

## Chapter 7

### Message Structure

- Definition of **one-sided and two-sided messages**: One-sided messages present one side of the issue. Two-sided communication offers an argument on behalf of both the persuader and the opposition

### Conclusion Drawing

- Characteristics of **explicit conclusion drawing**: Minimizes chances individuals will become confused, helps people comprehend the message, tends to enhance source evaluations and persuasion

### Evidence

- Best combination of types of evidence: The best is to use both hard evidence and narrative

### Fear Appeals

- Definition of **fear appeal**: a persuasive communication that tries to scare people into changing their attitudes by conjuring up negative consequences that will occur if they do not comply with the message recommendations
- Definition of threat and efficacy information in fear appeals: **Threat (problem)**: convince there is a danger, severity and susceptibility information. **Efficacy information (solution)**: information about the effectiveness of the recommended action
- Definition of fear control and danger control: **Fear control**- Occurs when people face a serious threat, but focus inwardly on the fear, rather than the problem at hand. They concentrate on ways of containing their fear and keeping it at bay, rather than on developing strategies to ward off the danger. **Danger control**- Occurs when people perceive that they are capable of averting the threat by undertaking the recommended action. They turn their attention outward, appraise the external danger, and adopt strategies to cope with the problem.

### Guilt Appeals

- **Definition** of guilt appeal: negative emotional response, one that has affective and cognitive components, involves "ought" and "should" dimensions
- Two **requirements** for guilt appeals to be effective: Guilt communications are effective only if certain conditions are met (**self-efficacy, empathy**)

### Powerless Speech

- **Characteristics** of powerless speech: Perceived as less confident, less persuasive and credible, May serve as a low credibility cue, Can be effective when communicators wish to generate goodwill rather than project expertise
- **Examples** of powerless speech and the categories the examples belong to: Primary components: Hesitation forms, Hedges, Tag questions, Disclaimers

### Framing

- **Definition of framing** (laymen's terms): Make certain aspects of an issue salient or promote one way of looking at a problem rather than another, Wording can make a difference: "death tax" rather than "estate tax"

## Chapter 8

### Self-esteem

- Impact of levels of self-esteem on likeliness to be persuaded: People high in self-esteem may tune into the message, directing attention outward (to the communication) rather than inward (toward their own thoughts and feelings). **Most susceptible to persuasion are those in the middle**—individuals with moderate self-esteem.

#### Need for Cognition

- Characteristics of people high and low in need for cognition: **high** in need for cognition: Enjoy thinking abstractly, Recall more message arguments, Generate a greater number of issue-relevant thoughts, Seek more information about complex issues than those low in NFC. **Low** in need: Are more influenced by cues that save them from effortful thought. Are frequently swayed more by simple cues such as source credibility, communicator attractiveness, and celebrity endorsements

#### Self-monitoring

- Connection between attitude and behavior for low and high self-monitors: **high-self monitors**: Put a premium on displaying appropriate behavior in social situations, 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 less concerned with playing a role or displaying socially appropriate behavior, Are highly attentive when the message comes from an expert, Attitudes are more likely to predict behavior for low than for high self-monitors
- The function best suiting high self-monitors: social-adjustive function

#### Dogmatism

- Characteristics of high and low dogmatic people: **high**- Find it difficult to come up with evidence that contradicts their beliefs, Are willing to accept the views of an expert, even when he or she uses weak arguments to support the position, Hard to convince. **Low**- Are more open-minded, Receptive to new ideas, Willing to consider good arguments on behalf of a position, More open to persuasion, particularly from strong arguments

#### Other Needs

- The **need to evaluate** taps people's tendency to evaluate social experiences as either good or bad
- The **need for affect** focuses on a need to tune into—or tune out—emotional events
- The **need for closure** involves a preference for getting a definitive answer on an issue and a discomfort with ambiguity

## Chapter 9

### Cognitive Dissonance (CD)

- **Definition**: A negative, unpleasant state that occurs whenever a person holds two cognitions that are psychologically inconsistent
- **Characteristics**: Dissonance is psychologically uncomfortable, physiologically arousing, and drives individuals to take steps to reduce it
- **Circumstances** under which CD occurs: Holds two clearly incongruent thoughts, Freely performs a behavior that is inconsistent with an attitude, Makes a decision that rules out a desirable alternative, Expend effort to participate in what turns out to be a less than ideal activity (or), Is unable to find sufficient psychological justification for an attitude or behavior he or she adopts

- The role of **decision making**: It's only after the decision is made that people experience the particular stress known as dissonance, We don't experience dissonance after each and every decision, If you can revise your decision you should have less dissonance
- **Techniques for reducing CD**: Change your attitude, Add consonant cognitions, Derogate the unchosen alternative, Spread apart the alternatives, Alter the importance of the cognitive elements, Suppress thoughts, Communicate, Alter behavior
- The role of **expenditure of effort**: No matter how attractive a group is to a person it is rarely completely positive, Unpleasant initiation to gain admission to the group may cause dissonant cognitions, May convince oneself that the group has many positive characteristics that justify the expenditure of effort
- How persuaders **use CD to change attitudes**: Make a commitment public, Encourage people to publicly advocate a position with which they disagree, Confront people with their own hypocrisy

## Chapter 10

### Compliance Techniques

- Foot in the Door
  - ❖ **Definition/Characteristics** of foot-in-the-door: Starting off slow and moving to a larger request, Stipulates that 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 and when** foot-in-the-door works: individuals who perform the small favor may infer that they are helpful & this self-perception makes them accede to the second, larger request. Consistency Needs
- Door in the Face
  - ❖ **Definition/Characteristics** of door-in-the-face: DITF begins with a large request and scales down to an appropriately modest request (target request).
- Low Balling
  - ❖ **Definition/Characteristics** of low-balling: Persuader gives you a low cost of doing behavior so you make the decision to engage in it, then persuader ups the cost, but people do not like to back out of decisions they have already made.
- That's Not All
  - ❖ **Definition/Characteristics** of that's-not-all: You've seen it in every infomercial, "That's not all!! Buy now and we'll include 20 of the same thing!!", Works because of the reciprocity norm, When someone does a favor for you, you do one for them.
- Fear then Relief
  - ❖ **Definition/Characteristics** of fear-then-relief: Persuader deliberately scares the @#!& out of someone, then suddenly takes the fear away, and follows up with a request.
- Contextual influences for compliance gaining: Different techniques gain compliance depending on the situation including: level of intimacy, dependency, perceived rights, And other factors

## Chapter 12

### Health Campaigns

- **Purpose** of health campaigns: Purpose is to inform, persuade, or motivate behavior changes

### Mass Media Effects