

Kommunikation, Persuasion und Konflikt

Vorlesung MSc, 8./9. Sitzung
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1

Beispiele Klausurfragen

Nennen Sie bitte vier verschiedene Arten (Dimensionen) nonverbaler Kommunikation nach Adler und Rodman (2009).

(4 Punkte)

2

Beispiele Klausurfragen

Auf welchem Zusammenhang zwischen Zeichen und Bezeichnetem basiert ein Index?

- (a) Ähnlichkeit
- (b) Regeln
- (c) Assoziation
- (d) Kausalität

3

Beispiele Klausurfragen

Eine Antwort ist richtig.

Was ist kein Beispiel für ein Emblem?

- (a) „V“-Zeichen mit Zeige- und Mittelfinger
- (b) Schulterzucken
- (c) Nicken
- (d) keines der drei obigen Beispiele

4

Beispiele Klausurfragen

Mit welchem Kommunikationsmodell stehen die Befunde von Schober und Clark (1989) zum referentiellen Kommunikationsverstehen von Adressaten vs. Mithörern im Einklang?

(2 Punkte)

5

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

6

Überblick

Teil I: Überblick zu Theorien und relevanten Befunden

1. Persuasion bei geringem kognitivem Aufwand (Bohner & Wänke, 2002, Kap. 6)
2. Persuasion durch aufwändigere Prozesse (Bohner & Wänke, 2002, Kap. 6)
3. Zwei-Prozess-Modelle der Persuasion (Bohner & Wänke, 2002, Kap. 7)

durchgängig: Smith & Mackie (2007)

7

Persuasion Research

- Key questions (from Bohner & Wänke, 2002):
How are attitudes formed and changed as a result of information processing, usually in response to messages about an attitude object?
- A key dimension: recipients' cognitive **effort**
- attitude formation = a kind of attitude change
- Typical approach: study of individual message recipients; unilateral persuasion attempts with identifiable message source
⇒ relevance to advertising, marketing, politics

8

1. Persuasion bei geringem kognitivem Aufwand

9

1. Persuasion requiring little cognitive effort

- Related general processes in the formation of attitudes: conditioning, mood as information, mere exposure, embodied evaluations
- Particularly relevant given the research focus: factors in the processing of messages about attitude objects
- 2 types of processes:
 - Subjective experience
 - Heuristic processing

10

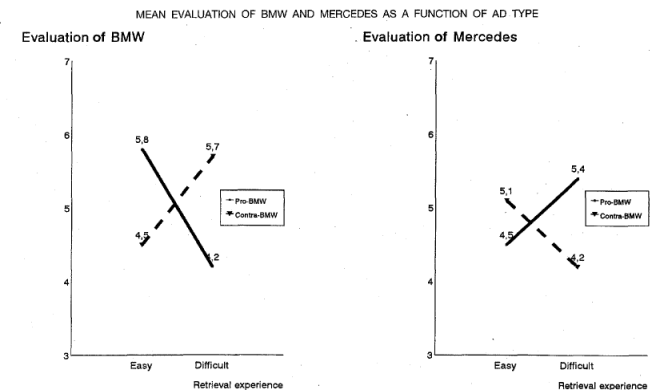
Subjective Experience

- The effect of persuasive arguments can depend on the experienced ease with which arguments can be retrieved from memory.
- Examples:
 - Howard (1997): Familiar / idiomatic (vs. unfamiliar) phrases used in advertising lead to more persuasion under difficult processing conditions (distraction)
- Wänke, Böhner, & Jurkowitsch (1997): Business students judged BMW (vs. Mercedes) more favorably after recalling 1 favorable or 10 unfavorable argument/s (vs. 10 favorable or 1 unfavorable arguments/s).

11

Ease of Retrieving Arguments

Wänke, Böhner, & Jurkowitsch (1997)



12

Heuristic Processing

- Heuristics: simple rules (rules of thumb) that allow people to make judgments and decisions
- Often used when people have little motivation or ability for effortful, more extensive processing (remember Fazio's MODE model).
- persuasion heuristic: an association of superficial cues with positive or negative evaluations

13

Heuristic Processing

- Persuasion heuristics based on **external** cues:
 - a message source's likeability („I agree with people I like.“)
 - a message source's expertise („Experts' statements are valid.“)
 - social consensus („The majority is usually right.“)
 - message length („Length equals strength.“)
 - Influences of **internal** cues (e.g., mood, ease of retrieval) can also be subsumed under heuristic processing.
- ⇒ A mood heuristic: „If I feel good, I must like it“

