

Changing attitudes through persuasion

From education to propaganda

Week 6

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Persuasion

The peripheral route as Superficial processing

- Persuasion heuristics

The central route as Systematic processing

- Arguments

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Persuasion and superficial processing

Credibility of the communicator

a) Perceived expertise

- Status (e.g. Dr X, scientific journal vs tabloid)
- Demonstration of "expert" language/knowledge or stats and graphs
- Speaking fast and confidently

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Persuasion and superficial processing

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Persuasion and superficial processing

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Persuasion and superficial processing

COUGH

The Sale of Opium Expresses Dangerous Circumstances (Smith) as a Dangerous Substance. Science in All Progress in the Progress of Opium, Morphine, Cocaine and Other Narcotics and the Control of the same or depriving of them which causes the same when given in doses sufficient to cause the same. The danger of the same is not only to the body but to the mind and to the soul.

THE PROBLEM HAS BEEN SOLVED BY
the pharmaceutical compound known as

GLYCO-HEROIN Smith

The results obtained with Glyco-Heroin Smith in the short time and with no need to resort to extreme doses which has been reported in the medical journals will give you the same results.

Scientifically Controlled, Scientifically Controlled, GLYCO-HEROIN (SMITH) simply stands upon its merits before the profession, ready to prove its efficacy in any instance.

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Persuasion and superficial processing

Credibility of the communicator

b) Perceived trustworthiness

- Spontaneous message / eavesdropping
- Looking straight into the eyes
- Position is unexpected or against self-interest (promotes attributions to evidences instead of personal motives)

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Persuasion and superficial processing

Credibility of the communicator

Last note:

Beware of the Sleeper effect!

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Persuasion and superficial processing

Attractiveness/liking

a) Physical attractiveness and likeability of the communicator

- Especially useful for emotional arguments

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Persuasion and superficial processing



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Persuasion and superficial processing



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Persuasion and superficial processing



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Persuasion and superficial processing

Attractiveness/liking

b) Similarity bt communicator/message and us

- Social identification (accent, cultural references, status,...)
- Familiarity (popular expression, format, repeated exposure,...)

Similarity vs Credibility:

- Subjective preferences vs objective reality

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Persuasion and superficial processing



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Persuasion and superficial processing



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Persuasion and superficial processing

Using positive emotions to persuade

1. Through classical conditioning, the object of attitude can acquire or lose the emotional value of an associated stimulus (or argument)

Ex1- The mustang razor

Ex2- Healthy-looking skin & other empty arguments

Ex3- Collateral damage and friendly fire vs
Killing of civilians and fratricide

2. The positive emotion can also come from the context (bars, business lunches, dating, current mood, ...)

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Persuasion and superficial processing

Using positive emotions to persuade

Individuals in a positive mood :

- trust more easily (are less critical)
- find it difficult to concentrate
- and thus, tend to process info superficially

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Persuasion and superficial processing

Using negative emotions to persuade

1. Through classical conditioning, the object of attitude can acquire/lose the emotional value of an associated stimulus (or arguments)

2. Negative emotions can also be produced by focussing on the severity and/or likelihood of negative consequences of a behaviour

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Persuasion and superficial processing



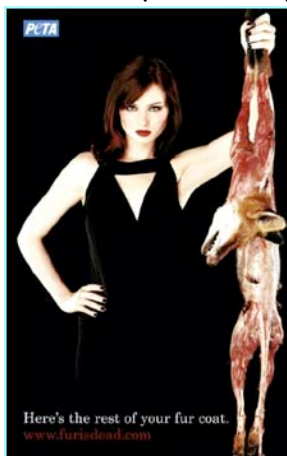
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Persuasion and superficial processing



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Persuasion and superficial processing



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Persuasion and superficial processing

Using negative emotions to persuade

It works better for detection behaviours (e.g. breast self-exam,...) than for pleasurable behaviours (e.g. sex, drug use,...)

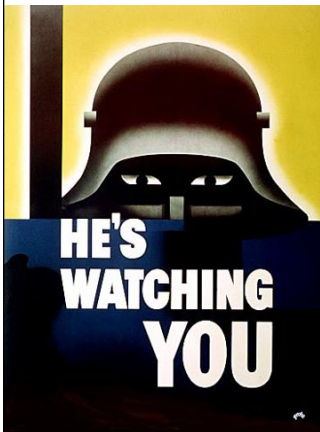
Solving the avoidance/denial problem

- offering an easy, fast and efficient way out
- increasing the personal relevance of the message

Negative emotions reduce attentional resources (like pos. em.) and thus facilitate superficial processing

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Persuasion and superficial processing



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Persuasion and superficial processing



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Persuasion and superficial processing



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Persuasion and systematic processing

Superficial or systematic?

⦿ Motivation (we see 300-400 ads/day!)

- presence of contradictory informations
- personal relevance
- need for cognition
- warning
- accessibility of relevant attitude

⦿ Cognitive ability

- complexity of the language (tech. language, children,..)
- distraction
- relaxed posture
- emotional/physiological activation, stress, sleepiness

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Persuasion and systematic processing

How does it work?

- 1) Attract attention (e.g. SAAQ): TV vs radio vs written
- 2) Comprehension of the message: TV vs radio vs written (KISS)
- 3) Reaction to the message (elaboration, emotion and memorisation)
- 4) Acceptance/Rejection of the message

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Persuasion and systematic processing

Advantages of the central route (i.e. systematic proc.)

- ⦿ Improved recall: as a function of the effort and elaboration involved
- ⦿ Improved resistance to change (see primacy effect)

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Persuasion and systematic processing

Factors of influence in systematic processing

Discrepancy

- better only if credible AND about unimportant issue

Two-sided appeals

- better if audience will be exposed to opposing views

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Resisting persuasion

Solutions

Be conscious of the persuasive aspects of a situation

Making a public commitment reduces influence (self-perception theory)

Attitude inoculation

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Resisting persuasion

Attitude inoculation

- 1) Produce a mild attack on the receivers' position
- 2) Help them elaborate or access counter-arguments

It provokes counter-arguing and increases perceived control.

An ineffective appeal is worse than none! Why?

Ex: Adolescents and drugs

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Resisting persuasion

Poison parasites: a kind of attitude inoculation

Poison: Counterargument

Parasite: Retrieval cue

Counter-ads as poison parasites

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Resisting persuasion



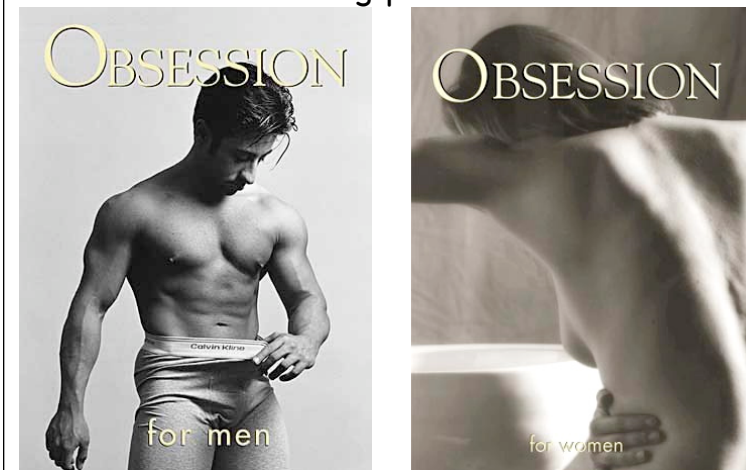
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Resisting persuasion



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Resisting persuasion



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Resisting persuasion



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Resisting persuasion



Poison parasites
or not??

