

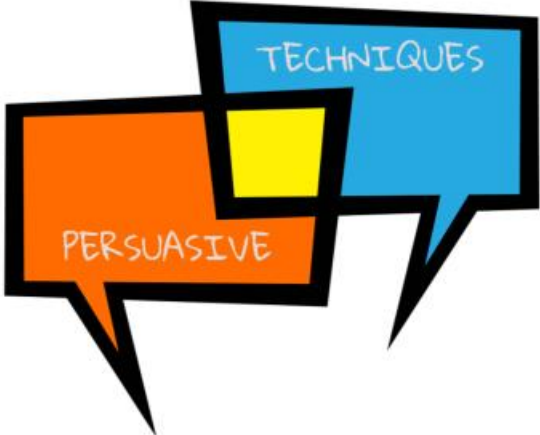
Module 10: Persuasive Techniques

Topic 1 Content: Persuasive Techniques

Introduction

Persuasive Techniques

Introduction



In this interactivity, use the **NEXT** button or the numbered tabs at the bottom to explore persuasive techniques for changing others' attitudes.

- Central Route Persuasion
- Peripheral Route Persuasion
- Foot-In-The-Door Phenomenon
- Door-In-The-Face Phenomenon
- Social Reciprocity

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Module 10: Persuasive Techniques


Topic 1 Content: Persuasive Techniques

Central Route Persuasion

Persuasive Techniques

Central Route Persuasion

Central Route Persuasion



In central route persuasion, evidence, facts, and logic are used to try and convince someone to hold a particular attitude. In her campaign for junior class president, Hannah notes that she has more experience organizing large events than any of the other candidates, and that this experience means she will be best able to serve in the role of planning prom.

Peripheral Route Persuasion

Foot-In-The-Door Phenomenon

Door-In-The-Face Phenomenon

Social Reciprocity

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Peripheral Route Persuasion


Persuasive Techniques

Central Route Persuasion

Peripheral Route Persuasion

Peripheral Route Persuasion

In peripheral route persuasion, superficial elements that target snap judgments and emotions are emphasized instead of facts, logic, or evidence. Hannah asks Marcos to hand out her campaign buttons in the lunchroom because he is one of the most popular kids in school. Because people find Marcos attractive, they are more likely to vote for whomever he supports.



Foot-In-The-Door Phenomenon

Door-In-The-Face Phenomenon

Social Reciprocity

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Foot-In-The-Door Phenomenon


Persuasive Techniques

Central Route Persuasion

Peripheral Route Persuasion

Foot-in-The-Door Phenomenon

Foot-In-The-Door Phenomenon



Foot-in-the-door phenomenon relies on the fact that by first getting someone to agree to a small request, they can often then be persuaded to engage in a larger request (one that they might not have agreed to without having first agreed to the smaller request). Hannah first asked Marcos to help her color some of her campaign posters, a relatively small request. After having done this, it was easier to get Marcos to agree to campaign for her at lunch.

Door-In-The-Face Phenomenon

Social Reciprocity

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Door-In-The-Face Phenomenon

Persuasive Techniques

- Central Route Persuasion
- Peripheral Route Persuasion
- Foot-in-The-Door Phenomenon
- Door-In-The-Face Phenomenon**

Door-In-The-Face Phenomenon



Door-in-the-face phenomenon uses the opposite approach of the foot-in-the-door phenomenon. By first asking someone for a large request (one that you know they are unlikely to agree to), and next asking for a much smaller request, the second, smaller request seems more reasonable by comparison. For example, Hannah asked her mother to pay for 500 color copies of her

Social Reciprocity

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Social Reciprocity

Persuasive Techniques

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Social Reciprocity



Social reciprocity is the norm of interactions, based on the idea that when someone does something for you, you should return the favor. This social norm can be used to persuade people to change their attitudes and behavior as well. At her campaign table, Hannah gives out cookies wrapped up with a ribbon that says, "Remember to Vote Hannah!" Having accepted the free cookies, people are more likely to vote for Hannah for class president out of

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