14

Message Length Heuristic

TABLE 7.1. Length Equals Strength: The Ben Franklin Close

A *close* is a persuasive technique that "closes a deal." A salesperson using the Ben Franklin close would begin with a story like this:

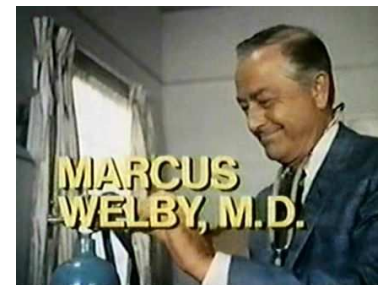
As you know, Ben Franklin has always been considered one of the wisest men America has ever had. Whenever he felt himself in a situation where he couldn't quite make up his mind, he felt pretty much as you do now. If it was the right thing, he wanted to be sure he did it. If it was the wrong thing, he wanted to be just as sure that he avoided it. Isn't that about the way you feel?

So here's what he would do to arrive at a decision. He would take a clean sheet of paper and draw a line down the middle, like this. On one side of the line he would list all the reasons why he should make a "yes" decision and on the other side of the line he would list all the reasons against making this decision. When he was through, he would count the reasons that he was able to tally on each side, and his decision was made for him. Why don't we try it here and see what happens?

Smith & Mackie (2007), p. 244

15

The Pseudoexpertise Heuristic



16

2. Persuasion durch aufwändigere Prozesse

17

2. Persuasion through more effortful processing

- Attributional reasoning
- Message learning
- Active thinking
 - role playing (Janis & King, 1954)
 - inoculation (McGuire, 1964)
 - mere thought (Tesser, 1978)
- Cognitive responses

18

Attributional reasoning

- Under sufficient motivation and ability, recipients may try to determine the reasons for a persuasive position.
- Perceivers as naive scientists (Kelley, 1967)
- If they attribute the position externally (to reality), they are more persuaded.
- If they attribute the position internally to the speaker's self-interest, they are less persuaded (⇒ discounting principle).

19

Attribution to advertiser's self-interest (Einwiller, Erb, & Bohner, 1997)

(a) **Ristorante Fresco Francesco**

Fresco Francesco offers . . .

. . . many advantages . . .

Our home-made pasta and other dishes are prepared by Francesco from fresh ingredients, preserving the food's natural flavour. Therefore, our dishes are a rare treat.

Our hearty salads, also made only from fresh ingredients, are uniquely refined by Francesco's special dressing. The culinary experience is completed by a selection of five Italian wines. You can enjoy all these delicacies in a cosy atmosphere and at reasonable prices.

. . . and only a few disadvantages . . .

Fresco Francesco's menu contains only a small selection of dishes which varies with the seasonal supply. Also, we cannot accommodate groups of more than four persons, because our guest rooms are not appropriate for larger groups.

(b) **Ristorante Fresco Francesco**

Fresco Francesco offers . . .

. . . many advantages . . .

Our home-made pasta and other dishes are prepared by Francesco from fresh ingredients, preserving the food's natural flavour. Therefore, our dishes are a rare treat.

Our hearty salads, also made only from fresh ingredients, are uniquely refined by Francesco's special dressing. The culinary experience is completed by a selection of five Italian wines.

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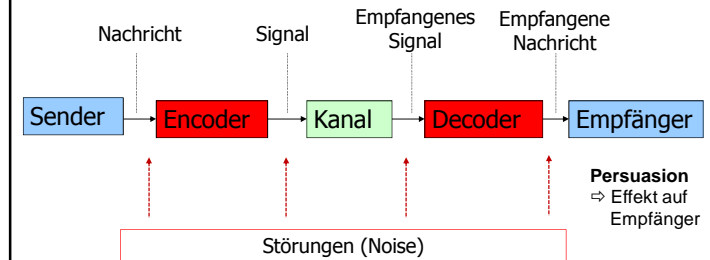
20

Message Learning

- Approach developed by the Yale Group (e.g., Hovland, Janis, & Kelley, 1953)
- Guiding question (cf. Laswell): „Who says what to whom in what channel with what effect?“
- ⇒ study of source, message, recipient, medium variables
- Processes mediating persuasion: **memory / learning**, consisting of attention, comprehension, and rehearsal of arguments
- However, memory for message arguments is a poor predictor for attitude change.

21

Hintergrund Message Learning: Sender-Empfänger-Modell



22

Active Thinking

- Mediators of attitude change other than message learning were proposed:
Active elaboration and generation of arguments
- Role playing (Janis & Kelley, 1954): greater attitude change after active improvisation of arguments
- Inoculation (McGuire, 1964): attitudes can be protected against attacks by applying a weaker version of the attack, which stimulates the active generation of counterarguments.
- Mere thinking about an attitude object can lead to more extreme attitudes (Tesser, 1978).

