

Persuasion and Messaging

Persuasion

An attempt to change a
person's attitude



Components of persuasion

Who: message
source

Says what:
message

To whom:
audience

Who: The Source

Source credibility

- Source: individual who delivers the message
- Credible or not: expertise and trustworthiness

Source likability

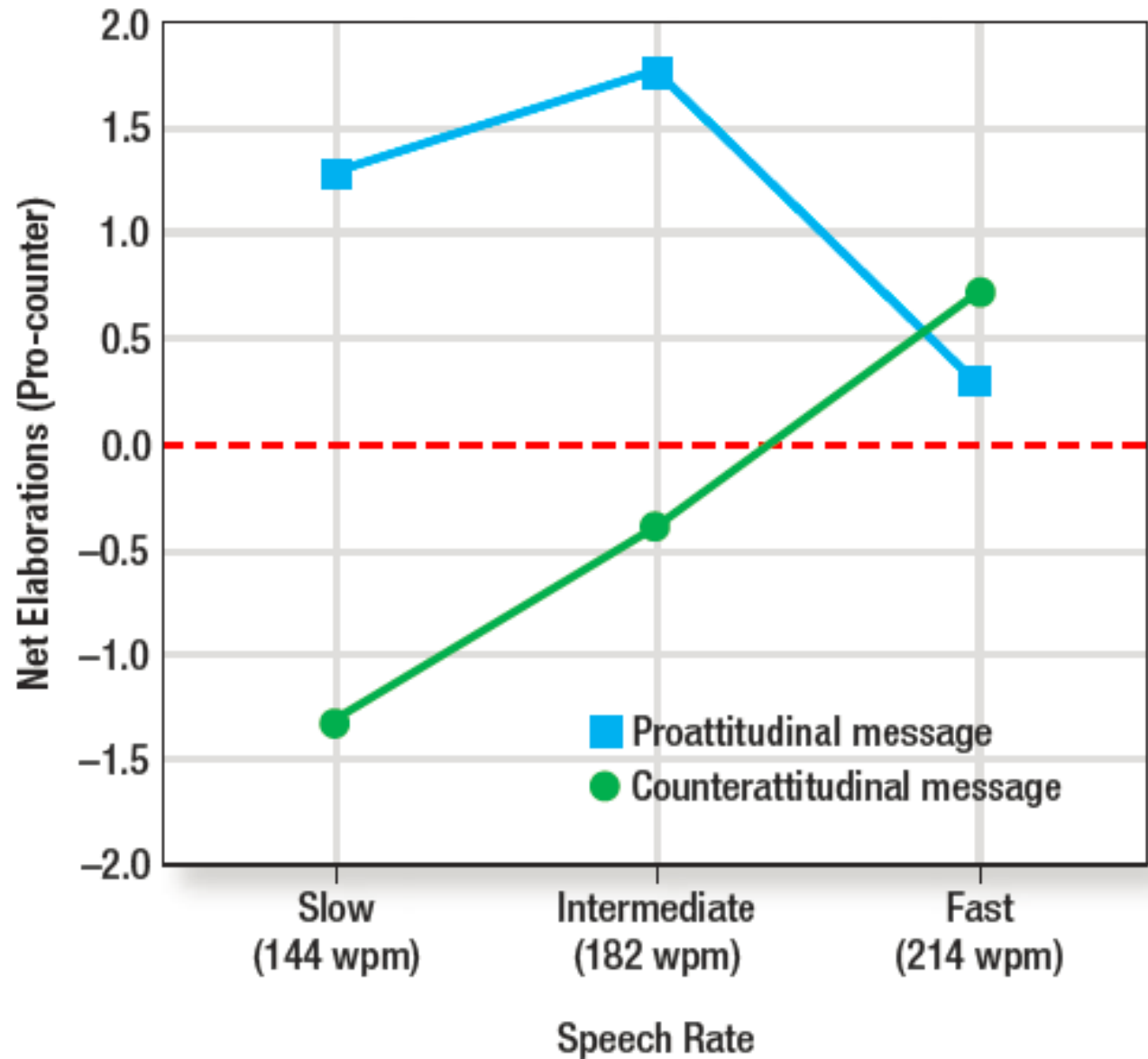
- Influenced by similarity and physical attractiveness
- Halo effect: assumption that people with one desirable trait (e.g., attractiveness) possess many other desirable traits (e.g., intelligence)

Convert communicator characteristics

- Likability: similar to their audience
- Credibility: succeeded in overcoming obstacles

People talk fast when trying to persuade

Trade Offs



The Message

Reason versus emotion

- Cold hard facts or emotional responses (e.g., good mood, humour, and fear)

One-sided versus two-sided messages

- One-sided messages: more effective when audience members are less educated or have already made up their minds

Repetition: repeat exposure influences memory

- Advertisement wear-out

To Whom: The Audience

Intelligence

- Receptivity: understanding
- Yielding: acceptance

Need for cognition

- Tendency to engage in and enjoy effortful thinking, analysis, and mental problem solving

Concern about public image

- Self-monitoring and self-consciousness

To Whom: The Audience (cont'd.)

