



Persuasion

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Psych 1A – Social Psychology



THE UNIVERSITY
of ADELAIDE

We acknowledge and pay our respects to the Kaurna people,
the traditional custodians whose ancestral lands we gather on.

We acknowledge the deep feelings of attachment and relationship of the
Kaurna people to country and we respect and value their past, present
and ongoing connection to the land and cultural beliefs.

Length: 14m

Introduction

This presentation discusses how people try to persuade us to change our attitudes or do things.

Learning Outcomes:

1. Introduction to some of the techniques people use to persuade you to do things

People Are Always Trying to Persuade Us

People are always trying to persuade each other to change attitudes and behaviours.

- Marketing
- Political advertising
- Friends and family

Persuasion in Interpersonal Situations

Foot-In-The-Door Technique: Start with a small request to get into a better position to make a larger request

“Can you sign this petition?...”

“Do you want to join our political group too?...”

Door-In-The-Face Technique: Start with a large request so that subsequent smaller requests seem reasonable

“Do you want to join our political group?...”

“No? Well how about you sign up to our petition at least!”

Lowballing: Offer something at low value to get the person invested. Then, once invested, you can ask more of them

An auctioneer adding on a few grand more after bidding ends

The Process of Persuasion

Element	Description
Source	Person who sends the communication
Message	The message transmitted by the source
Context	The medium through which the message is sent
Channel	The situation in which the message is received
Receiver	The person who receives the communication



Source: Credibility

Highly credible sources are persuasive.

- Experts
- Trustworthy people



“Buy this pill! It works! Trust me, I'm a doctor”

Photo by [Bruno Rodrigues](#) on [Unsplash](#)

Source: Similarity

Similarity is persuasive. We are more likely to be persuaded by people who seem similar to us.

- We identify with similar people
- We can imagine ourselves in the situations that they model

Ordinary people as ‘models.’



“I’m a middle-aged dad like you. This could be your mid-life crisis!”

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Source: Likability

Source likability is persuasive.

Classical conditioning:

- Associate attractive person with product
 1. Attractive person = positive response
 2. Attractive person + burger = positive response
 3. Burger = positive response



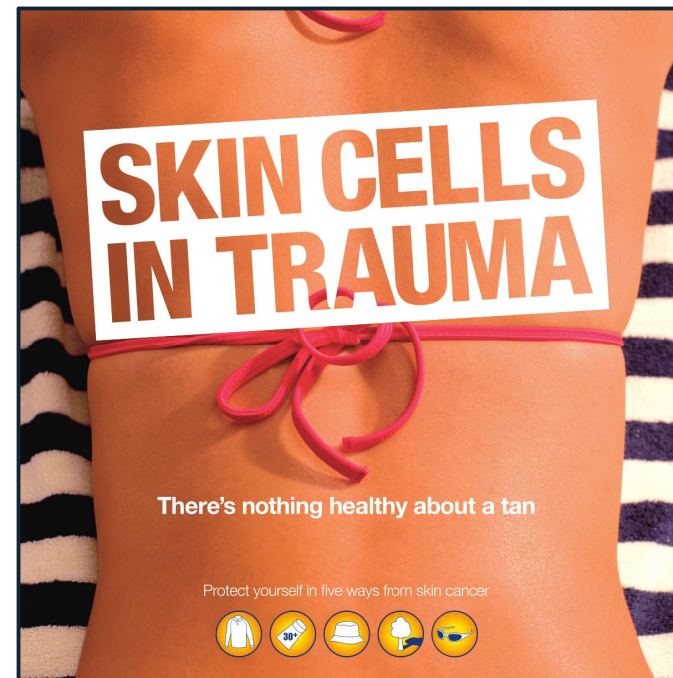
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Message: Fear

Using fear in messaging is persuasive.

However, fear becomes less useful over time.

- We become desensitised to the fear
- We become less likely to be persuaded by it



Elaboration Likelihood Model

When do these factors actually persuade us and affect our attitudes and behaviours? Answer lays with social cognition.

- **Central Route:** Systematic Processing
 - When capacity to process is high (informed, motivated, have plenty of time)
 - Factors of persuasion are less effective
- **Peripheral Route:** Heuristic Processing
 - When capacity to process is low (uninformed, unmotivated, limited time)
 - Factors of persuasion are more effective

Summary

People are always trying to persuade us.

- Different techniques for persuasion are available
- Different factors influence persuasion



make
history.

