

Persuasion continued



Elements of Persuasion



The



- **Credibility:** can overshadow an unpopular idea
- **Sleeper Effect**
 - The delayed impact of an initially weak message
 - Remember message, forget why it's no good
- **Attractiveness:** especially peripheral
 - Physical attractiveness
 - Similarity
 - Especially in matters of value, taste, or way of life

The



- Analytic audience? Rational message
- Disinterested audience? Emotional message
 - Evoking a good mood in ads
 - Evoking fear in health messages

- **Loss-framed message**
 - Works best with illness-detection (e.g., dentist visits)
- **Gain-framed message**
 - Works best with prevention (e.g., brushing teeth)



Which is more persuasive?



- “Give a hoot, don’t pollute”
- “If you care, you won’t litter”
- First one establishes a surface similarity (through rhyme), which makes it easier to:
 - Draw association
 - Remember
 - Seem more persuasive

Which one would you rather hear?



- Two sides of an argument?
- One side only?
- First one works best when you're trying to convince someone to change their mind
- Second one works best when you're trying to maintain audience's attitude

Would you rather...




- Be the first debater people hear?
- Be the last debater people hear?
- First is usually the best (_____)
- Second works best when:
 - A large time interval between you and opponent
 - Audience required to make decision right after you speak
 - _____

The _____ of Communication





- Personal experience is the best channel
- Ex. "Baby-Think-It-Over"



- People are persuaded **more** by familiarity on **less** important matters
- People are persuaded **less** by familiarity on **more** important matters
 - New faces always help

Who's Easiest to Persuade?





- Lows = focused internally, hinders processing
- Highs = more set in thinking
- Moderate esteem easiest to persuade



- Older = more conservative. WHY?
- Generational Explanation
 - Hanging-on to the attitudes of your youth
 - "Good ol' days"
 - WHY? High motivation to "fit in" with peers during adolescence and young adulthood, so more susceptible to persuasion



Manipulating the Audience

- Opponent "is going to try to persuade you"
 - Threatens audience's sense of freedom
- Distract them with a visual aid while you're presenting counterarguments
 - Direct-to-consumer (DTC) advertising of prescription drugs
- If uninvolved audience and low on time, use peripheral persuaders
- If involved audience and lots of time, use good arguments



Exposing people to weak attacks upon their attitudes so that when stronger arguments come, they will have refutations available

Where It's Worked in the Past



- Anti-smoking
- Reducing influence of advertising
