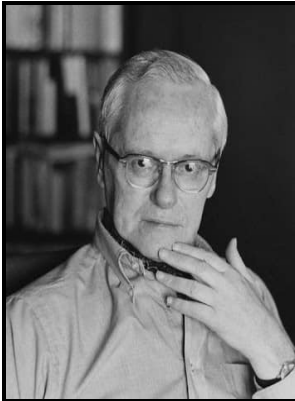


# Mass persuasion - the social psychology of a war bond drive

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



Description: -

-Mass persuasion - the social psychology of a war bond drive

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

This edition was published in 1971



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## The Audience Studies Reader

So, in the door-in-the-face situation, we are presented with something large and then something small. Similarly those people who believed that the Government would not repay the bonds could not be induced to believe that buying bonds would provide them with personal economic security after the war. This section will focus on the danger of cults.

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When the event passed and nothing happened, they used social proof—our heuristic that if others are doing it, it must be correct—through the recruitment of new members and the publicizing of their group to help them stay committed to the group.

## Mass persuasion : the social psychology of a war bond drive

Lowballing is a fascinating strategy.

## Social Psychology and Influences on Behavior

Second, it will be evident that this stability was maintained by people selecting from the great variety of promotional material developed for the campaigns those features which conformed to their existing cognitive structure and rejecting those which deviated. Those hardliners aside, there are people who kind of believe that masks are important but are looser about wearing them than they should be. When it comes to explaining our own behaviors, however, we have much more information available to us.

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

People from an individualistic culture, that is, a culture that focuses on individual achievement and autonomy, have the greatest tendency to commit the fundamental attribution error.

**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**

Some findings , however , contribute information to basic or recurring problems of social psychology.

**Mass persuasion : the social psychology of a war bond drive**

When a person is asked why he has not actually done a particular thing that he seemingly had accepted as desirable, he may answer that he did not have the time, energy, or financial resources. The terminology for this comes from the idea of door-to-door salespeople. One of the most striking findings of this study revealed that the people who attended the movie were the ones whose behavior was already closest to that encouraged by the movie.

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