

PERSUASION

Don't worry!

We'll tell you what you
want.

Persuasion is the process of
influencing attitudes and
behaviors

PSYCHOSOCIAL VARIABLES

Most
difficult to
alter;
most
abstract

Easiest to
alter; most
concrete

PSYCHOSOCIAL VARIABLES

Most
difficult to
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Easiest to
alter; most
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beliefs

behaviors

PSYCHOSOCIAL VARIABLES

Most
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beliefs

values

attitudes

opinions

behaviors

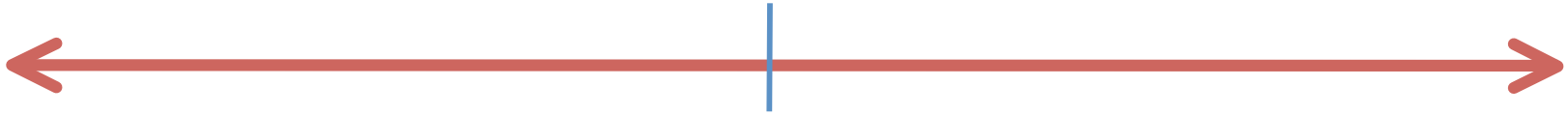
5 CHARACTERISTICS OF ATTITUDES

- DIRECTION
- INTENSITY
- SALIENCE
- CENTRALITY TO SYSTEM
- STABILITY

DIRECTION



INTENSITY



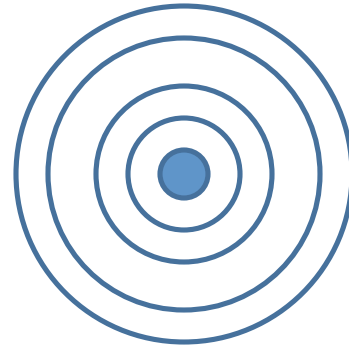
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SALIENCE

Does the person feel there is a need to have an attitude?

