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Techniques

- Assertiveness: Being neither passive nor aggressive.
- Body language: A large part of communication is non-verbal.
- Change techniques: Ways to make change happen.
- Closing techniques: From the discipline of sales, a myriad of ways to gain closure.
- Conditioning: How to train animals, people and even yourself!
- Confidence tricks: Ways people get tricked out of their money.
  - Conspiracy Theories: You are being watched.
- Conversation: How to hold down a conversation with others.
- Conversion: Converting and retaining people in different beliefs.
- General persuasion techniques: Approaches and things that don't fit elsewhere.
  - Overall Persuasion Methods: General frameworks.
- Cialdini's Six Principles of Influence: A popular set of methods.
- Kellerman and Cole's 64 Compliance-gaining Strategies: A long list of what we do.
  - Articles on Persuasion: Things you should know.
  - Being Right: How to be right even when you are wrong.
  - Ingratiation: The Seven Fs of getting them to like you.
  - Sequential Requests: Where one thing leads to another.
    - The Art of Being Right: An original text, discussed.
  - Using Repetition: The same thing again and again.
  - More Persuasion Methods: Yet more ways of persuading.
  - How Can I Get People to Trust Me?: Many different ways.
  - Creating Cognitive Load: To distract from main message.
    - Happiness: How to be happy.
- Home Staging: Preparing to sell a house (or just make it beautiful).
  - How to...: Direct advice on persuasive activities.
    - Hypnotism: How people are hypnotized.
  - Interrogation: Getting answers to questions.
    - Mind Control: How we control others.
  - Negotiation tactics: Getting what you want.
  - Language: Much about subtle use of words.
  - Listening: Hear the person as well as what they say.
- Objection-handling: Ways of handling objections to the sale.
  - Propaganda: covert persuasion of populations.
  - Public speaking: Presentation and speech-making.
- Questioning: Using questions to get the results you want.
- Resisting persuasion: A big list of ways to avoid being persuaded.
  - Self-Development: Becoming who you want to be.
  - Stories and Storytelling: Connecting with stories.
  - Stress Management: Keeping it down, building it up.
    - Tipping: How to get a bigger tip.
  - Using Humor: Changing minds can be (and use) fun.
    - Willpower: Getting what you want.

Principles

- Alignment: When everything lines up, there are no contradictions to cause disagreement.
  - Amplification: Make the important bits bigger and other bits smaller.
  - Appeal: If asked nicely, we will follow the rules we have made for ourselves.
- Arousal: When I am aroused I am full engaged and hence more likely to pay attention.
- Association: Our thoughts are connected. Think one thing and the next is automatic.
  - Assumption: Acting as if something is true often makes it true.
- Attention: Make sure they are listening before you try to sell them something.
  - Authority: Use your authority and others will obey.
- Bonding: I will usually do what my friends ask of me, without negotiation.
  - Closure: Close the door of thinking and the deal is done.
  - Completion: We need to complete that which is started.
  - Confidence: If I am confident, then you can be confident.
    - Conformance: People are driven to obey rules.
- Confusion: A drowning person will clutch at a straw. So will a confused one.
- Consistency: We like to maintain consistency between what we think, say and do.
- Contrast: We notice and decide by difference between two things, not absolute measures.
  - Daring: If you dare me to do something, I daren't not do it.
    - Deception: Convincing by trickery.
- Dependence: If you are dependent on me, I can use this as a lever to persuade you.
  - Distraction: If I distract your attention, I can then slip around your guard.
  - Easy: I like things which are easy (and not things which are difficult).
    - Evidence: I cannot deny what I see with my own eyes.
- Exchange: if I do something for you, then you are obliged to do something for me.
  - Experience: I cannot deny what I experience for myself.
  - Fragmentation: Break up the problem into agreeable parts.
  - Framing: Meaning depends on context. So control the context.
  - Harmony: Go with the flow to build trust and create subtle shifts.
  - Hurt and Rescue: Make them uncomfortable then throw them a rope.
  - Interest: If I am interested then I will pay attention.
    - Interruption: Break the flow.
- Investment: If I have invested in something, I do not want to waste that investment.
  - Involvement: Action leads to commitment.
  - Logic: What makes sense must be true.
- Objectivity: Standing back decreases emotion and increases logic.
  - Obligation: Creating a duty that must be discharged.
  - Ownership: I am committed to that which I own.
    - Passion: Enthusiasm is catching.
- Peer Pressure: We do what we think others want us to do.
  - Perception: Perception is reality. So manage it.
  - Persistence: In all things, persistence pays.
    - Pleading: Asking with attitude.
    - Positivity: Use positive methods.
  - Priming: Prior informational influence.
  - Pull: Create attraction that pulls people in.
  - Push: I give you no option but to obey.
- Repetition: If something happens often enough, I will eventually be persuaded.
  - Scarcity: I want now what I may not be able to get in the future.
- Similarity: We trust people who are like us or who are similar to people we like.
  - Simplicity: Simple means easy to understand and agree.
    - Social Compliance: The pressure to conform.
  - Social Proof: When uncertain we take cues other people.
  - Specificity: People fill in the gaps in vague statements.
    - Substitution: Put them into the story.
- Surprise: When what happens is not what I expect, I must rethink my understanding.
  - Tension: I will act to reduce the tension gaps I feel.
  - Threat: If my deep needs are threatened, I will act to protect them.
  - Trust: If I trust you, I will accept your truth and expose my vulnerabilities.
  - Uncertainty: When I am not sure, I will seek to become more certain.
- Understanding: If I understand you, then I can interact more accurately with you.
  - Unthinking: Go by the subconscious route.

