulting in the mom commanding that her daughter go brush her teeth before going to bed.

If I am lucky enough to become a dentist one day, knowing this information would prove useful in marketing techniques. I follow a handful of dentists on Instagram who post skits like these to teach people basic principles of oral hygiene care, however I have never seen any of the concepts of social psychology applied and I think that this would be a cool approach. Additionally, being a dentist is a social job, and knowing the concepts from this chapter (even the ones I did not cover in the video) will hopefully prove to be useful in the interactions I have with patients. This artifact did not take me as long to develop, however I feel like I learned a lot by teaching my volunteer actresses the concepts and terms and telling them how I wanted the skit to go and what to cover. Overall, the filming probably took around an hour because of the planning and the several takes we had to shoot in order to fully address the concept. Putting the film

together and editing probably took me around 30-45 minutes, and the reflection around 45 minutes.