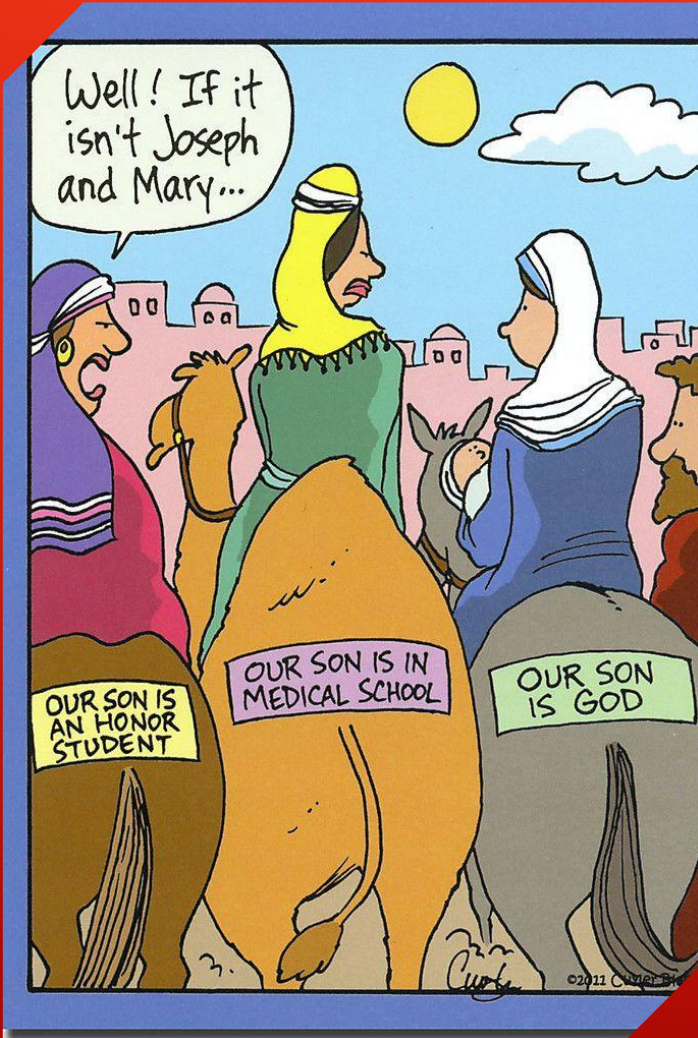


PSYCHOLOGY OF CHRISTMAS



❖ *SHOPPING*

❖ *LIGHTS & DECORATIONS*

❖ *JOKES*

❖ *PLUS ... 2021 UPDATES*

SHOPPING

How marketing nudges us to buy



christmaspicture.org

Not trickery/manipulation.

Relies on understanding & working with human flaws.

Subtly given permission not to think about what we're buying.

Humans save energy by not thinking too much. For example: how tiring has it been to negotiate different C19 processes?

Humans are (generally) social, conforming and compliant creatures.

2021 update: the "toilet roll phenomenon" is alive and well in Melb CBD with shoppers buying as if a lockdown is about to be declared. Omicron (15th letter of the Greek alphabet) is circling.

Marketers often exploit:

The Scarcity Effect:

- Think C19 & toilet rolls
- Xmas - has a deadline ie buying decision needs to be made. goods may not be available later. is a FOMO or “unmissable” social event.
- Discounts for limited time
- Outcome – “tapping into your predisposition to value experiential scarcity during socially validated moments to encourage (us) to behave in particular ways.”

Overwhelming Stimuli

- Xmas noise, colour and movement overwhelm our thinking/cognition.
- Ego depletes* and we become less likely to fully think a decision through.

Inability to Forecast

- Humans poor at predicting the future and planning.
- We rely on how we feel right now to guess how we might feel later.
- We buy things we think we will need.

2021 Update: will we remember the lessons of Covid?

<https://www.yalemedicine.org/news/8-lessons-covid-19-pandemic>

* occurs when your ability to attend is exhausted by noise, colour etc so that there is little/none left over to make decisions. For example, trying to write and care for a 2 year old.

WHAT DIFFERENCE DID COVID19 MAKE TO YOUR XMAS 2021 BUYING HABITS?

