

Comm 2367 Chapter 8 Notes

Personality and Persuasion

The Myth of the Vulnerable Other

- Persuasion consists of a series of steps:
 - Attending to a message
 - Comprehending a message
 - Yielding to the communicator.
- Individuals who are low in self-esteem are preoccupied with their own problems and worried about themselves; do not pay attention to or comprehend the message.
- Individuals who are high in self-esteem tune into the message, directing attention outward, rather than inward.
- When low-and high-self-esteem individuals' responses are lumped together, they cancel each other out
- Intelligence:
 - Verbal skills
 - Mathematical abilities
 - Body-kinesthetic skills
 - Musical skills
 - Interpersonal skills
- Gender
- Three personality characteristics:
 - Need for cognition
 - Self-monitoring
 - Dogmatism

Need for Cognition- A stable individual difference in people's tendency to engage in and enjoy effortful cognitive activity.

- People high in need for cognition enjoy thinking abstractly.
- Need for cognition is a motive, not an ability.
- Individuals high in need for cognition are more transported by print, because they are more influenced by quality of message arguments.
- Those low in cognition are more transported into a narrative conveyed by film because they are less influenced by quality of message arguments.

Self-Monitoring

- High self-monitors put a premium on displaying appropriate behavior in social situations.
- Low self-monitors are less concerned with playing a role or displaying socially appropriate behavior.
- Attitudes are more likely to predict behavior for low than for high self-monitors.

- Both high and low self-monitors are susceptible to influence, but are swayed by different psychological appeals.
- Attitudes are more apt to serve a social-adjustive function for high-self monitors.
- In the case of low self-monitors, attitudes should serve a value-expressive function.
- High self-monitors devote a great deal of cognitive energy to processing a message when it is delivered by a prestigious, attractive, and popular source
- Low self-monitors are highly attentive when the message comes from an expert.

Dogmatism-People's tendency to close off their minds to new ideas and accept only the opinions of conventional, established authorities

- Individuals high in dogmatism find it difficult to come up with evidence that contradicts their beliefs.
- Low-dogmatic individuals are more willing to acknowledge shortcomings in their arguments.

Other Personality Factors

- The need to evaluate
- The need for affect
- The need for closure
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