

Good day, ladies.

The nation may be engrossed in politics but we took a small pivot this week together with Ashlee and Harlan to examine how corporations interact with us in a highly mediated marketplace.

Ashlee expanded on the concept of attention, which we have heard about from Owen and Pablo (in week one) and Jeremy and Alexis (in week two), by discussing the implications of framing. Words and images shape how we think about topics. Her examples were about corporate crises, immigration and gambling, but the implication is much more far reaching. The media are part of shaping our cultural norms. So, as many of you noted in your questions today, WHAT we choose to consume in our media diet really matters.

This high level of media influence comes in a multitude of ways. The one that Harlan drew us to was micro-targeting. Smart media companies use a process called behavioral segmentation to ping consumers at a personal level. Harlan told us in the Florida orange juice campaign there were 19 subsets of millennial moms, and it took \$500,000, thoughtfully spent, to significantly influence their purchasing behavior.

To conclude, I have a bit of a look back and even more of a look forward for you.

Back first: Noren Ungaretti, one of our Learning for Lifers, suggested that you all might appreciate a reminder of a site mentioned by Peter in week three called politifact.com. Politifact is a Pulitzer-prize winning website that checks the veracity of political information. The day after a debate is a wonderful time to visit this site.

Now forward: Next week, under the moderation of Paul Christensen, you will delve deeper into the implications of this media environment for businesses with Mohan Sawhney and Florian Zettelmeyer of Kellogg. From there, we will focus on nonprofit fundraising--and how it has changed--with Liz Livingston Howard and Megan Kashner of Kellogg. Then in our final morning meeting, Aaron Shaw will expand on the concepts of using social media introduced by Liz and Megan in the previous week, by focusing on social movements. Then I will do my best to use my research to tie a bow on our time together. The final meeting on November 16 (in the evening) will be a "healthy" bonus with four faculty from the medical school discussing their groundbreaking work in wellness and outcomes research. We will be joined by President Schapiro.

We are learning for life, rdm