



**International conference**  
**“DIGITAL SOCIETY AS CULTURAL  
AND HISTORICAL CONTEXT OF  
HUMAN DEVELOPMENT”**  
*14-17 February 2018*

**STATE UNIVERSITY OF HUMANITIES AND SOCIAL STUDIES**

**Kolomna - Russia**

Conference Website : [http://gsgucafpsi.ru/?page\\_id=68&lang=en](http://gsgucafpsi.ru/?page_id=68&lang=en)

***"The digital society: Human under influence"***  
***French Symposium – February 15 2018, 11.50 am French time***

**Program** (**Skype communications will be in French, Russian translation live**)

**1) Persuasive Communication Technologies: The Behavioral Effects of 'Yes in the Door' in an Organizational Context**

Didier Mayeur, Lionel Souchet & Didier Courbet, Aix-Marseille University, Mediterranean Institute of Information and Communication Sciences (IMSIC), France.

**2) Persuasive Communication Technologies: Infographics for Changing Opinions**

Dimitri Naczaj & Fabien Girandola, Aix-Marseille Univ., Laboratory of Social Psychology LPS, France

**3) Social media: a digital "collective consciousness" ?**

Marie-Pierre Fourquet-Courbet, Aix-Marseille University, Mediterranean Institute of Information and Communication Sciences (IMSIC), France

**4) Pique and pop-up windows: increasing influence and persuasion of a website**

Barbier L. (University of Lorraine, PERSEUs EA 7312), Fointiat, Valérie (speaker), Vivian, R., & Bastien, C. (Aix-Marseille University, Laboratory of Social Psychology (LPS), France

► **Moderator** : Didier Courbet, Aix-Marseille University France

► **Organization from France** for the Mediterranean Institute of Information and Communication Sciences (IMSIC) : Didier Courbet and Marie-Pierre Fourquet-Courbet