

The Power of Suggestion



It was a very simple **experiment**. Three groups of people were given a puzzle to solve. But before they started, they were asked to sniff a scented pad. The first group was told the perfume would help them solve the puzzle faster. The second group was told it would slow them down. The **researchers** told the third group it would make no difference. The result? The first people in the first group solved the puzzle faster.

Of course, it wasn't the scent that helped the puzzle solvers. It was the suggestion. We have known for centuries about the power of suggestion. And all around us we can see **persuasive** **advertising** **is** **everywhere**. According to the Association for Psychological Science, "Research has shown that deliberate suggestion can influence how people perform on learning and memory tasks, how they respond to supplements and medical treatments, and how they respond to advertisements." **Advertisers** use the power of suggestion in their ads and commercials.

Everyday Life

Suggestion has always had a lot of power in our daily lives. For example, kind adults used to ask boys, "Are you going to be a doctor when you grow up?" Little girls were asked, "Are you going to be a nurse?" And for more boys than girls developed the **ambition** to be doctors. **But** **as** **times** **has** **changed**, so did the suggestions made to boys. **Now** **girls** **decide** they really want to be doctors.

Teachers have long known that having higher **expectations** of their students, believing they can do well, produces students who do better. A shy person may loosen up at a party after drinking the punch, even if it turns out there's no alcohol in it. A baseball player may pitch better when carrying a lucky charm. That's the power of suggestion at work.

Advertising

Advertisers work hard to make you want—or think you need—their products. The power of suggestion is a great tool for **motivating** someone to want something. It can be as simple as a television commercial showing hot fudge pouring slowly over a bowl of creamy white ice cream. You weren't thinking about a hot fudge sundae before you saw it. You weren't even hungry. But now you're ready to hop in the car and drive to some place that sells ice cream halfway across town.

But what about something **intangible**, like insurance? You can't show a picture of security. Or can you? Perhaps the commercial starts with a camera shot of a peaceful country landscape. The sky is a perfect blue with just a few fluffy clouds. A road winds through low hills. Just off the road is a white farmhouse surrounded by tall trees. Everything about the picture suggests peace, security, and happiness, all of which can be yours, the commercial suggests, if you buy a particular brand of insurance.

The Internet

The power of suggestion has found a new home on the Internet. Thousands of websites make money by loading their pages with advertising and then attracting people to their sites with "click bait." This headline is click bait: "All his life he thought he was adopted, and then he discovered this shocking truth." So is this: "Ten ways to be unbelievably happy and healthy." There's just enough information to get your imagination going.

Click bait suggests that, if you just read this one article or watch this one video, you will learn or feel something amazing. When you click, of course, you find an ordinary story or article stretched out over a dozen pages in order to expose you to the maximum number of ads. It might be thought that people would get tired of being disappointed and stop clicking. But they don't. The power of suggestion is too strong.

What is the main purpose of this text?

- The power of suggestion is a great tool for motivating someone to want something.
- Researchers have shown that deliberate suggestion can influence how people perform on learning and memory tasks, how they respond to supplements and medical treatments, and how they respond to advertisements.
- Advertisers use the power of suggestion in their ads and commercials.

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The Power Of Suggestion Narra

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