

Getting to Databases

PAWS- Personal Assistance With Searching - a librarian will individually sit down and help you work through search routines.

Evaluating Internet Sites for Scholarly Use- **websites on the internet that have scholarly value. make sure they have what we want/need.**

Criteria to Consider:

1) Author

2) **Audience-** how they might be writing. For college student audience (makes learning things easier/more interesting- **GOOD**) Sometimes the website is directed at people who have many year of experience with the Theory. If its geared towards them, maybe its not a great source for you. Should pick another source.

3) **Scholarship-** Is it scholarly? How its written, are there **references?** If you give me information about a theory, you wanna know what their using for their information. When you are looking for scholarship- REFERENCE SECTION. You don't wanna just know what they know- you want the sources.

4) **Bias-** A judgement call and sometimes it just stands out. Coordinated Management of Meaning- like the theory. You are looking for an evaluation that isn't grounded on person preference. IF you make a scholarly evaluation, you want arguments for what they are saying.

5) **Currency-** Is it up to date or is it old? For some theories, there hasn't been major contributions to the formulation for many years. You have to know what is current vs what isn't. Need some background information to evaluate currency. Need to know when the theory was written and if things are keeping up to date.

6) **Links-** Sometimes you find a website with a lot of dead links- not keeping the website alive/up to date, possibility that it is not a good source.

Google Scholar --> information about scholarly journal articles. Right now we are looking for WEBSITES, AVAILABLE TO ANYBODY.

APA Formatting

Cite Your Sources in the references section of a paper- all information needed for the reader to get a hold of that book. as scholars, they wanted 1 citation everyone used. scholars agreed to participate in a certain format to write the paper - all going to share the same way. **NEED TO USE APA FORMATTING WHEN WE PREPARE OUR PAPER.** 2 LOCATIONS : reference section & also when you are writing it in the body of the text (When you go through writing about a book or website, there are ways of letting the reader know who's book/article that is written about).

Tip: Get all of the information you need for the citation when you are taking notes from a book, article or webpage. **FIRST THING YOU WANT TO DO.**

For the reference section:

1) Book:

Authors, date, title, city of publication, publisher

Griffin, E (2012) A first look at communication theory. New York, NY. McGraw-Hill

2) Journal Article comes out periodically, regularly (periodically) once a month or every other month- articles by people who work in comm departments.

Author(s), date, article title, journal name, volume number, page numbers

Glatz, T., Stettin, H., Kerr, F., (2012). A test of cognitive dissonance theory to explain parents' reactions to youth' alcohol intoxication. Family Relation, 61, 629-641.

3) Websites

Author, date, title, retrieval date, website page address

Dyer, C. (2004) The Iowa guide: Scholarly journals in mass communication and related fields. Retrieved June 8 2008, from [LINK](#).

CitationFox*

Plagiarism

Using someone else's work as if it were your own. < not every country has a problem with using other author's materials. important in USA.

You are getting your information from other people and you need to tell BJ who you are getting the info from- the fact that they did it and organized it in a way to be retrieved.

Overview of putting your paper/ project together

1. Read through the instructions
2. Collect and evaluate resources. Make notes and get information needed for citations.
3. Plan the structure of your paper: make an outline, draw a diagram.
4. Organize your resources in the order you will use them... to line up with the plan of structure.
5. Write each section of your paper (try writing one section a day)
6. After the paper is written- wait one day. Then re read and revise as needed. Check your paper against instructions.

7. DUE TUESDAY, NOVEMBER 19TH.

October 24th 2013

Interpersonal Communication- individual to individual interaction

Social Influence

Refers to the impact or influence that people can have on one another.

Persuasion- Persuasive Message: "any message that is intended (put together FOR THE PURPOSE OF) to shape, reinforce, or change the response of another, or others" (G.R. Miller, 1980)

shape the response of another: guide them in a particular direction that we want them to go.

If you are trying to get someone to quit smoking, tell them to spend more time with people who do not smoke. In **shaping** the response, the audience that your trying to give people a way to act upon the inclination they have.

if reinforcing- pat you on the back and give gold stars on a paper, for DOING WHAT YOU ARE DOING. a reward. not trying to change what they are doing in any way. Fixed amount of money for cigarettes a week. Used to spend X, now spending Y. Out of money, have to wait till next week to buy another pack of bogies. Reduce dependance on cigarettes by using nicotine, people will encourage you or if you are quitting cold turkey.

change - you are trying to get somebody to do something/ act differently. you are going to start giving someone arguments about why they should stop smoking. lining of lungs turns black, makes it difficult to get enough oxygen to function properly. have other people think and do what you have in mind. what if going to movies and trying to convince someone to go. if you are already leaning towards seeing Nebraska, reinforcing that you already wanna go "its at the movie theater closest to us" < SHAPING. if you want to see another movie Gravity-not as good. Nebraska is very good and has a family dynamic.

