

## Comm 2367 Chapter 10 Notes

### Interpersonal Persuasion

- Sequential Influence Techniques- Foot in the Door and Door in the Face; often proceeds stages, each of which establishes the foundations for further changes in beliefs or behavior.

### Foot-in-the Door

- Starting small and moving to a larger request.
- An individual is more likely to comply with a second, larger request if he or she has agreed to perform a small initial request.

### Why Does it Work?

- Individuals who perform a small favor for someone look at their behavior and infer that they are helpful, cooperative people.
- Consistency needs; recalling that they agreed to the first request, individuals find it dissonant to reject the second.
- Social norms; being asked to perform an initial small request makes people more aware of the norm of social responsibility.

### When Does it Work?

- Likely to work when the request concerns a pro-social issue.
- More apt to succeed when the second query is "a continuation," or logical outgrowth, of the initial request.
- Not so likely to succeed if the same persuader asks for a second favor immediately after having hit up people for a first request.

### Door-in-the-Face

- Occurs when a persuader makes a large request that is almost certain to be denied. After being turned down, the persuader returns with a smaller request, the target request the communicator had in mind at the beginning.

### Why Does it Work?

- A powerful psychological factor akin to dissonance but more emotion packed: guilt.
- As a persuader (deliberately) scales down his request, he is seen as having made a concession.
- The extreme first request functions as an anchor against which the second request is compared.

- People fear that the persuader will evaluate them negatively for turning down the first request.

#### When does it Work?

- Works particularly well when the request concerns pro-social issues.
- Emerge when the same individual makes both requests.
- More apt to work if there is only a short delay between the first and second requests.

#### Other Compliance Techniques

- “Low-Balling”- Persuaders try to secure compliance by inducing someone to comply with a request and then “upping the ante” by increasing the cost of compliance.
- “That’s-Not-All”- Salesperson presents a product, and then puts an additional small product along with the larger item.
- Fear-Then-Relief- Persuader deliberately places the recipient in a state of fear. Suddenly and abruptly, the persuader eliminates the threat, replaces fear with kind words, and asks the recipient to comply with a request.
- Pique Technique- Making the request in an unusual and atypical manner so the target’s interest is piqued, the refusal script is disrupted, and the target is induced to think positively about compliance.
- Disrupt-The-Reframe- Persuaders can disrupt resistance by subtly changing the wording of requests; first mildly disrupting the ongoing script of a persuasive request, and then reframing the request or encouraging the listener to understand the issue in a new way.

#### Compliance-Gaining

- Compliance-Gaining- any interaction in which a message source attempts to induce a target individual to perform some desired behavior that the target otherwise might not perform.
- Survey methods:
  - Closed Ended- Provides individuals with hypothetical situations and asks them to choose among various strategies for compliance.
  - Open Ended- Research participants are asked to write a short essay on how they get their way.
- Strategies used to influence others:
  - Direct versus indirect
    - Direct
      - Assertion- Voicing one’s wishes loudly
      - Persistence- Reiterating one’s point
    - Indirect

- Emotion Target- Putting the other person in a good mood.
  - Though manipulation- Trying to get your way by making the other person feel it is his idea.
- o Rational versus nonrational
  - Rational
    - Reason-Arguing logically
    - Exchange of favors
  - Nonrational
    - Deceit- Fast talking and lying
    - Threat
- o Hard versus soft
  - Hard
    - Yelling
    - Demanding
    - Verbal aggression
  - Soft
    - Kindness
    - Flattery
    - Flirting
- o Dominance-based versus non-dominance-based
  - Dominance-oriented- Emphasize the power of the communicator over the target
  - Non-dominance-oriented- Employ a more egalitarian, conciliatory approach.
- o External versus internal
  - External
    - Rewards
    - Punishments

### Contextual Influences

- Important factors in compliance-gaining:
  - o Intimacy
  - o Dependency- People are more reluctant to use hard tactics when the other has control over important outcomes in their lives.
  - o Rights
  - o Other situational factors:
    - The compliance benefits of the persuader
    - The influence attempt has consequences for the relationship between persuader and persuadee
    - The target resists the influence attempt

### Individual Differences