

Introduction to Social Psychology

PERSUASION

A decorative graphic consisting of a solid teal horizontal bar at the top, followed by a white horizontal bar, and then three thin, parallel teal horizontal lines extending from the right side of the white bar.

Principles of Persuasion-Robert Cialdini

- Reciprocation
- Commitment and consistency
- Social Proof/Consensus
- Liking
- Authority
- Scarcity

- Real life marketing
 - Time limited offers – Now or never
 - Exclusive clients offers
 - Exclusive access areas
 - Limited quantity offers
 - Collector's issues
 - “If I'm not mistaken, it is the last one available”
 - “I can make you another visit

Theories of Persuasion

Elaboration Likelihood Model - Petty & Cacioppo

- Persuasion occurs through two routes
 - 1) Involving careful evaluation (elaboration) of the content of a persuasive message
 - 2) Involving attention to associated cues that are peripheral to the content of the message.

Theories of Persuasion

Petty and Cacioppo

Two routes

CENTRAL (Effortful cognitive activity)

PERIPHERAL (Driven by cues)

(Source effects, good feelings, endorsement)

High involvement –
motivation, opportunity and ability

Low involvement –
Heuristics/cues

Central route

- Central route ---greater results ---long-term
- Defending -----more likely ---to resist the challenge to views/opinions

Peripheral route

- Subjected to change- short term
- Easier to persuade those not engaged/ involved or motivated otherwise

Discuss

- Ethics of persuasion
- Issues when minorities/majorities use persuasion
- Manipulation, reception and responsibility