Persuasion

1. Persuasion
   1. Basically a change in attitude, which MAY lead to a change in behavior.
2. Message Learning Approach
   1. Hovland
   2. Attitude change depends on
      1. attention to the message
      2. Comprehension of the message
      3. Acceptance of the message
3. Factors that influence0 Persuasion: source, message, channel, target audience
   1. Source: who is trying to persuade you
      1. Physical attractive: more likely to believe attractive person
         1. This is because of implicit attribution theory- since they are attractive they must also be good
         2. Attractiveness (physical and personality): we would like to be similar to them, more likely to draw attention
      2. Likeability:
         1. Like someone your less likely to pay attention to the message
         2. Likeable (similar, attractive, trustworthy, informed)
      3. Similarity: we like people similar to us
         1. stronger persuader, stronger than credibility, they have the same needs as us
         2. don’t like those that are unlike us
      4. Expertise: if someone is an expert in their field, then you are more likely to believe them
         1. Credibility: educated on the issue, might not have an ulterior motive
      5. Endorsers: tend to have as many of these qualities as they can, and be the least controversial
      6. Speed of talking
      7. Trustworthiness
      8. Optimism: we like to be around and listen to pleasant people
   2. Message Variables
      1. Vividness
         1. Evidence vs. Vividness
         2. Vivid: If you were to add up all of the cracks around and under the doors of your home, you'd have the equivalent of a hole the size of a football in your living room wall. Think for a moment about all the heat that would escape from a hole that size. That's precisely why I'm recommending that you install weather stripping....and your attic totally lacks insulation. We call that a naked attic. It's as if your home is facing winter not just without an overcoat, but without any clothes at all.
            * 61% would get the weather stripping
         3. Evidence: you are losing 30% of your heat through cracks and poor insulation
            * %15 would get weather stripping
      2. Fear appeals: physical and emotional threats
         1. Dentists fear imagery of when people don’t floss or chew tobacco is more effect then just telling them to floss
      3. Humor: effective in getting your attention and like it, and not as effective for remembering it
      4. One vs. Two sided messages
         1. I am clearly the most amazing woman you can date, I’m intelligent, I’m rich, and I am way more fun than the other women out there
            * Not as persuasive as two sided messages
         2. Well, she definitely is nice and sweet but it’s a matter of priorities. Do you want sweet or do you want everything else?
            * People think your more trustworthy, not in it completely for yourself nor hiding stuff
   3. Medium/channel/way variables
      1. More effective is done face to face, directly
      2. Rapid speech: give the idea that they know more about what they are talking about
         1. people who talk quickly give the impression that they are more credible, more successful at persuading people (don’t give a lot of time to process, sound like they know a lot about what they are talking about)
      3. Speech Styles: (bad styles, not powerful)
         1. Hesitations: uh, um, ah
         2. Disclaimers: this is a dumb question
         3. Qualifiers: kinda, I guess
         4. Tag questions: you know? does that makes sense?
         5. in general a more powerful speech style is more persuasive
      4. Powerless speech style is sometimes very effective: daddy’s girl voice
         1. Not always effective for females talking to males
      5. Face to face vs. Media Influence
   4. Audience variables:
      1. inoculation: being warned that someone is trying to persuade you
      2. Mood: people in a positive mood are more likely to be persuaded
      3. Level of involvement: how involved someone is on the issue
         1. Study: students were told that students would have to take an exit exam, one group was told that it would take place next year, the other was told it would happen in several years
      4. Individual Differences
         1. NFC
            * Need for Cognition: individual's preference for a tendency to engage in effortful cognitive activities (wants to know all the details before making a decision), tend to require central persuasion (logic)
         2. High Self-monitoring people are usually persuaded more by imagery (peripheral)
         3. Low Self-monitoring are persuaded more by central advertising
      5. Age
         1. life cycle: attitudes change as people grow older
            * 20’s are more liberal
            * 60’s are more conservative
         2. generational: people maintain the same attitudes when they are younger, but different generations have different attitudes(More Accurate/support)
         3. Most impressionable age: 16 – 24
            * What I like now I will continue to like the rest of my life
4. Elaboration Likelihood Model: theory that persuasive messages can cause attitude change in two ways, each differing in the amount of cognitive effort or elaboration it requires
   1. Petty and Cacioppo
   2. Central Route: People think carefully about the communication. Influenced by the strength of the argument
      1. Logical arguments to persuade, statistics and stuff
      2. Ex. Why I should update my phone: this one is faster, better
   3. Peripheral Route: Influenced by cues irrelevant to the content and the quality of the communication
      1. Everything else used for persuasion
      2. Ex. Why should I update my phone: it looks cool, everyone else it, want the newest technology
   4. Usually ads only focus on one of the other
5. *Sleeper Effect*
   1. the delayed effectiveness of a message from a non-credible source
      1. discounting cue: discount the info at first because of the non-credible source
      2. later you remember the info, but don’t remember from where you heard it
   2. most effective if:
      1. the message is convincing enough to lead to persuasion
      2. discounting occurs after not before(means you took the time to listen to the message)
      3. discounting occurs faster than message(gave barely any thought to the discounting)
6. Presentation Order Makes a Difference
   1. Climax Order: Weak to Strong
      1. Start off weak people may not listen to the strong part
   2. Anticlimax order: Strong to weak
   3. pyramidal: strong arguments between weak ones
      1. least persuasive
   4. Message repetition:
      1. Like Mere exposure , more exposed to it the more you like it, more familiar
      2. Mascots give this effect
      3. A negative impression of them will not make you like them more
   5. Latitude of Acceptance: we have a certain amount of bend when presented with something
      1. Better to persuade within this bend, so not too far from where the person is already accepting, stay within proximity of their existing opinion, and then keep doing this to get to the far away opinion
7. Role of the Self in Persuasion
   1. Self-generated persuasion – icky meat campaign: nice lady gives a lecture persuasion (3% enrolled in the program) or no lecture instead use self-persuasion (32% enrolled)
   2. Labeling: Self-fulfilling prophecy
   3. Littering Study: Attribution persuasion, called the children “ecology minded”, labeled as the cleanest classroom (continued being clean); Information persuasion, took a field trip to learn about ecology, told to be clean and why it is important
   4. Things that don’t work:
8. Media Persuasion
   1. Inhibitors of success: low credibility, low behavioral control (can’t do anything about it), invulnerability, habits are hard to change
   2. What works: monopolization (things you can’t argue against), canalization (taking an attitude and channeling it in a different direction), supplementation (adding a mascot), audience involvement
   3. Foot in the Door: if you can pique interest, you can persuade them (small request to large)
   4. Door in the Face: you ask for something really large and unreasonable so that your actual request seems reasonable
   5. Lowballing: bait and switch, don’t present all information, once committed then present them with the fine print