Dissertation Proposal Defense: The Role of the Agential Value Heuristic in Determining the Success of Persuasive Communication Campaigns

Presented by: Anyun Chatterjee on November 13, 2025

Talk Roadmap

This defense will aim to answer five questions:

1. How do we decide who to initiate and maintain relationships with?
2. What can interpersonal communication theories explain about persuasion?
3. What do dual processing models explain about interpersonal persuasion?
4. What is agential value and how does it advance the three questions asked above?
5. How will I contextualize and operationalize agential value over the next year(ish)?

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