

# Social Psychology

## Persuasion



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## What We Will Cover in This Section

- Overview
- Communications Model
- Source Variables
- Message Variables
- Channel Variables
- Audience Variables
- Self in Persuasion
- Cults



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Last time you didn't call your doctor at the first signs of flu.

remember what happened?

See your doctor within 12 to 48 hours of the signs of the flu and ask about TAMIFLU.

**Tamiflu**  
oseltamivir (Dexchloral)

Visit us at [www.tamiflu.com](http://www.tamiflu.com) or 877-78-FLUENT (877-787-6243)

TAMIFLU is for the treatment of influenza A and B in children aged 1 year and older who have been symptomatic for 48 hours. TAMIFLU is only to be used for the treatment of influenza in children aged 1 year and older. TAMIFLU is not recommended for use with cerebral prosthesis. There is no evidence for the pharmacokinetics of TAMIFLU in children under 4 years of age or in the effectiveness of TAMIFLU for the treatment of influenza in children under 1 year of age. The safety and efficacy of TAMIFLU has not been established in patients who have influenza with complications. The most common side effects reported by children include stomach pain, nausea, and vomiting. The most common side effects reported by children aged 1 year and older include headache, stomach pain, and vomiting. Side effects should be reported to your doctor. Please see Important Information about TAMIFLU. See your doctor if you have any side effects, or if you are pregnant, planning to get pregnant, or if you are breastfeeding. Please see Important Information about TAMIFLU. See your doctor if you have any side effects, or if you are pregnant, planning to get pregnant, or if you are breastfeeding. Please see Important Information about TAMIFLU.

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## Persuasion Overview



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## Persuasion

Using rational and/or emotional arguments to convince others to change their attitudes or behavior.

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## Central Route Persuasion

Persuasion that occurs when the audience ...

- is interested,
- pays attention, and
- is intellectually involved.

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## Peripheral Route Persuasion

Persuasion that occurs when people are influenced by incidental cues.

- Sex
- Attractiveness
- Status

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## Example: Impulse Purchases

- Items at eye level.
- Use of animals, babies.
- Bundle pricing and special sales.
- Merchandising.

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## Yale Communications Model



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A diagram illustrating a communication model. On the left, a man in a white shirt and tie is shown in a small window, labeled "Source". A pink lightning bolt points from him to a woman with blonde hair looking at a computer monitor, labeled "Audience". Below the Source, the words "Message" and "Channel" are listed with bullet points.

- Source
- Audience
- Message
- Channel

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### Yale Communications Model

1. Source: Communicator properties.
2. Content: Message properties.
3. Receiver: Audience properties.
4. The medium: Channel properties.

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A cartoon blue bird wearing a red visor and a white scarf is perched on a branch with green leaves. It is holding a white sign that says "Source Variables".

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## Credibility

- Expert.
- Trustworthy.

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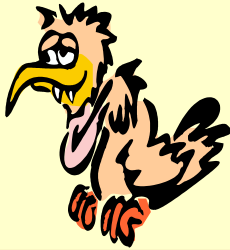
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## Appearance

- Attractiveness
- Likeability
- Similarity



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**Message  
Variables**



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## Message Content

- Message should appear to be neutral.
- Message should appeal to both emotion and reason.

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Vividness

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## Fear

- Should be mild to moderate.
- Should give an alternative.



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## Humor



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## Sleeper Effect

***Message from a non-credible source has a stronger effect on attitude change after long delay than when it was first heard.***

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## Communication Characteristics

- One-sided appeal.
  - Two-sided appeal.
- |  |                                    |
|--|------------------------------------|
| - Effective with people who already agree. | - Better with a contrary audience. |
|  | - Use WEAK-STRONG approach.        |

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## Inoculation Effect

*Occurs when a communicator exposes an audience to a weakened version of the opposing argument, the audience will develop counter-arguments to that weakened version.*

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## Timing

- **Primacy Effect.**  
Generally first is better, especially when an immediate decision is to be made.
- **Recency Effect.**  
Time will fade this effect then the most recent argument will become effective.

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## Counterarguing

**Presenting both sides of an argument.**

- Present weak version of opponent's position.
- Present a strong version of your position.

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## Foot in the Door

***Getting people to agree to a small statement and then escalating the request.***

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## Door in the Face

***Making an initial unreasonable request then dropping the request to something the receiver would accept.***

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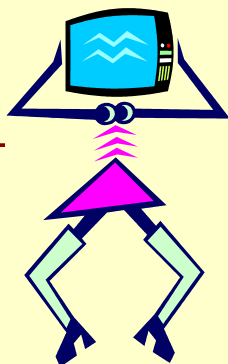
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## Channel Characteristics



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## Types of Channels

- **Passive channels.**
  - Writing.
  - Listening.
- **Active channels.**
  - Participation.

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## Channel Variables

- **Speed of delivery.**
- **Powerful speech.**

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## Enhancing the Channel

**Divert attention from the real message.**

- Visual distractions in ads.
- Spontaneous demonstrations in political rallies.

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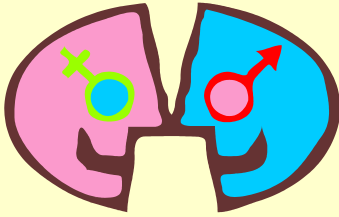
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## Receiver Characteristics



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## Receiver #1

- **Age**  
It is more difficult for people to change long-held attitudes.
- **Self-esteem.**  
Lower self-esteem more vulnerable to persuasive messages.
- **Need for cognition**  
*A person's habitual level of thoughtfulness.*

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## Receiver #2

- **Mood.**
- **Self Monitoring.**

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# How to Become a Cult Leader

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## 1. Create Your Own Social Reality

- **You provide the only source of information.**
- **Censor all information.**
- **Isolate the listener.**

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## 2. Create and In-group and Out-group

- **To be chosen you have to behave like the in-group.**
- **If you are not chosen you are wicked and evil.**

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### 3. Create Commitment Through Foot-in-the-door Technique.

- **Start by asking for small commitments.**
- **Escalate commitments and demands.**

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### 4. Establish and Reinforce Your Credibility and Attractiveness.

- **Develop myths and stories about yourself.**
- **Communicate your special status through word-of-mouth.**

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### 5. Have Members Make Public Commitments.

- **Sell products.**
- **Speak to others.**
- **Tell friends.**
- **Recruit others.**

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6. Fixate People on a Phantom.

- **Create a promised land or perfect place where you will all be some time.**
- **Mention that we are chosen for special, desirable treatment.**

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**THE END**

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