23

Cognitive Responses

- Attitude change is mediated by the favorability of a recipient's response to a message (Greenwald, 1968).
- Assumption: Recipients actively connect the message content to their relevant knowledge and pre-existing attitudes.
- Technique: Thought listing („I don't want more chemicals in my drinking water.“)

24

3. Zwei-Prozess-Modelle der Persuasion

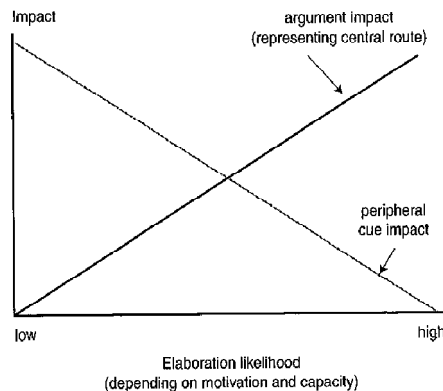
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Models covering both effortless and effortful processes

- Some models, developed since the mid 1980s, include both effortless and effortful processes:
- **Elaboration likelihood model** (Petty & Cacioppo, 1986)
- **Heuristic-systematic model** (Chaiken, 1987; see also Böhner et al., 1995)
- Common assumption:
Processing effort varies on a continuum; the end-points represent prototypical modes of persuasion.

26

a) The elaboration likelihood model



27

The elaboration likelihood model (Petty & Cacioppo, 1986)

- Due to restricted time and resources, processing takes the **peripheral route**. With increased motivation and / or capacity, the **central route** is taken
- Peripheral route: involves low elaboration; effortless processes like conditioning or heuristics; susceptible to peripheral cues.
- Central route: involves high elaboration: effortful scrutiny of relevant information, mediated through perceivers' cognitive responses (see Greenwald, 1968).
- **Tradeoff** between both routes: As motivation and/or ability to elaborate decreases, peripheral cues become relatively more influential, and vice versa.

28

A novel method: Varying argument quality

BOX 7.1 Strong and weak versions of arguments presented in a persuasive message

The following arguments favouring the fluoridation of drinking water were presented in a persuasion study by Bohner, Erb & Crow (1995).

Weak arguments

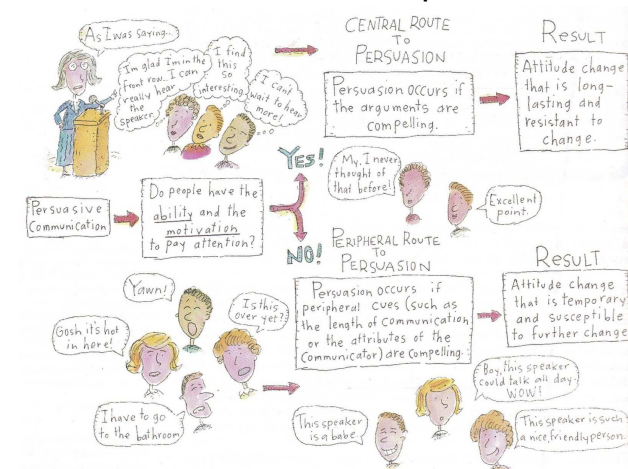
In recent years, the prevalence of caries in highly developed countries has decreased only slightly, which means that an effective prevention is becoming more and more necessary. Studies . . . carried out over many weeks suggest that the provision of fluorides through the drinking water supplies is technically feasible and relatively harmless.

Strong arguments

In recent years, the prevalence of caries in highly developed countries has increased so much that an effective prevention is becoming more and more necessary. Clinical studies . . . carried out over many years prove that the provision of fluorides through the drinking water supplies is effective and free from negative side effects.

29

ELM: Central vs. Peripheral Route



30

Systematic Processing of Persuasive Communications

- Systematic processing involves careful processing of arguments or information provided
 - Attending to the information
 - Comprehending the information
 - Reacting to information with elaboration: The generation of favorable or unfavorable reactions to information
 - Accepting the advocated position

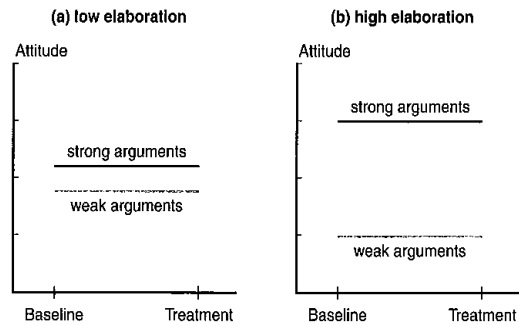
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Superficial and Systematic Processing: Which Strategy, When?