Elaboration Likelyhood Theory (Model), Richard Petty & John Cacioppo

Assumptions:

1. **People are socially motivated to hold "correct" attitudes-** it is with respect to interactions with other people. motivation as a consequence of being part of a certain community. "correct"- the suggestion that we as human beings as a consequence of our relations with other and how we appear to them are motivated to have attitudes (way you think about things) that are well conceived and supported by good arguments that we can explain carefully. **For smoking, not flashy ads or fancy people, saying don't smoke. The issues with smoking- not just to yourself, but everyone else also. You can have good arguments for what you are trying to argue for. People want to know the good arguments for what they argue for**

2. **People are not always willing or able to process messages in a way that leads us to "correct" attitudes.** Socially accepted/ prized attitudes. Sometimes we get messages and we are not willing to deal with them. UNWILLING. NOT MOTIVATED TO DEAL WITH THEM. might not be willing to do ther work about the argument, you might not be ABLE to either - might be that some of the arguments are very complicated- very concerned about GLOBAL WARMING. understand some of the arguments, but as it gets more into the physics and geology, its hard for you to get all the details- you are partially willing to do it but its tough. depends on the argument. Concentration is important for understanding deep arguments. If you are distracted- difficult.

Two Routes to the processing of persuasive messages:

- 1. Central Route:** careful analysis of the arguments related to a persuasive message. Al Gore did a film teaching people about Global Warming- "In Convenient Truth". Talking the central route to arguments in film- want to think and understand, read up, figure out what you can about it. ELABORATE ON THE MESSAGE THAT YOU GOT FROM AL GORE IN THE FILM. FILL OUT THE DETAILS. public service ad on TV for pregnant woman to get prenatal care and nutrition. By elaborating that message, it is ESSENTIAL to have a good source of protein in your diet from before you get pregnant, lack of protein can influence the baby in harsh ways and you can massively hold that child back from brain development by not having enough protein. Elaborate and think about these things. Filling in the details, working it out.
- 2. Peripheral Route:** rely on cues not directly related to the arguments. For example: celebrity sponsor, attractiveness of the source, message elements (color, movement, etc). - Al Gore, or alot of people with Star quality who get involved in promoting certain causes. Just because there is a star promoting it doesnt give elaboration of the argyments- doesnt fill in the details or the good arguments that we werent following. All of the different things to make flashy AD. you put all kinds of bells and whistles, flashes, tunes- do things that dont have anything to do with the message, just because its loud and purple and sparkles, **NOTHING TO DO WITH GLOBAL WARMING/SMOKING.**

Which route will be taken?

The Central Route is more likely to be taken IF: (change their behavior)

- 1. The person is motivated to think carefully about the persuasive message** - motivated to consider the issue or relevant arguments.

Motives:

- a personal relevance to you- knowing somebody who died, children who had compromised respiratory problems cause parents smoked.
 - need for cognition- enjoying cognition"- refer to thinking, things going on in your head. for some people, figuring things out are a lot of fun.
- 2. The person is MORE likely to think more carefully about the persuasive message if they have the ability to analyze it.- skills needed to analyze it, if they feel overwhelmed- not so much.**

Abilities:

- knowledge about the topic- if you already have a lot of info, it can be easier.
- have education- some training in formal education, you will be able to analyze messages because thats what happens in education. doesnt mean a person without education cant do it - just increases possibility.
- if the message is not too complex- not too difficult to understand.
- if there are FEW distractions in the environment. - if you are distracted by people or phones- HARDER.

Effect of Taking the Central vs the Peripheral Route:

- 1. CENTRAL route:** attitude change is more enduring, resistant, and predictive of behavior- compared to the peripheral route.- **impact of elaboration of messages whichever way you go will last longer BIGGER IMPACT OF SOCIAL INFLUENCE, IF YOU CAN INCREASE THE LIKLIHOOD THAT PEOPLE WILL DO THE CENTRAL ROUTE. ELABORATION IS THE TYPE OF WORK THE PERSON DOES WHEN THEY DO THE CENTRAL ROUTE- WORK THROUGH THE ARGUMENTS, SEE EVIDENCE.** work being done- there is more impact and change is more enduring, resistant and predictable.
- 2. PERIPHERAL route-** attitude change is relatively temporary, susceptible, and less predictive of behavior---- compared to the central route.

Footloose: Kids in the town were not able to have dances because its not a good idea -minister of church saying this. Kevin Bacon falls in love with ministers daughter. The kids decide they want a prom and they went to see if they can move things along. **LAW OF NO DANCING.** Asks the minister and shows him that even in the bible people were dancing and they should be allowed to dance. He helped in his message construction and made it possible for the audience to use the central route--> **PEOPLE ARE PERSUADED BY IT.**

Cognitive Dissonance Theory, Leon Festinger (1950's)

Interested in the question of how people have an impact/ influence each other.

Definition: cognitive dissonance: distressing mental state caused by an inconsistency between a person's beliefs, attitudes, opinions and behaviors. dissonance means out of wack, not going together well.

Festinger proposed that the motivation to reduce cognitive dissonance is very strong because the state of dissonance was very unpleasant and disturbing.

EXAMPLE 1: smoking causes cancer- you can die of cancer.