

Module 15 –Persuasion

1. The Social Psychology of Attitude Change
2. Persuasion
 - a. Use of rational or emotional arguments to convince others to change their attitudes or behavior.
3. Two Processes
 - a. Central Route
 - b. Peripheral
4. Question 1: People's Veto
 - a. "Do you want to reject the new law that would protect people from discrimination in employment, housing, education, public accommodations and credit based on their sexual orientation?"
5. A group of protesters are shown burning an American flag
 - a. "it is the right of the people to alter or to abolish it.... It is their right, it is their duty, to throw off such government!"
6. A presidential candidate speaking before an anti-tax rally
 - a. "Thrift should be the guiding principle in our government expenditure. It should be made clear to all government workers that corruption and waste are very great crimes."
7. Declaration of Independence
 - a. "it is the right of the people to alter or to abolish it.... It is their right, it is their duty, to throw off such government!"
8. chairman Mao Tse-Tung
 - a. "Thrift should be the guiding principle in our government expenditure. It should be made clear to all government workers that corruption and waste are very great crimes."
9. The Yale Communication Model (1953)
 - a. The Communicator
 - b. The Message
 - c. The Audience
10. Communicator
 - a. Credibility
 - b. expertise
 - c. trustworthiness
11. Communicator
 - a. Attractiveness
 - b. familiarity
 - c. likeability
 - d. similarity

12. Communicator
 - a. Power
 - b. resource control
 - c. desire for compliance

13. Types of appeals
 - a. **Rational**- based on logic and reasons that make sense
 - b. **Emotional**- based on appeal to emotion, such as reducing fear and anxiety

14. How Your Audience Listens
 - a. We Think Faster than We Hear
 - b. We Have a Short Attention Span
 - c. Jump to Conclusions
 - d. We are Easily Distracted

15. Caldini's Triggers
 - a. Reciprocation
 - b. Liking
 - c. Consistency
 - d. Social Validation
 - e. Authority
 - f. Scarcity

16. What Sells?
 - a. Effective Ads
 - i. animals
 - ii. babies
 - iii. appeal
 - b. Poor Ads
 - c. historical figures.
 - d. cartoon characters

17. Eye Level Displays
 - a. Merchandise at eye level sells best.

18. Placement in Store
 - a. Merchandise placed at the end of a supermarket aisle or near the checkouts is more likely to be purchased.

19. Bundle Pricing
 - a. Selling items 2 for \$1 instead of 50 cents each, often increases the customer's perception of product's "value."

20. The sleeper effect
 - a. Over time we forget who said what
 - b. After 6 weeks a "noncredible" source just as effective

21. When does sleeper effect occur?
 - a. Argument is strong
 - b. discounting cue present
 - i. low credibility

- ii. contradictory evidence
- c. Enough time to forget who said what

22. Persuasion in everyday life. Participants were asked:

- a. "Who has tried to persuade you in the course of your everyday life?"
- b. "Whom do you try to persuade in your everyday life?"
- c. "What kinds of things do people persuade other people (their friends, their fathers, or their enemies) to do?"

23. Persuasion in everyday life- reasons given

- a. obtaining information
- b. obtaining some object
- c. obtaining permission
- d. getting someone to do a favor
- e. changing someone's opinion
- f. getting someone to engage in some activity
- g. buying or selling something
- h. changing an existing relationship
- i. changing someone's personal habit
- j. helping the persuader
- k. helping a third party
- l. getting someone to do something against self-interest

24. Strategies – most to least preferred

- a. Asking
- b. invoking personal expertise
- c. invoking personal need
- d. buttering up
- e. invoking role relationships
- f. bargaining for the favor
- g. invoking a norm
- h. invoking moral principle
- i. invoking altruism
- j. offering a bribe
- k. emotional appeals
- l. personal criticism
- m. deception
- n. threat
- o. physical force.

25. Beginning a Persuasive Communication

- a. Get the Audience's Attention
- b. Introduce the Topic
- c. Provide Motivation to Listen
- d. Establish Credibility
- e. Provide Psychological Orientation
- f. Provide Logical Orientation
- g. Provide Overview