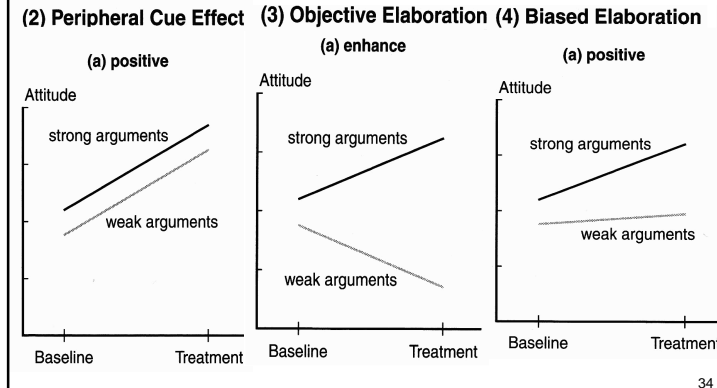
- How does motivation influence systematic processing?
- **Mastery motivation** increases systematic processing
 - importance of accuracy and accountability
- **Connectedness** and **valuing me-and-mine** motivation increases systematic processing
 - importance of self relevance

32

A novel method: Varying argument quality



A novel method: Varying argument quality

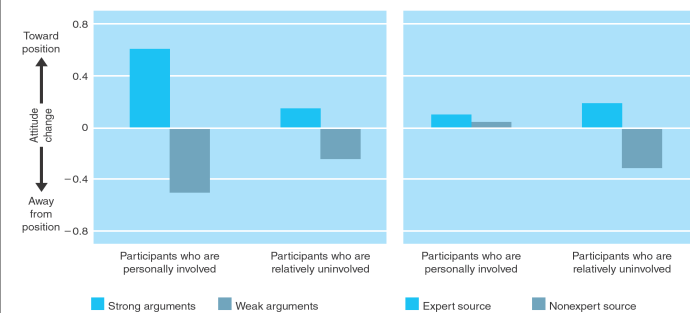


Petty et al. (1981)

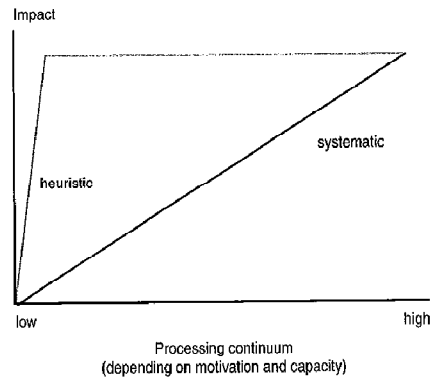
- Strong or weak arguments
- Given by expert or nonexpert source
- Topic was personally relevant to students or not

35

Petty, Cacioppo, & Goldman (1981)

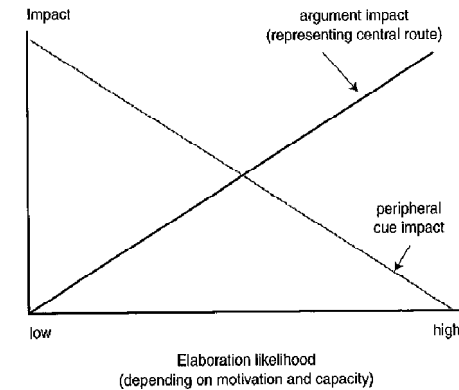


b) The heuristic-systematic model



37

The elaboration likelihood model



38

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).

39

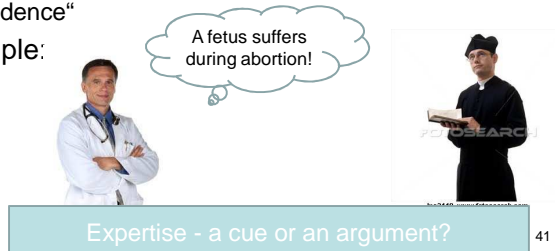
Consequences of high-elaboration/systematic processing

- Creates attitudes that are
 - Stable and long-lasting
 - Resistant to future persuasion attempts

40

One process sufficient?!

- Kruglanski's main assumptions (Kruglanski & Thompson 1999)
 - Persuasion involves one single psychological process
 - Cues and message arguments can both be used as compelling evidence
 - Process of syllogistic reasoning about persuasive „evidence“
- Example:



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