

Persuasion



Definition

The process by which a message induces a change in beliefs, attitudes, or behaviors




Why People Resist Persuasion

- _____
- Motive to protect or restore our sense of freedom
- Arises when we feel someone is threatening our freedom of action
- **Solution:** Be sneaky




_____ **Route**




- Interested people focus on the arguments and respond with favorable thoughts
- Controlled processing by audience
- Based on number of good arguments

Persuasion Through Ads



- Not enough time to process
- **Cognitive misers**
- Unable to “take in” everything

_____ **Route**



- People are influenced by incidental cues
- Automatic processing by audience
- Use quick-and-easy heuristics toward speaker
 - Attractiveness
 - Confidence
 - Amount of time speaking
 - Liking
 - Credentials

Factors That Affect Processing



- Motivational
 - Personal relevance (situational)
 - Need for Cognition (dispositional)
- Ability
 - External distraction (situational)
 - General intelligence (dispositional)
