

Key Terms

Advertising wear-out is inattention and irritation that occurs after an audience has encountered the same advertisement too many times. (p.459).

Example: Political campaigns, the Verizon Wireless guy who asks "Can you hear me now? Good.", or Aflac.

Alpha strategies are attempts to persuade others by increasing approach forces. (p. 465).

Example: When buying her dishwasher Jody also received a microwave for free!

Autokinetic effect is an illusion, caused by very slight movements of the eyes, that a stationary point of light in a dark room is moving. (p. 445).

Bait-and-switch is an influence technique based on commitment, in which one draws people in with an attractive offer that is unavailable and then switches them to a less attractive offer that is available. (p.448).

Example: A shoe salesman may attract a customer by offering a particular brand of shoes on sale. When the customer gets to the store the shoe is unavailable, but a number of similar others are available.

Central route (systematic processing) is the route to persuasion that involves careful and thoughtful consideration of the content of the message (conscious processing). (p. 463).

Example: After deciding to buy a new washing machine Jody carefully evaluates the advertisements from her local appliance stores.

Convert communicators are people perceived as credible sources because they are arguing against their own previously held attitudes and behaviors. (p. 456).

Example: A convert to a religion is very persuasive when they were previously against that religion.

Disrupt-then-reframe technique is an influence technique in which one disrupts critical thinking by introducing an unexpected element, then reframes the message in a more positive light. (p. 452).

Example: Charity organizations often offer the opportunity to sponsor a child in a poor country for \$28 a month, then they reframe it to cost less than \$1 a day.

Door-in-the-face technique is an influence technique based on reciprocity, in which one starts with an inflated request and then retreats to a smaller request that appears to be a concession. (p. 450).

Example: With the intention of asking one's roommate to take out the garbage, one may begin by requesting that one's roommate take out the garbage and vacuum their room. Upon resistance, the individual will suggest only taking out the garbage.

Elaboration likelihood model (ELM) is the theory that posits two routes to persuasion, via either conscious or automatic processing. (p. 463).

Example: To get people to come to their resort the company shows lovely photos of their resort (automatic processing) or provides a comparison of the cost of their resort versus other resorts (conscious processing).

Expertise is how much the source knows. (p. 455).

Example: A 4-star general knows much about the military, a gourmet chef knows a lot about food, a doctor knows a great deal about health.

Fast-approaching-deadline technique is influence technique based on scarcity, in which one tells people an item or a price is only available for a limited time. (p. 471).

Example: The shopping channel has a countdown clock for how long something is available or how few of the items are left.

Foot-in-the-door technique is an influence technique based on commitment, in which one starts with a small request in order to gain eventual compliance with a larger request. (p. 447).

Example: An organization asks people to place a removable bumper sticker on their car promoting a particular political candidate. If the people agree, the organization will later ask these people to place a large sign in their front yard promoting the political candidate. According to the foot-in-the-door technique, people will be more likely to comply with the large sign if they agreed to the bumper sticker.

Group norms are the beliefs or behaviors that a group of people accepts as normal. (p.445).

Example: Eating french-fries with one's hands in the U.S.

Heuristic/systematic model is the theory that posts two routes to persuasion, via either conscious or automatic processing. (p. 463).

Example: See Example for the Elaboration Likelihood Model.

Impressionable years hypothesis is the proposition that adolescents and young adults are more easily persuaded than their elders. (p. 461).

Informational influence is going along with the crowd because you think the crowd knows more than you do. (p. 446).

Example: Leaving a concert everyone seems to be using the same 3 doorways. You follow because you figure others have tried the alternate doors and they are locked.

Labeling technique is an influence technique based on consistency, in which one assigns a label to an individual and then requests a favor that is consistent with the label. (p. 449).

Example: Approached in the mall by a stranger that says "You look like a helpful person" you are then asked to sign a petition supporting a local charity.

Legitimization-of-paltry-favors technique is an influence technique in which a requestor makes a small amount of aid acceptable. (p. 449).

Example: Your roommate requests help with studying saying "just a few minutes would really help." An hour later you are still going through Spanish vocabulary flashcards.