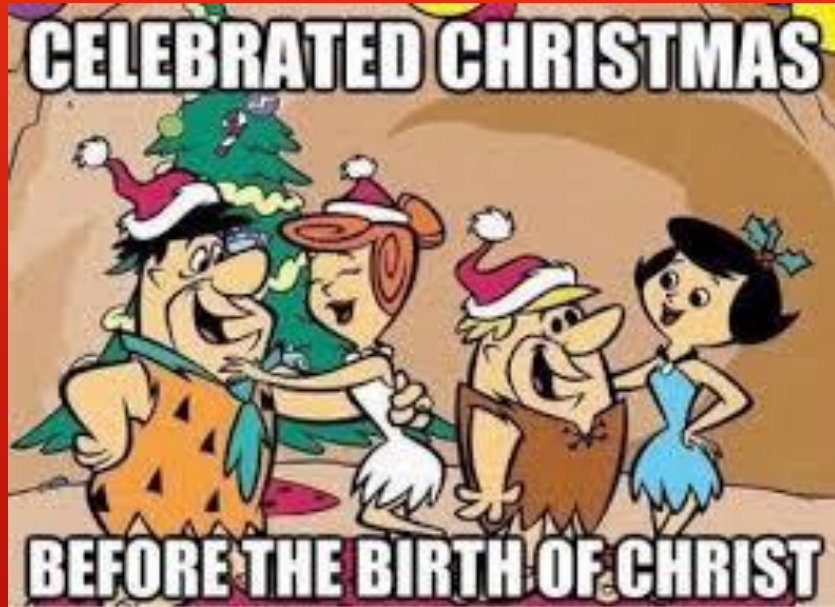


99 days toXmas - <https://www.moneymag.com.au/covid-19-christmas-start-preparing-budgeting>



LIGHTS

<https://www.knightcrier.org/top-stories/2019/12/17/the-psychology-behind-christmas-lights/>



- Lighting has a psychological impact and can change someone's mood.
 - Everyone associates some colour with some mood. It's safe to say that every colour has its own negative and positive association.
 - Coloured light, even if it's only slightly tinted , can illicit an emotional response from the brain.
 - Light blue light is reported to calm to the extent it is said to have reduced suicide rates in Japan
- Bright lights around this time of year can create a sense of nostalgia. People report feeling more fulfilled, comforted, happier and calmer.
 - All this puts the brain on an emotional overload.



PEOPLE WHO PUT UP CHRISTMAS DECORATIONS EARLY ARE HAPPIER

[HTTPS://WWW.BHG.COM.AU/PEOPLE-WHO-PUT-UP-CHRISTMAS-DECORATIONS-EARLIER-ARE-HAPPY?CATEGORY=CHRISTMAS_DECORATING_TIPS_TRADITIONS](https://www.bhg.com.au/people-who-put-up-christmas-decorations-earlier-are-happy?category=christmas_decorating_tips_traditions)

- “for nostalgic reasons either to relive the magic or to compensate for past neglect.”
- Decorations are simply an anchor or pathway to those old childhood magical emotions or excitement.

▶ PEOPLE WHO PUT UP LIGHTS MAY BE SAYING “I’M FRIENDLY – BE MY FRIEND”

[HTTPS://WWW.SCIENCEDIRECT.COM/SCIENCE/ARTICLE/ABS/PII/S0272494489800106?VIA%3DIHUB](https://www.sciencedirect.com/science/article/abs/pii/S0272494489800106?via%3DIHUB)

- “cues as a way of communicating their accessibility to neighbours’.
- Those with decorations were considered more “friendly and cohesive”.
- Those with fewer friends may be saying “I’m available as a friend”

LUXURY CHRISTMAS CRACKERS

- ▶ <https://www.elitetraveler.com/shopping-lifestyle/the-most-luxurious-christmas-crackers>
- ▶ Aston Martin Vanquish Coupe, a Cartier Diamond necklace and even a Sunseeker yacht valued at over \$3 million. All crackers are bespoke and customized accordingly. Priced at \$4.9 million a set, a \$1,200 donation will also be made to The Prince's Trust.



Christmas Jokes Are Deliberately Bad



Did you know that Christmas jokes from crackers are deliberately bad? That's right – you open up those crackers, get a bad toy, and a little joke. What happens next? You're reading your Christmas jokes out and groaning at all the bad puns. But that's exactly what those jokes are for! To help create a harmonious meal, the jokes are there to help you have a mutual experience. Sure it's a mutual experience in bad Christmas jokes but if you can get along just a little bit more, then maybe they're worth getting out every year

<http://bestdadjokes.com/christmas-jokes-for-kids/>

2021 update: Bad jokes apparently replace talk of footy, politics and religion. 2021 brings with it the vexed “vaxed” or “not vaxed” quandary. Those puns better be up to it this year!!

Happy Harmony Day.



- What wobbles and flies?
 - A Jelly-copter!
- What do you call a cat in the desert?
 - Sandy Claws!
- What do you get if you eat Christmas decorations?
 - Tinsilitis!
- What do you get if you cross a skeleton and a detective?
 - Sherlock Bones!



A couple is walking in St Petersburg Square on Christmas Eve. They feel a slight precipitation.

“I think it’s raining”, says the man.

“No, it’s snowing,” replies the woman.

“How about we ask this Communist officer here? He’s always right!” the man insists.

“Officer Rudolph, is it raining or snowing?”

“Definitely raining,” officer Rudolph replies before walking off.

The man turns to his wife with a smile, and says

....

“See?.”

... Rudolph the Red knows rain dear.”