Cultural differences

- Individualist versus collectivists

Overheard messages

- People are more persuaded by messages that do not seem to be designed to influence them

Distraction

- Gets the conscious mind out of the way

Persuasion Research

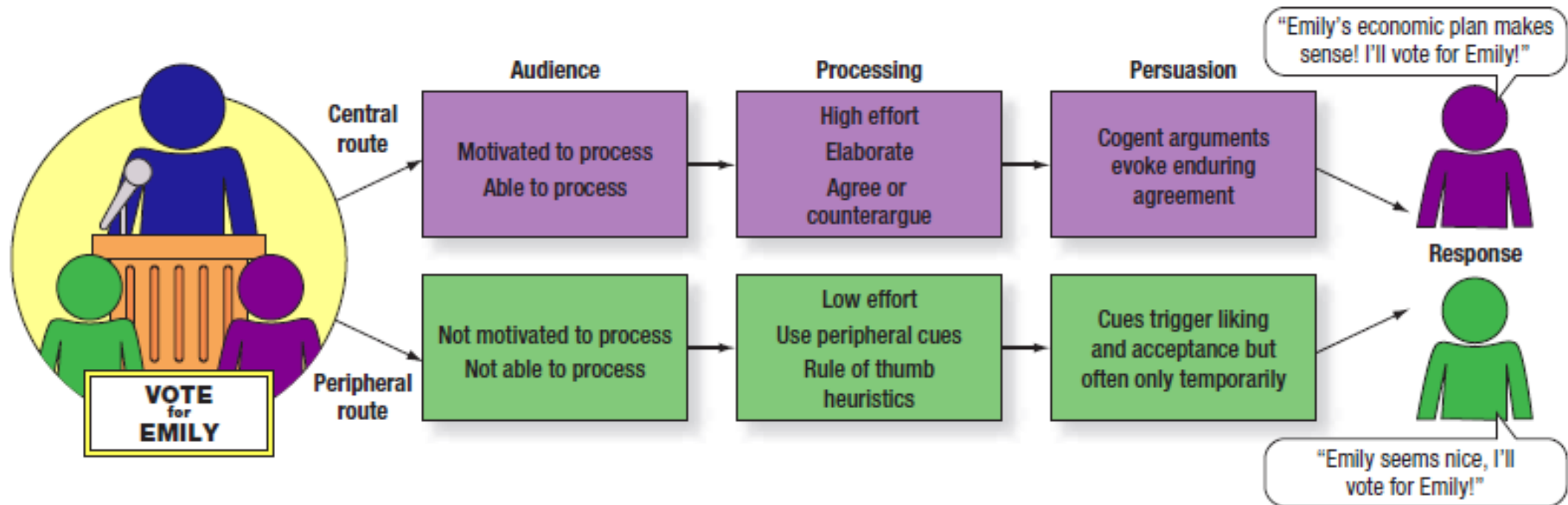
TABLE 8.1 Major Findings of the Line of Persuasion Research Conducted by Hovland and His Colleagues

What Types of Sources Are Most Persuasive?	What Types of Messages Are Most Persuasive?	Who Is Receptive to Persuasive Messages?
Highly credible sources	Logical messages—mainly with educated, analytical people	People who are in a good mood
Likable sources	Moderately fear-inducing messages	People of average intelligence and self-esteem
Convert communicators	Two-sided messages	People concerned about their public image (high self-monitoring, high public self-consciousness)
Sources who argue against their own self-interest	Moderately discrepant messages	Very young or very old people
	Messages that are repeated (but may backfire)	

Two Routes to Persuasion

- Elaboration likelihood model (Petty & Cacioppo, 1986) and heuristic/systematic model (Chaiken, 1980)
 - Both propose automatic and conscious processing are involved in persuasion
 - Central route involves the deliberate mind: careful and thoughtful consideration
 - Peripheral route involves the automatic mind: influenced by some simple cue

ELM



Two Routes to Persuasion (cont'd.)

- Peripheral cues
 - Experts know best
 - The more arguments, the better
 - Expensive products are good
 - Rare products are good
 - What is beautiful is good



Petty, Wells, & Brock (1976)



Thought Disruption Hypothesis

Distraction disrupts counterarguing, potentially increasing the effectiveness of persuasion.

Effort Justification Hypothesis

Distraction may raise perceived effort in processing messages, enhancing persuasion through justification.