Limited-number technique is the influence technique based on scarcity, in which one tells people that an item is in short supply. (p. 471).

Example: A bookstore informs customers they have only received a few copies of a book so if they want the book they need to get it now.

Low-ball technique is an influence technique based on commitment, in which one first gets a person to comply with a seemingly low-cost request and only later reveals hidden additional costs. (p. 447).

Example: Jody looks for an i-pod online and finds a great deal. She puts it in her 'shopping cart' and then discovers she will also need to purchase ear buds, a power adaptor and a number of other accessories.

Need for cognition is a tendency to engage in and enjoy effortful thinking, analysis, and mental problem solving. (p. 460).

Example: Liza enjoys doing logic puzzles and watching quiz shows. Her roommate Kristen would rather listen to music.

Negative attitude change (boomerang effect) is doing exactly the opposite of what one is being persuaded to do. (p. 469).

Example: Trying to get little Bobby to clean his room his mother finds he has actually made it even more messy.

Normative influence is going along with the crowd in order to be liked and accepted. (p. 444).

Example: Wearing a certain brand of shoes to be accepted by a clique in one's high school.

Omega strategies are attempts to persuade others by decreasing avoidance forces. (p. 465).

Example: Go shopping on the day after Thanksgiving and save a lot!

Peripheral route (heuristic processing) is the route to persuasion that involves some simple cue, such as attractiveness of the source (automatic processing). (p. 463).

Example: In deciding which brand of peanut butter to buy Liza decides to go for the one with the commercials that have cute kids on them.

Personal relevance is the degree to which people expect an issue to have significant consequences for their own lives. (p. 464).

Example: A family with small children will think the bond issue for the new school is more relevant than an older couple without children.

Persuasion is an attempt to change a person's attitude. (p. 453).

Pique technique is an influence technique in which one captures people's attention, as by making a novel request. (p. 452).

Example: A candle store asks you to do a 'smell test' to see how sensitive your nose is rather than asking you to buy a candle.

Private acceptance is a genuine inner belief that others are right. (p. 446).

Example: When others start running out a building yelling fire Alex is convinced they are right and joins the surge.

Public compliance is outwardly going along with the group but maintaining a private, inner belief that the group is wrong. (p. 446).

Example: Although he has doubts about whether there really is a fire Alex joins the crowd running out of the building.

Receptivity is whether you “get” (pay attention to, understand) the message. (p. 460).

Example: Liza is busy picking out and eating only the green M-n-M's in the darkened movie theater so she does not pay attention to the previews for new movies.

Repetition with variation is repeating the same information, but in a varied format. (p. 459).

Example: Geico Insurance Company, Budwiser or Miller Light television commercials include some of the same characters saying almost the same things.

Self-efficacy is the belief that one can successfully accomplish a task. (p. 467).

Example: Believing one can get an A in social psychology.

Sleeper effect is the finding that, over time, people separate the message from the messenger. (p. 455).

Example: Knowing Liza is not a great cook Kristen doesn't believe her roommate that a frozen turkey can take several days to thaw completely but later, when she has forgotten who told her she believes it to be true.

Source is the individual who delivers the message. (p. 454).

Example: Jared on Subway commercials, Al Gore in *An Inconvenient Truth*.

Stealing thunder is revealing potentially incriminating evidence first to negate its impact. (p. 457).

Example: In a murder trial the defense lawyer tells the jury “My client is not a nice man. He has lied, cheated, and stolen money, but he did not commit murder!” The prosecuting intended to use the defendant's character to make a case.

That's not all technique is an influence technique based on reciprocity, in which one first makes an inflated request but before the person can answer yes or no, sweetens the deal by offering a discount or bonus. (p. 451).

Example: Not only will you get the set of knives when you order but also a grater, an additional set of steak knives and a trip to the moon.

Trustworthiness is whether a source will honestly tell you what he or she knows. (p. 455).

Example: Senator John McCain has been given high marks for trustworthiness in the past.

Two-sided message is a message that tries to persuade the audience by acknowledging and then refuting opposing arguments. (p. 467).

Examples: A defense lawyer acknowledges the evidence against her client and then goes on to say why it is still possible her client is not guilty of the crime.