SANTA'S THOUGHTS ON SOME TOPICS WE
DISCUSSED IN 2020

2021 UPDATE .. HOPE YOUR MEMORY IS
SUCH THAT SANTA'S THOUGHTS ARE NEW
TO YOU AGAIN.



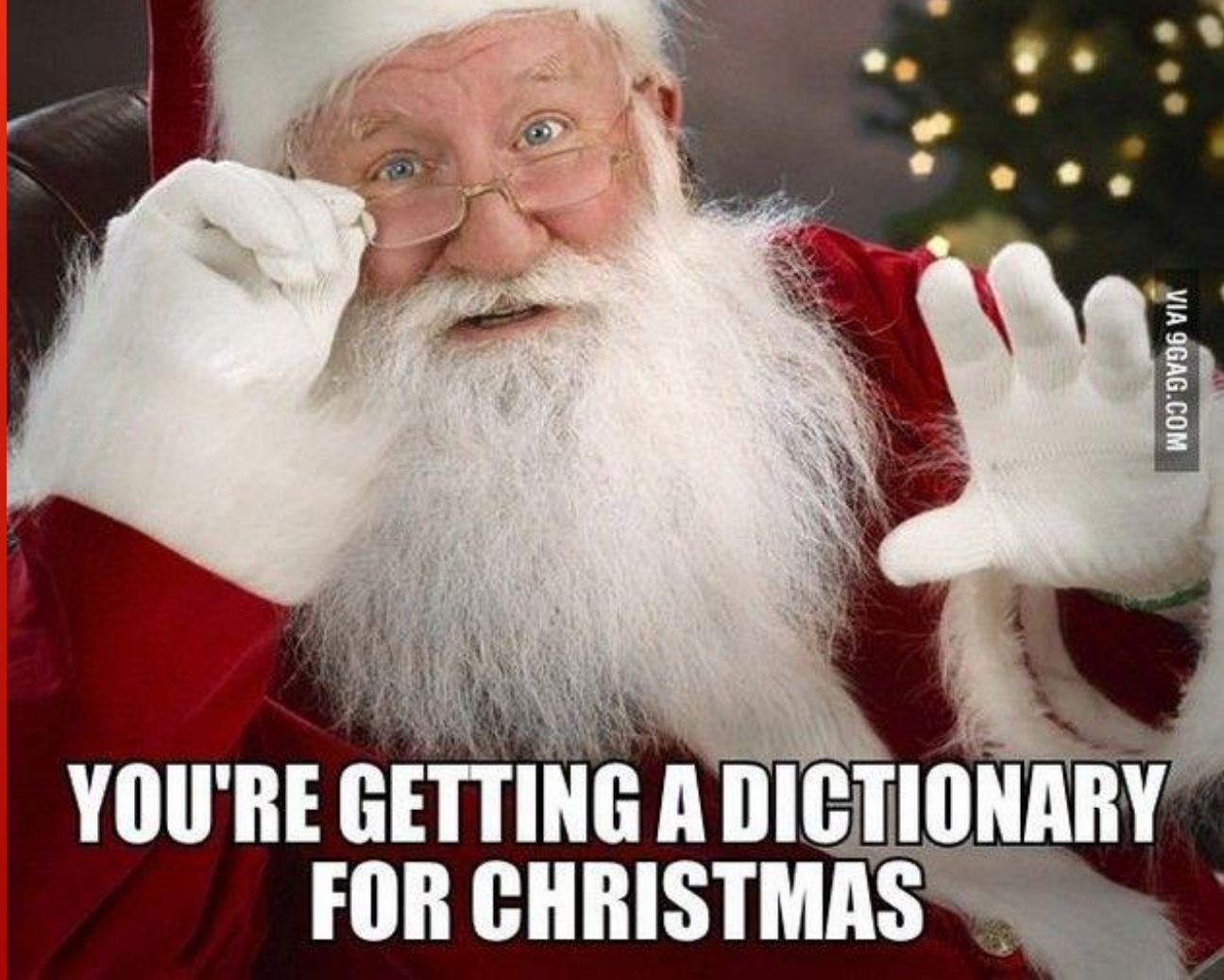


**Before you laugh at
children for believing in me.**

**Remember, there are adults
that believe that Donald Trump
is a good presidential candidate.**

Psychology of
Donald Trump

**I'VE SEEN YOUR FACEBOOK
STATUSES**



Fake News and
Social Media

**CITING UNPRECEDENTED
UNCERTAINTY AROUND COVID-19**



Covid19,
Change and
Self-care



2021

update:

- Covid 19
- Delta
- Omicron



REST, REFLECT
AND SMILE.
HERE'S TO ~~2021~~
2022

Fired for :

Failing Integrity and Pub tests;
Passing fraudulent notes of
hope;
Contributing to "Fake News";
Inequitable distribution of
vaccines ... etc etc etc ...

Good ones Dad!!!!



High 5 for Nan
and Pa ..
They
remembered
these too!!!



- What kind of room has no windows or doors?
 - A mushroom!
- Why did the scientist install a knocker on his door?
 - He wanted to win the no-bell prize!
- Who is never hungry at Christmas?
 - The turkey – it's always stuffed!
- How do monkeys make toast?
 - By putting bread under the gorilla!
- What do you call a one eyed dinosaur?
 - Do you think he saw us?