

# FIND YOUR FEELING



# INSTRUCTIONS

**TIME:**

20 mins.

**YOU WILL NEED:**

A purpose based campaign or platform, or at least an idea for one.



## WHAT IS IT?

Questions to interrogate your purpose campaign through Dr. Robert Plutchik's emotion circumplex.



## WHAT'S IT FOR?

Deciding which emotions to harness for the purposes of your fight.



## HOW DO I USE IT?

1. Ensure you have an understanding of your purpose based campaign or programme, and specifically which enemy it is fighting against
2. Consider Dr. Robert Plutchik's emotion circumplex and how it arranges emotions by intensity and as opposites of one another. Think about the spaces between emotions and how they play out in the model, such as Love being a combination of Joy, Serenity, Trust and Acceptance.
3. Now identify the emotions in the model that your audience are currently feeling about the thing you want to fight against and ask yourself the questions overleaf, referring back to the model as you go.

# QUESTIONS TO ASK ABOUT YOUR FIGHT AND CAMPAIGN

1. What does your enemy make your audience feel?
2. How intense are their feelings based on the model?
3. Which emotions do we want them to feel instead? Are they opposite what they are feeling already?
4. More intense emotions near the centre of the model often lead to action. Should we make their current emotion more intense to spur it?
5. Is an emotion on the wheel the enemy itself? If so, can we counter it with its opposite?
6. Does your campaign get anywhere near the centre of the model? If not, can it be pushed on further?