CENTRALITY TO SYSTEM



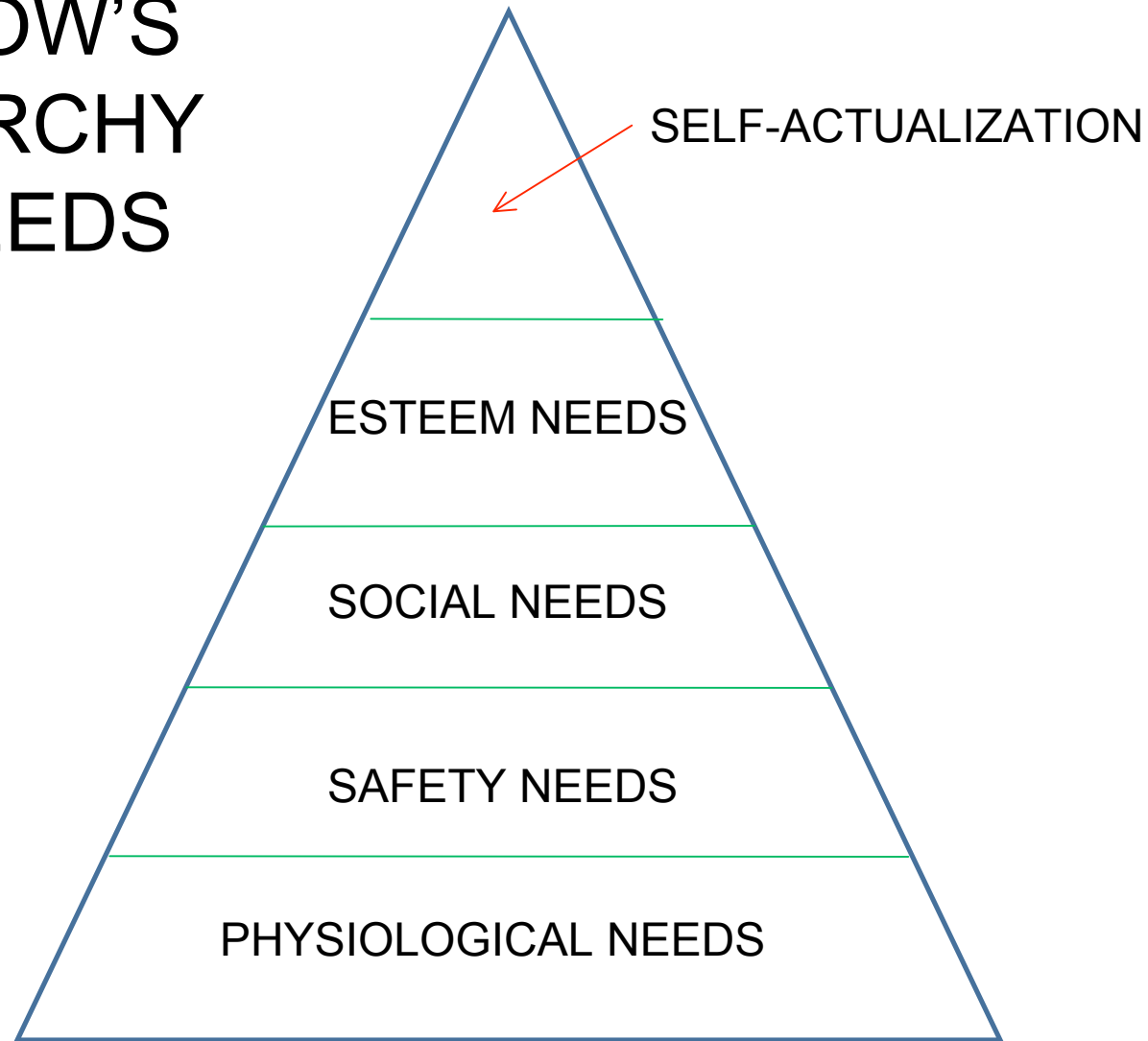
STABILITY

How long has an attitude
been held?

ROUTES TO PERSUASION

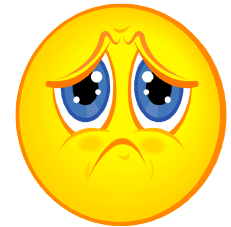
- NEEDS THEORY
- THEORY OF COGNITIVE CONSISTENCY; COGNITIVE DISSONANCE; BALANCE THEORY

