Recording: Social Psych: Persuasion  
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**[00:00:01]**

**CLASS DISCUSSION**

**Persuasion**

* It is the process by which a message induces a change in beliefs, attitudes, or behaviors.
  + There are a lot of different ways in which this can be done.
    - Chicago has their mayoral race coming up and its regional commercials.
    - There was one that was against Julia Garcia.
    - You’re not going to show political ads or anything but that can highlight a very potent form of persuasion.
  + It was a huge one because it showed people talking with their teams with their parents.
    - It was a commercial that caught a lot of people's attention too.
  + What's interesting about the Super Bowl commercials is it's often the time like what the wildest or most out-there thing can do to people's attention.
    - It has an element of persuasion through entertainment value.
    - Most of the time they're not using any central route.
      * It's more about how can we connect people through references to other popular songs, shows, or celebrities too.
        + A lot of that is more peripheral and who the communicator might be.

**Communicator**

* An important characteristic of this is how credible are they or how believable.
  + When we connect it back to logos, ethos, and pathos, this one falls within the ethos category.
* From your perspective, it’s just like an average human being.
  + If you're trying to get some message or try to hear the message from someone, *what would make that person seem credible or believable?*
  + *What characteristics about an individual would make them have an element of credibility?*
    - The credentials to speak on a certain subject.
      * It ascribes titles and tone so you can tell by their micro-expressions that they're nervous or trying to be deceptive.
* The expertise and also the key piece too are like they perceived expertise.
  + If someone has been working in the field for a long time or working with a given topic, it makes sense for us to assume that they have expertise.
  + There could be other elements that position them as experts as well but also speaking style.
  + If they seem uncomfortable with the content, maybe that would add a little bit of doubt to whether or not you can believe this person.
* Perceived trustworthiness
  + One thing you will see is situating yourself as an expert like books or different videos of someone who will talk about what their credentials are whether they have a master's or even a bachelor's degree.
    - They have a degree in one area doesn't mean that they're an expert in other areas too.
    - Sometimes they'll tack on all these letters after their name and it does add to an element of credibility but their expertise within that realm of their (05:55, presentation)
    - Sometimes a little bit deeper and perceived trustworthiness too could be some different factors that could play into someone being trustworthy.
    - It makes connections with a given audience or uses a celebrity for instance because you see that face up in movies or shows.
    - You feel familiar to that person or they feel familiar to you.
      * For that reason, you might trust them more too because their celebrity is the familiar face of someone in some way.
  + One thing that is important to know is that in some cases where the source comes from can become less important over time.
    - The effects of the source's credibility can often diminish over time.
    - The idea behind this is that we want to have a credible source but even in cases where the source is not credible, the message can persist in people's minds.
      * This happened back during World War II, and researchers wanted to look at the effect of propaganda on American soldiers.
      * What they did was they had shown a series of different documentary films presented to American soldiers that gave them a rationale for why they were getting involved in the war.
        + They had specifically these documentaries had inaccurate information.
        + Even after they presented these inaccurate pieces of information for why we're getting involved in the war, they had disproven it.
        + They showed inaccurate messages like this was wrong.
      * We intentionally changed inaccurate things but they found that over time.
        + Those American soldiers hold on to that initial message that was given that was explicitly disproven.
        + They referred to this as the sleeper effect.
        + It focused on the delayed impact of a message even if it's been determined that the message itself is not credible.
        + An inaccurate message can stick with people, even when they know it could be wrong.
    - In that example of the research and within this idea of the sleeper effect, an initially discounted message can still become effective over time.
      * We're going to persist in people's minds in the long term and we treat it as if it's true when in reality it's not.
      * An elaboration on this one is that we remember the message but we forget the reason for discounting it.
      * Relay the message and the message itself is discounted.
* Politics and political ads
  + It can be in an arena where sleeper effects can be very much present and very much at play.
  + It is where you'll hear different candidates going up against their opponents and sharing all these nasty messages.
    - Oftentimes, what is being told to us about given candidates and even when this comes from an inaccurate source can still stick with us.
    - Maybe that message was disproven but because we've heard that message, it can still stick in our brains and that persistence makes it feel more effective.
* *Who the communicator is?*
  + The attractiveness and liking that we have in a communicator can also have a powerful influence and how effective they are.
  + That could be the physical appearance that we find this person in some way attractive but also similar.
    - This isn't exactly a persuasive message of an actor.
    - Most people like Danny DeVito but he's not the typical version of attractiveness.
    - It’s not about finding to attract but most people would find him traditionally attractive.
    - At least you could use him in a commercial because everybody likes Danny DeVito's acting career.
      * His acting career is like humor too and that can play into attractiveness that person in some way is likable.
  + Attractive appealing
    - If we are drawn to this communicator, they can be very effective.
    - Having an attractive appealing communicator can help us to be very persuasive on various matters, where it depends on how we feel.
  + Subjective preference
    - This refers to people that can feel a lot of different ways about a given topic.
    - We can be very persuaded by those communicators who are attractive in some way.
    - That could be marketing that subjective preference that could be items or products.
      * For instance, that perception of that given product can be changed by that appealing communicator.
  + Social media
    - These are people who are various influencers.
    - It feels a sense of closeness to this influencer who has no idea who you are.
    - It's like this weird one-sided relationship that occurs and they are very attractive in the sense that we feel we can relate to them.
    - They have some other element of attractiveness, whether it's physical, humor or their content becomes attractive to us.
      * That can be influential in us wanting to buy things that they sponsor or are sponsored by.

