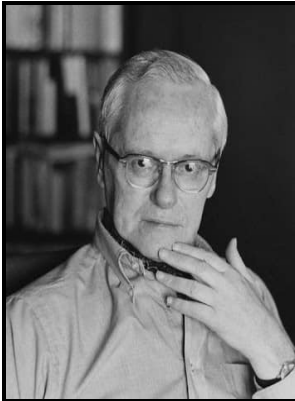


Mass persuasion - the social psychology of a war bond drive

Greenwood Press - menu



Description: -

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Notes: Reprint of 1st ed., New York : Harper, 1946.

This edition was published in 1971



Filesize: 44.71 MB

Tags: #[PDF] #A #historical #account #of #the #hypodermic #model #in #mass #communication

Mass Persuasion: The Social Psychology of a War Bond Drive by Robert K. Merton

It is impossible to spend a lot of time thinking about all the information that we are bombarded with — we would be driven mad or pushed to mental exhaustion. It is instructive to examine what happens when an item is presented which is at variance with the cognitive structure. The author of this article was in charge of the total program.

Robert K. Merton , with the Assistance of Marjorie Fiske and Alberta Curtis: Mass persuasion. The social psychology of a war bond drive. Introduction by Peter Simonson

For example, last year the anthropologists Douglas Fry and Patrik Soderberg published a study of violence in 21 modern hunter-gatherer groups and found that, over the last 200 years, lethal attacks by one group on another were extremely rare. This is where it gets interesting.

MASS PERSUASION THE SOCIAL PSYCHOLOGY OF A WAR BOND DRIVE

If we are in a new situation or are unsure how to behave, we will take our cues from other individuals. For the majority of us, we mostly follow the peripheral route or heuristic processing Petty, 1995.

[PDF] A historical account of the hypodermic model in mass communication

We need to have more solid arguments if we have more of these individuals present. And one problem biological theories of warfare is that, while they might be able to explain specific outbreaks of violence, warfare is actually much more than this. .

Kopen van oorlogsobligaties in de Verenigde Staten, 1943

People think that they would never allow these things to happen to them. It is not yet possible on the basis of research to state exactly how large a campaign of what kind is required to produce a given amount of influence on mass behavior, but evidence is accumulating to indicate that significant changes in behavior as a result of campaigns are rather the exception than the rule.

The Psychology of War

What would be a way of using foot-in-the-door to get it? This small set of information that we select will be fully analyzed and investigated.

The Psychology of War

Cognitive dissonance implies a state in which two cognitions or thoughts are in conflict with one another, or are somewhat inconsistent with one another, which will lead the individual to feel discomfort.

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