MASLOW'S HIERARCHY OF NEEDS

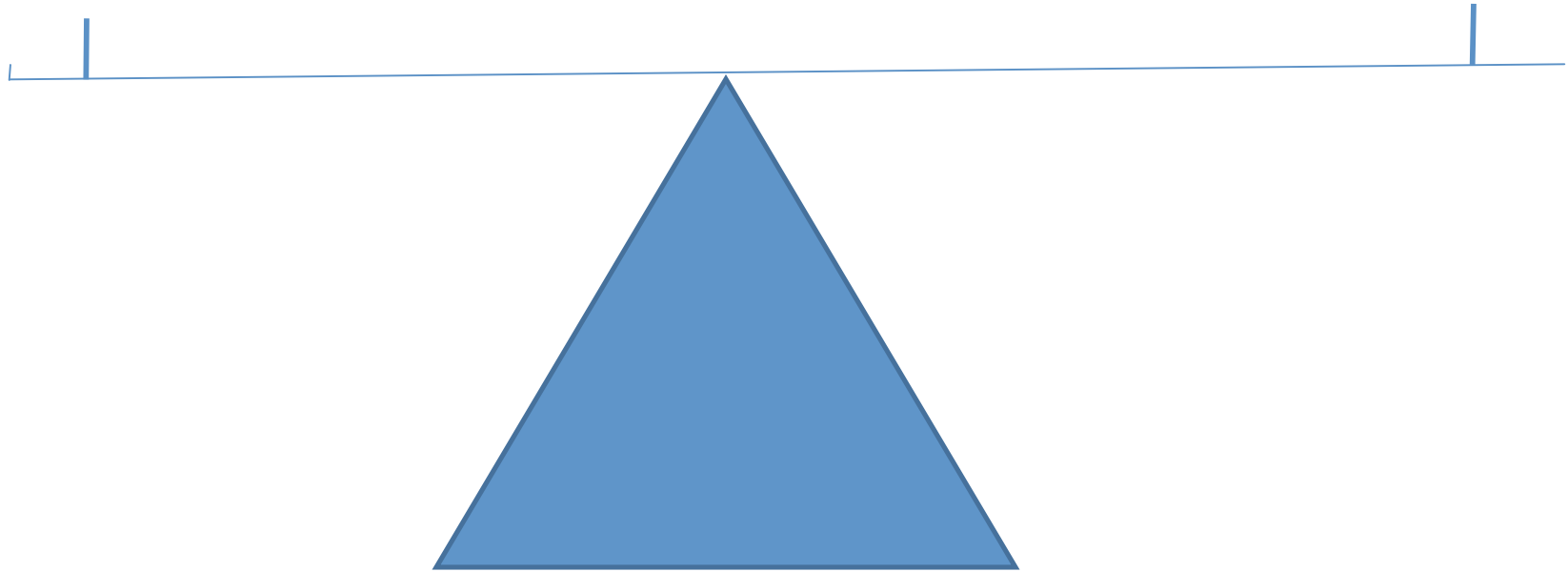


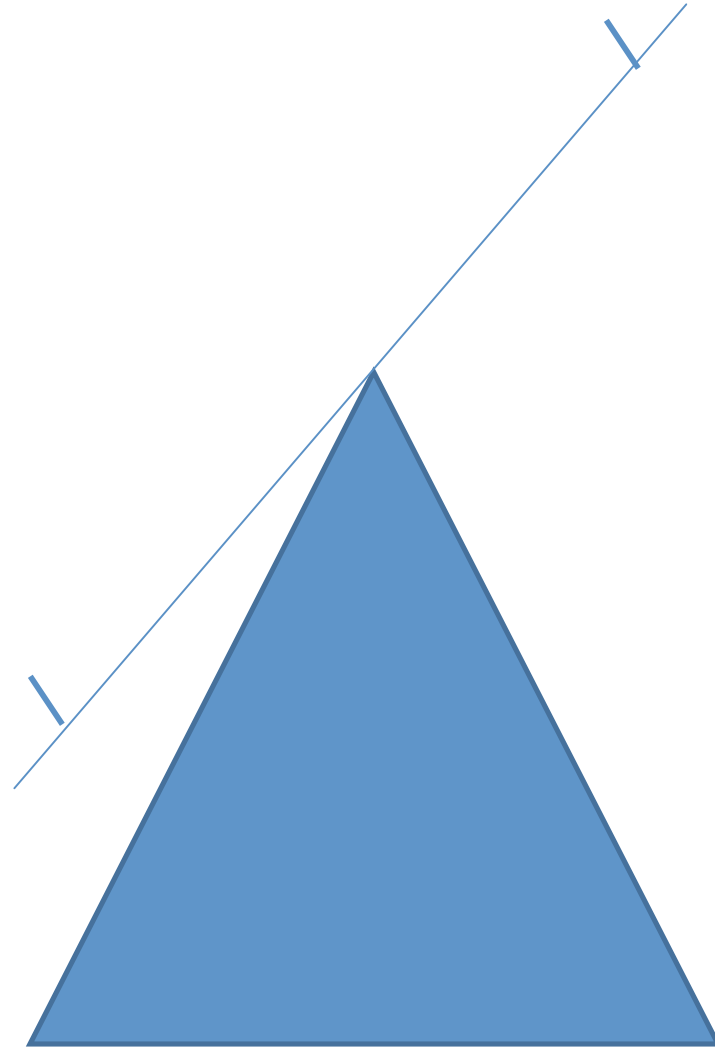
Hertzberg's HYGIENE- MOTIVATOR THEORY OF NEEDS

- Satisfaction of hygiene needs means the person won't be Unhappy. Lack of satisfaction equals unhappiness.
- Satisfaction of motivator needs will make the person happy.



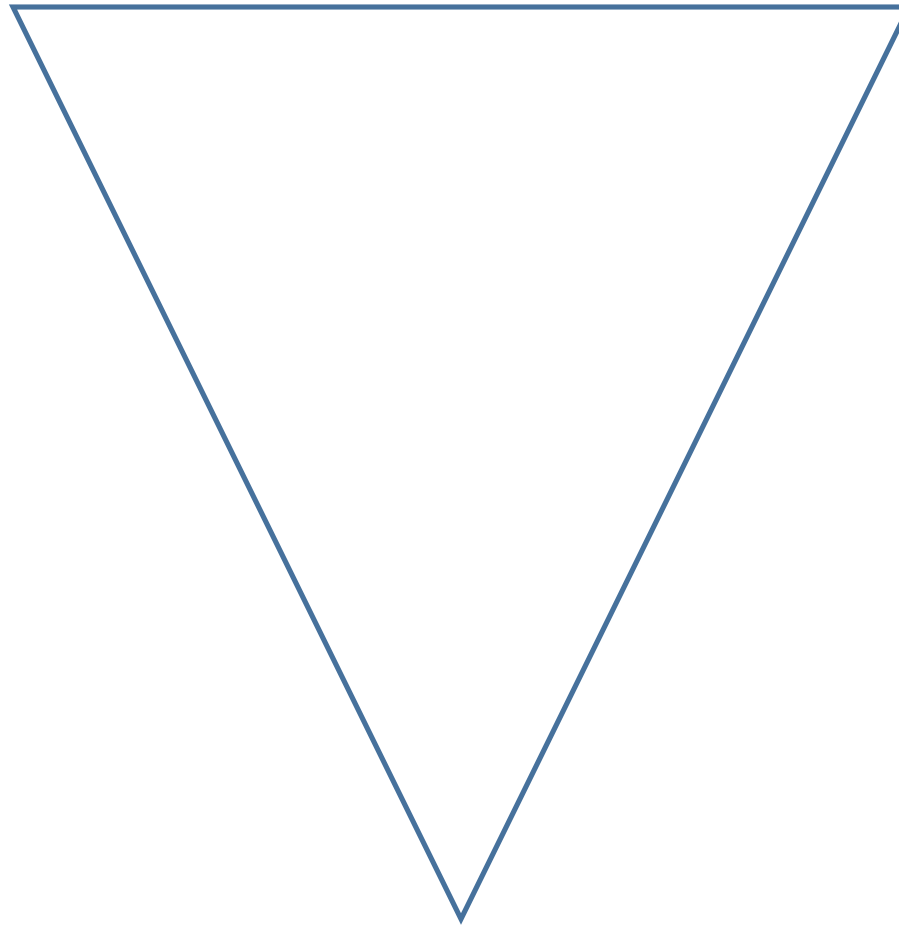
BALANCE THEORY





BERTHA

HORACE



Riding motorcycles