Kommunikation, Persuasion und Konflikt

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Persuasion: Definition
• alltagssprachlich: Überredung / Überzeugung
• „The process of forming, strengthening, or changing attitudes by communication“ (Smith & Mackie, 2007, p. 229)
• Prozess der Änderung von valenzierten mentalen Repräsentationen (Einstellungen, Urteilen) als Resultat von Kommunikation

Überblick
Ergänzung und Wiederholung zu Teil I
Teil II: Prinzipien und Techniken der Beeinflussung
1. Reziprozität
2. Verpflichtung (Commitment) und Konsistenz
3. Gehorsam und Autorität
4. Soziale Wahrheit (Konformität)
5. Sympathie / Zuneigung
6. Knappheit (von Objekten)

Literatur: Cialdini (2009); Smith & Mackie (2007)

Ergänzung und Rekapitulation zu Teil I
A novel method: Varying argument quality

(a) low elaboration

(b) high elaboration

Petty et al. (1981)

- Strong or weak arguments
- Given by expert or nonexpert source
- Topic was personally relevant to students or not

Petty, Cacioppo, & Goldman (1981)
The elaboration likelihood model

![Graph showing the elaboration likelihood model](image)

The heuristic-systematic model (HSM) (Chaiken, 1987)

- Assumes two processing modes
  - **Heuristic**: effortless
    - more restricted than in ELM: application of heuristics (e.g., "Experts' statements are correct"); preconditions: availability, applicability, reliability (appropriateness)
  - **Systematic**: effortful
    - similar to ELM: comprehensive scrutiny and integration
- Processing continuum from restrictive to inclusive; systematic processing does not reduce heuristic processing
- HSM does not assume tradeoff (but co-occurrence).

One process sufficient?!

- **Alternative: Unimodel** (Kruglanski & Thompson 1999)
  - persuasion involves a single psychological process
  - cues and message arguments can both be used as compelling evidence
  - process of syllogistic reasoning about persuasive "evidence"
- **Example:**
  
  In the 1st trimester a fetus cannot exist independent of the mother.

Expertise – just a peripheral cue?
Teil II: Techniken und Prinzipien der Beeinflussung

Überblick
1. Reziprozität
2. Verpflichtung (Commitment) und Konsistenz
3. Autorität und Gehorsam
4. Soziale Wahrheit (Konformität)
   ⇒ Nutzung von Normen
5. Sympathie / Zuneigung
6. Knappheit
   ⇒ Nutzung von Merkmalen von Personen (Quellen der Beeinflussung) und Objekten

Returning Favors
- Norm of social reciprocity
- The norm that directs us to return the goods, services, and concessions that others offer to us
  ⇒ TREATING OTHERS AS THEY TREAT YOU
- Basic in almost all societies
  - For example, sending a dollar or two in envelope with questionnaire induces more people to fill it out
Reciprocity system

- has been described as “essentially human” (Leakey & Lewin, 1978).
- creates networks of obligations / webs of indebtedness; binds individuals together.
- important step in human evolution: it allows that individuals can give away resources without actually losing them.
  \[ \Leftrightarrow \text{lowers inhibitions against the start of transactions; breaks initial barriers} \]
- Thus, it benefits both individual members of a community and the community as a whole

Regan (1971)

- In a first part of a study (on “art appreciation”) confederate does small, unsolicited, “thoughtful” favor for participant: during a short rest period the confederate returns with two cola bottles, one for the participant.
  - Confederate is friendly or rude
  - Later asks participant to buy lottery tickets at 25 cents a piece (if he sold most tickets he would win a prize of $50)

The Norm of Reciprocity for Concessions

- **Door-in-the-face technique**: Making a large request that will be rejected, then making a concession that invokes the norm of reciprocity (also known as **Rejection-then-retreat**)  
- Example: “selling the top of the line”  
  - Salesperson shows customer highest priced item, customer refuses  
  - Salesperson makes “concession,” moves down to more moderate price  
  - Customer feels pressure to buy, reciprocating “concession”
Conditions for the activation of the norm (by the door-in-the-face technique)

• Most effective if
  1) First request large enough to guarantee refusal, not so large as to create suspicion
  2) Target is given chance to compromise (first refuse, then accept)
  3a) Second request is related to the first, and
  3b) comes from same person (who apparently made the concession)

Do people actually do what they agree to?

• Yes. They are more likely to actually carry out the second, smaller request
• Miller et al. (1976)
  – 85% did 2 hours volunteer work in community agency after refusing initial larger request
  – Compared to 50% of those who were just asked for the 2 hours
• People often seem to privately accept the induced behavior as reasonable.

• Cialdini discussing reciprocity:
  http://www.youtube.com/watch?v=tkyGOAWoYxA

2. Verpflichtung und Konsistenz
THE NORM OF COMMITMENT: KEEPING YOUR PROMISES

Just after placing a bet, racetrack betters are much more confident of their horses' chances than immediately before (Knox & Inkster, 1968).

The foot-in-the-door technique

• Starting with a small request, that people easily comply with, followed by a large request.
• Study by Freedman & Fraser (1966) on installation of a large public-service billboard ("DRIVE CAREFULLY") on front lawns
   - 17% compliance when asked directly
   - 76% compliance when asked after compliance with request to put up a very inconspicuous small sign ("be a safe driver")

The Low-Ball Technique

• Norm of social commitment
• Norm obligating us to stand by our commitments and promises
• Can be exploited by those using the low-ball technique
  – Obtain agreement to a deal
  – Then reveal negative aspects that significantly raise costs, reduce benefits
  – Many people still feel obligated to go through with the deal

• Cialdini et al. (1978)
  – Students recruited for psychological experiment, agree to participate
  – Then learn it starts at 7 a.m.
  – 56% still agreed to participate
  – Compared to 31% told about early time up front
**Long-Term Consequences of Commitment**

- Commitments often have lasting effects
  - People feel obligation to fulfill social contracts
  - Maintaining commitment helps keep positive self-image (valuing me and mine) and avoid cognitive dissonance from breaking a promise
  - Original commitment leads to bolstering, i.e., thinking of additional reasons in support

**Processes maintaining commitments**

**The double-edged quality**

- Following the norms of reciprocity and commitment can foster group cohesion and support.
- However, it can also be exploited and have antisocial consequences.

**Literatur**


