Persuasive Poster
Extra Credit Project

Directions: Your job is to create a persuasive poster or pamphlet to help encourage students to sign up for AP Psychology class next year. This can be hand-drawn or computer-generated, but it needs to incorporate concepts that you learned about during the unit to help persuade the audience to want to join. I’ve included a box on the back page to draw or paste (physically or digitally) your project, but you can also just e-mail it to me as a separate source if that works better for you. You need to incorporate the elements below in your project and narratively explain how they were included.

1.) Include the peripheral route to persuasion in your project. Explain how it was incorporated in the space below.

2.) Include the central route to persuasion in your project. Explain how it was incorporated in the space below.

3.) Include normative social influence in your project. Explain how it was incorporated in the space below.

4.) Include informational social influence in your project. Explain how it was incorporated in the space below.

(space for including project is available on backside of the worksheet)