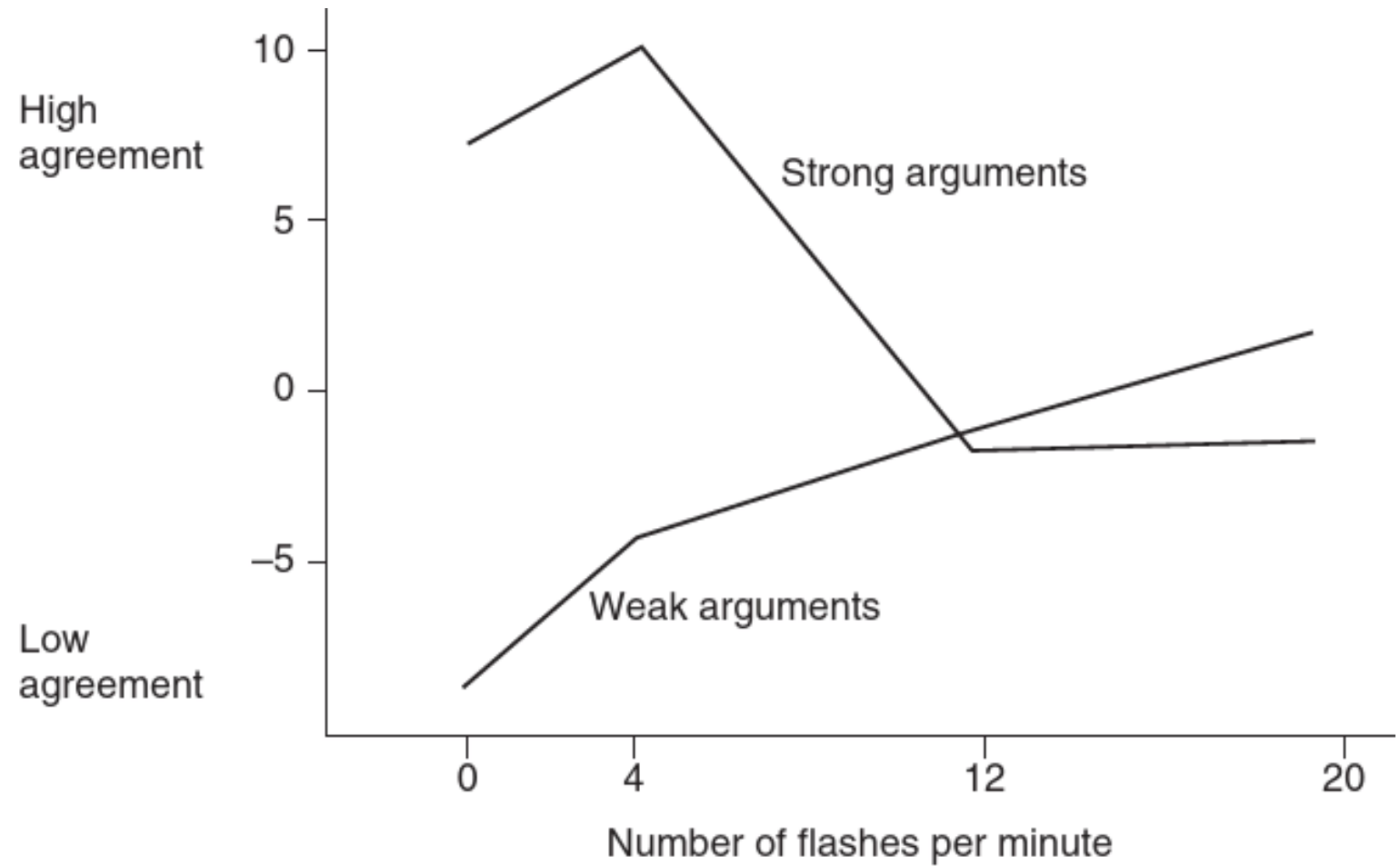
Significance of Study

This study challenges the idea that distraction always increases persuasion, highlighting nuanced cognitive effects.

Results and Interpretation

EXPERIMENT	MESSAGE TYPE	EFFECT OF DISTRACTION
1	Discrepant	Enhanced persuasion for easy messages; reduced for hard
2	Nondiscrepant	Reduced favourable thoughts for strong messages; reduced counterarguments for weak

Key Findings



Broader Impact



Distraction's Dual Effects

Distraction can either enhance or reduce persuasion based on cognitive responses to the message.

Cognitive Response Model

The study contributed to the Cognitive Response Model highlighting the role of thought generation in attitude change.

Elaboration Likelihood Model

The research laid the foundation for the Elaboration Likelihood Model emphasising central and peripheral persuasion routes.

Practical Implications

Findings inform advertising, political communication, and education by highlighting distraction's role in message delivery.

Resisting Social Influence Techniques

Attitude inoculation

- Exposure increases strength

Forewarned is forearmed

- Allows for defence preparation

Stockpile resources

- Physical, cognitive, and social

Summary

People's ideas and beliefs are influenced by others around them

Many techniques are used to influence and persuade other people

People are susceptible to persuasion, but can be taught to resist it