3.1

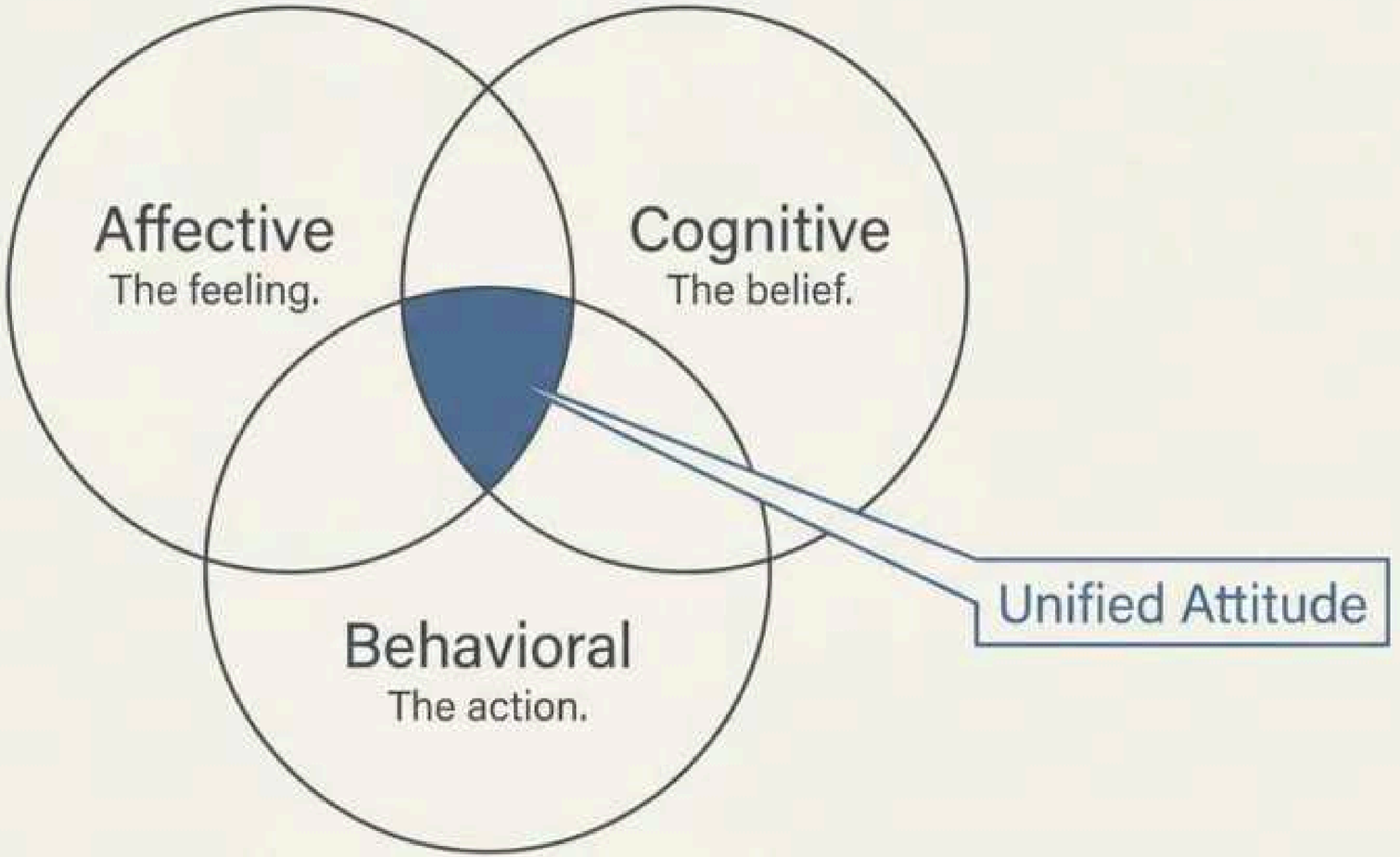
Attitudes	Belief Reversal	Persuasion Mechanics
Definition and behavioral impact.	Behavior changing beliefs via dissonance.	Usage and resistance strategies.