**Health-based Ads**

* If folks need to stand up and take a look at what the language shows, then you can.
* We see a couple of different public health campaigns.
  + All different posters that you might see up on a website or maybe on social or not social media, like public transportation.
  + If we can maybe take a few minutes to evaluate each of these, maybe with those around you to see based on your thoughts seems to be effective.
* Considering who the audience is and they have that strong sense.
  + That might not carry as much weight in maybe a smaller town where they don't identify as neighborhood villains but New Yorkers mean something.
* Normally you might see someone who's maybe conventionally attractive or it's always a runner.
  + Someone who probably is thinner, like all of these preconceived stereotypical ideas about health, and looks at those people.
    - They're older and they're still up and moving.
* If you are a credible source, you can still incorporate humor into the ads because we see it's coming from the sanitation department but it is still something humorous.
  + You don't care which way you hang the toilet paper but seriously there is a right way.
  + That draws people into that ad and we'll still motivate them to recycle.
  + They're using more of that humor approach.
    - You can see that this humor is more intense and has scary outcomes.
  + Maybe they need to have a series of different ads where somebody is running and someone's walking.
    - Someone may be doing stretches or some other type of physical activity.

**Message**

* *What is being communicated?*
* The message is going to depend on the audience.
  + That's like one key piece.
* How we are presenting a given message is going to depend on who are we directing that message to.
  + If you're directing something towards maybe a group of kids, it's going to make you feel a little bit more basic.
    - Maybe a little bit more accessible than if you are trying to reach adults whether it's the colors used, the language, or the imagery.
      * That's probably going to play a role.
  + When we are trying to relay some message, there are two different ways that we can go about doing so.
    - We can do it by trying to make people feel good but giving people those positive feelings can be persuasive.
      * With that good feelings, enhancing the persuasion of those that we had shown has maybe more of a positive approach.
        + That could maybe facilitate some good feelings.
* Some messages can also be effective via fear but a key point is that we need to provide some solution for how to deal with this fear.
  + If you smoke severely, layer frequently, and lose your life, that's a cautionary tale.
  + What you can do to try to avoid this fear is to not smoke.
    - That's the key piece behind these more fear tactics is that they're persuading us to do something.
    - We can avoid these negative situations that you can end up in.