

A Theory of Persuasion

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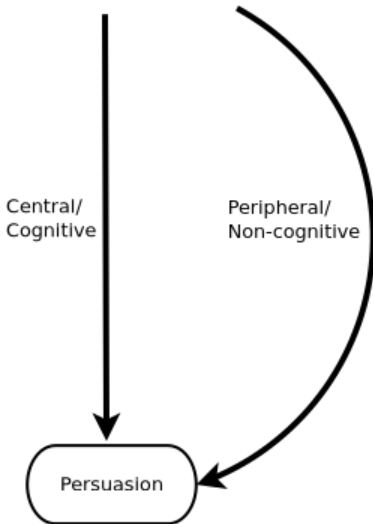
Focus: Social Engineering

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Social Engineering as Persuasion

Social engineering can be considered as an application of persuasion.

A model for persuasion is the **Elaboration Likelihood Model**.





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Principles of Persuasion

To look at *peripheral* strategies, we'll follow the model put forward by Cialdini (*'Influence: The psychology of persuasion'*).

As well as these 6 principles, there is also a "0th", *cognitive* principle: *perceived self-interest*. A person is far more likely to do what you want them to do if they believe it would be in their own interests to do so.

Principles

1. Reciprocity
2. Commitment & Consistency
3. Social Proof
4. Liking
5. Authority
6. Scarcity

Reciprocity



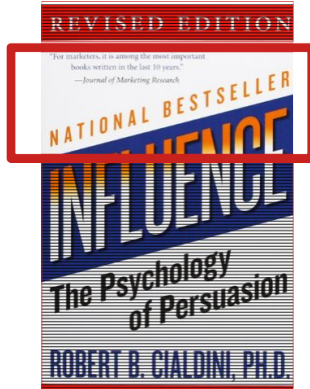
Indebtedness through gifts, including *concessions*.

Consistency & Commitment

Question: *How do you make people more than 4x as likely to personally intervene to prevent a crime?* **Answer:** Ask them to.

Question: *How do you make people more than 4x as likely to accept a huge ugly billboard being placed on their property?* **Answer:** Get them to agree to a tiny unobjectionable one first.

Social Proof



The impression that other people agree with or approve of something.

Liking



We trust pretty or relatable people far more than we should.

Authority



We do what the people (who seem to be)
in charge (seem to) tell us to do.

Scarcity



Opportunities seem more valuable when their availability is limited.

Finally...

Go to the forums!