

Mass persuasion - the social psychology of a war bond drive

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Description: -

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Full text of INSTITUTE OF HUMAN RELATIONS

The parts of the country and the world that have flattened the curve have adopted those practices and the places that are seeing a resurgence have ignored this basic public health information. Stated in such a bald fashion this principle seems obvious enough. What happened, then, was that upon the basis of a first general impression people categorized the pamphlet as something they did not care to read and disposed of it without further scrutiny.

Mass Persuasion by Robert K. Merton

However, imagine that Greg was just laid off from his job due to company downsizing. Characteristics of Individualistic and Collectivistic Cultures
Individualistic Culture Collectivistic Culture Achievement oriented Relationship oriented Focus on autonomy Focus on group autonomy
Dispositional perspective Situational perspective Independent Interdependent Analytic thinking style Holistic thinking style Try It Actor-Observer
Bias Returning to our earlier example, Greg knew that he lost his job, but an observer would not know. In the last module on attitudes, we learned that our evaluation of things, or our attitudes, can be changed, sometimes by our own inconsistencies, but often through persuasive communication attempts.

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

The first step in understanding persuasion is to examine how we process or think about these persuasive attempts. Student participants were randomly assigned to play the role of a questioner the quizmaster or a contestant in a quiz game. Illustrative of this principle are the tendencies of people to read newspapers whose editorial policy tends to agree with their own and to listen predominantly to political candidates who belong to their own party.

Mass Persuasion by Robert K. Merton

Perhaps it is not a coincidence that, over the 75 years of this steady decline in conflict, sport has grown correspondingly in popularity. For Further

Consideration Can you think of ads or products that use really attractive communicators? There are of course many other effects of such campaigns in addition to those listed here, and comparable data are needed from campaigns of a different sort before safe generalizations can be made, but it is reasonable to conclude from these data that even the most efficiently conducted campaigns do not produce major effects upon mass behavior cheaply nor without considerable effort.

Social Psychology and Influences on Behavior

The communicator will put forward an attractive offer, one that is hard to say no to. In this context, stability refers the extent to which the circumstances that result in a given outcome are changeable.

The Psychology of War

As documentation of this principle it is necessary only to refer again to the fact that, despite efforts to explain the relation between buying bonds and inflation control, over half of the population still denied that there was such a relationship because it did not fit into their general understanding of the nature of the economy. Accordingly, each and every individual contributes and expresses a set of distinctive personal attributes to a given situation. When we mistreat them we suffer guilt or remorse.

Kopen van oorlogsobligaties in de Verenigde Staten, 1943

Have you ever experienced lowballing or used it on someone else? Extent xiii, 210 pages Isbn 9780837152264 Media category unmediated Media MARC source rdamedia. At one point during the war a group of enthusiastic citizens probably as a publicity stunt conducted a bonfire in which they burned their bonds as a gesture to indicate their willingness to give money to the Government for the war. If you are unaware of persuasion attempts, then you could be taken advantage of.

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