Explanations

- Academic Theories: Lots of academic theories:
  - In an alphabetic list
  - And also in clusters of similar theories.
  - Beliefs: The bedrock of our assumptions.
- Behaviors: That result from our decisions, including lots on:
  - Addiction: Getting hooked.
  - Blame: Seeking to punish others.
  - Body language: Basic non-verbals.
  - Conditioning: Paviov's dogs.
- Coping Mechanisms: How we handle stress (includes Freudian Defense Mechanisms).
  - Games: The games we play to handle life.
  - Habit: Programmed actions.
  - Lying: Telling fibs.
- Brain stuff: Deeper stuff about how the brain works.
  - Neural Aging: Getting older inside.
  - Brain Articles: On neural stuff.
- Brain Chemistry: Neurotransmitters and stuff.
  - Brain Function: How it works.
  - Brain dysfunction: How it fails.
  - Parts of the brain: And what they do.
  - Critical Theory: Deep challenge.
- What is Critical Theory: A whole bag of stuff that makes you think.
  - Critical theory concepts: Ideas within.
- Schools of thought in Critical Theory: Lots on different canons.
- Theorists in Critical Theory: Lots of people who wrote in this area.
  - Culture: How we socially act together.
- Decisions: The processes by which we weigh up choices and build intent.
  - Emotions: How we feel the way we do (and are drive to action).
  - Evolution: Forces of nature on us.
  - Gender: Differences between men and women.
  - Groups: How groups and teams of people behave.
  - Identity: Complexities of the self.
  - Learning: How we get to make sense.
- Meaning: The meaning we make from our experiences.
  - Memory: How we store, recognize and recall.
  - Models: Simplified reality.
- Motivation: The overall subject of what drives us (and where changing minds often needs to be). Including:
  - programmed systems.
  - Needs: Details and models.
- SIFT Model: Unique model of cognitive functioning.
  - Perception: From sensing to sense.
  - Personality: What makes us who we are.
- Power: Our capability to act. Where we get it and how we use it.
  - Preferences: The biases that we apply to our choices.
  - Psychoanalysis: From the early years.
  - Relationships: How individuals connect.
  - Research: Gaining a deeper understanding.
  - Initiating: Getting going with research.
  - Design: Structuring what you will be doing.
- Measurement: Ways of measuring in social research.
- Sampling: What to do when you can't access the whole population.
  - Statistics: Basic statistics in research.
  - Analysis: Analysis of results.
  - Conclusions: From your research.
  - Stress: What winds us up.
- Trust: The social glue that is the gateway to persuasion.
- Understanding body language: Non-verbal communication.
- Values: The rules we live by (in order to live with others).

Theories

Grouped by type:

- Motivation: Basic systems that get us going (and keep us going).
  - Belief: What and how we believe.
- Meaning: How we make sense of the world and infer meaning.
  - Emotion: Affect and what we feel as emotion.
  - Memory: Memorizing and recall.
- Attention: How we pay attention to things around us.
- Understanding Ourselves: How we perceive ourselves.
- Understanding Others: How we make sense of other people.
  - Discomfort: How we handle discomfort.
  - Attribution: How we attribute cause.
- Forecasting: How we forecast what will happen.
  - Decision-making: How we make decisions.
- Decision errors: Mistakes when we make decisions.
  - Conforming: Conforming with social rules.
- Being Contrary: Acting differently or in non-conforming ways.
- Helping Others: Sometimes we are just very helpful.
  - Persuasion: Changing the minds of others.
  - Resistance: Resisting attempts to persuade.
    - Trust: Building trust of others.
    - Leadership: Leading followers.
  - Lies: Telling things that are not true.
  - Power: Being able to achieve our goals.
  - Friendship: Making friends with others.
  - Behavior: General behavioral responses.
    - Groups: How groups think and act.

And...

- About
- Guest Articles
- Blog!
- Books
- Changes
- Contact
- Guestbook
- Quotes
- Students
- Webmasters