

Mass persuasion - the social psychology of a war bond drive

Greenwood Press - Module 6: Persuasion



Description: -

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Full text of INSTITUTE OF HUMAN RELATIONS

One obvious factor is the drive to increase wealth, status, and power.

Social Psychology and Influences on Behavior

It would be interesting to see if they are still as successful in selling clothes with their changes in advertising.

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

The communicator will first make a small request.

MASS PERSUASION THE SOCIAL PSYCHOLOGY OF A WAR BOND DRIVE

It is rare that the proposed action is described in concrete detail or given a precise location in time. Of the 17 per cent who recalled having received a copy, about one-third reported that they had not looked through it at all and were able to recognize only the front cover. It 260 Some Principles of Mass Persuasion should be noted further that goals have a location in the cognitive structure so that for a given individual some activities are seen as leading to the satisfaction of certain needs and others are seen as unrelated to such satisfaction or even leading away from it.

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