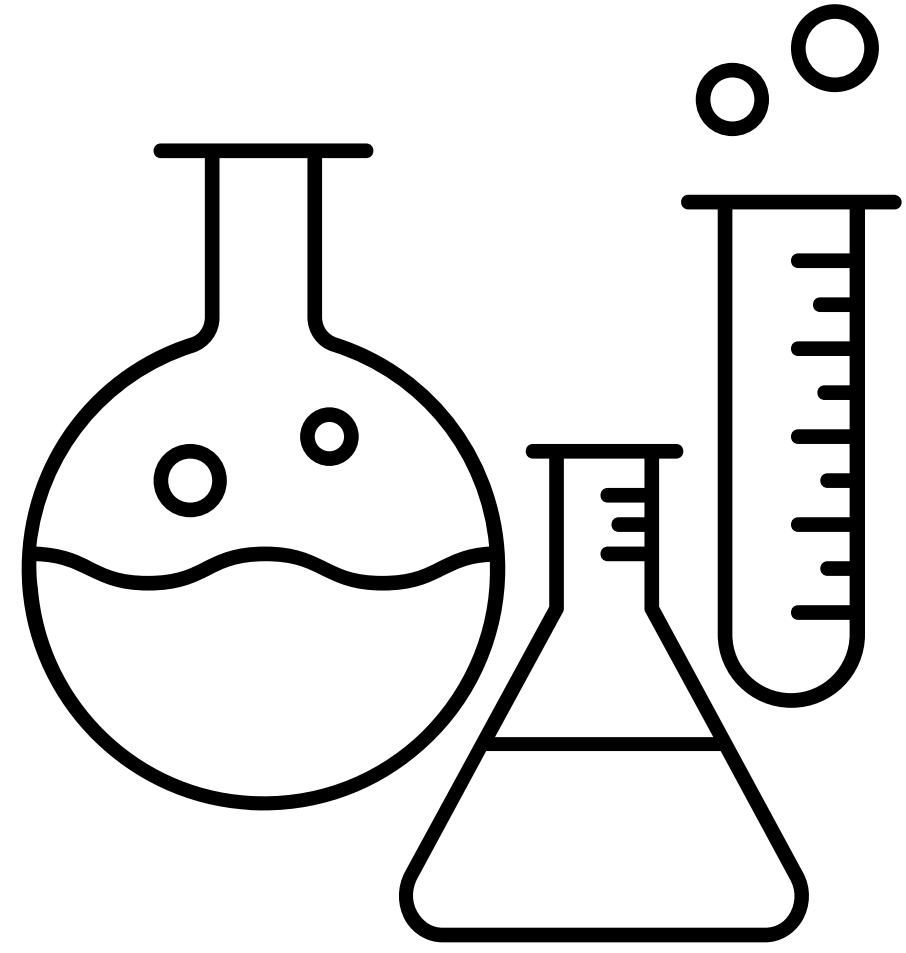


People love statistics. But do they understand them?

Lucia Spanjol and Patrick Merle



Introduction:

What is scienceploitation?

- The misuse and exploitation of scientific information in marketing strategies
- Term coined by Caufield
- Also known as scientificness, scientese.

What are the known effects?

- Manipulation of costumers' views on certain products/services

Method:

Measuring: Consumer purchasing intention based on their interaction with a TikTok video

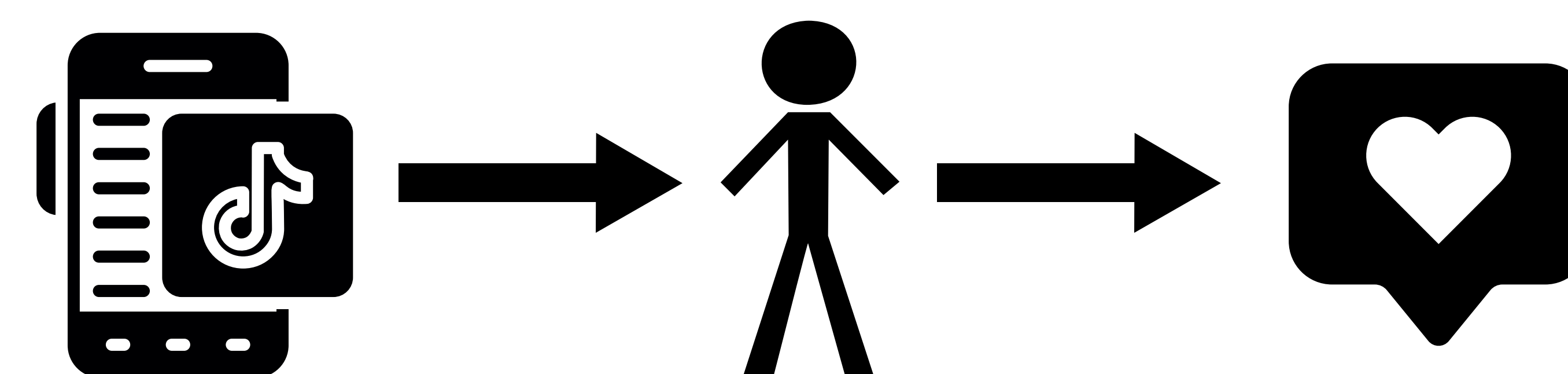
Product: Protein powder (diverse audience, popular demand, and easy accessibility)

Between-Subjects Design:

Presence of both scientific jargon and percentages	Presence of only scientific jargon
Presence of only percentages	Presence of neither scientific jargon or percentages (control)

Background /Lessons from the literature:

1. Misrepresentation of scientific innovation for marketing purposes (Caufield, 2006)
2. Use of Latin, Greek, scientific words to give higher credibility
3. Use of scientific visuals (ex: photos of eyes, retina etc...) to convey trust in products
4. Use of percentages or other numerical values



Additional
Information and
Works Cited