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3.2

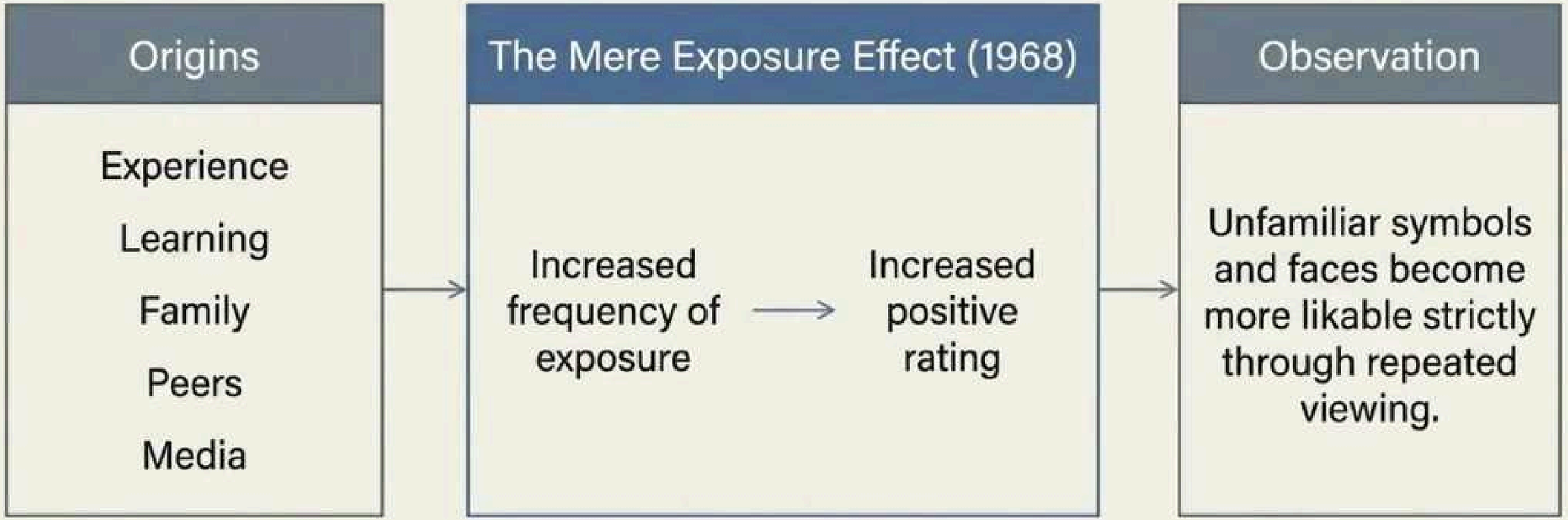
An attitude is a lasting evaluation of a person, object, or idea (favorable or unfavorable).

The ABC Model of Attitudes



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3.3



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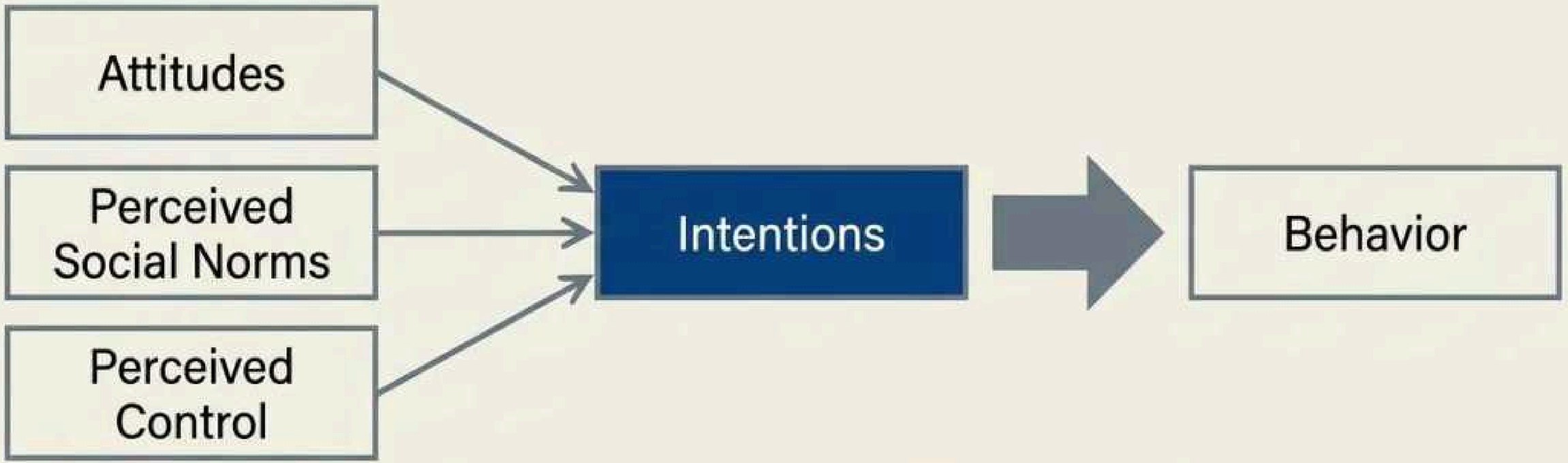
3.4

Behavior (Field Test)	Attitude (Questionnaire)
Action: Cross-country travel visiting 251 establishments.	Action: Mail survey sent to the exact same 251 establishments.
Result: Only 1 refusal of service.	**Result: >90% stated they would not provide service.**

Synthesis: Stated attitudes do not reliably predict actual behavior in real-world environments.

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3.5 Theory of Planned Behavior (1991)

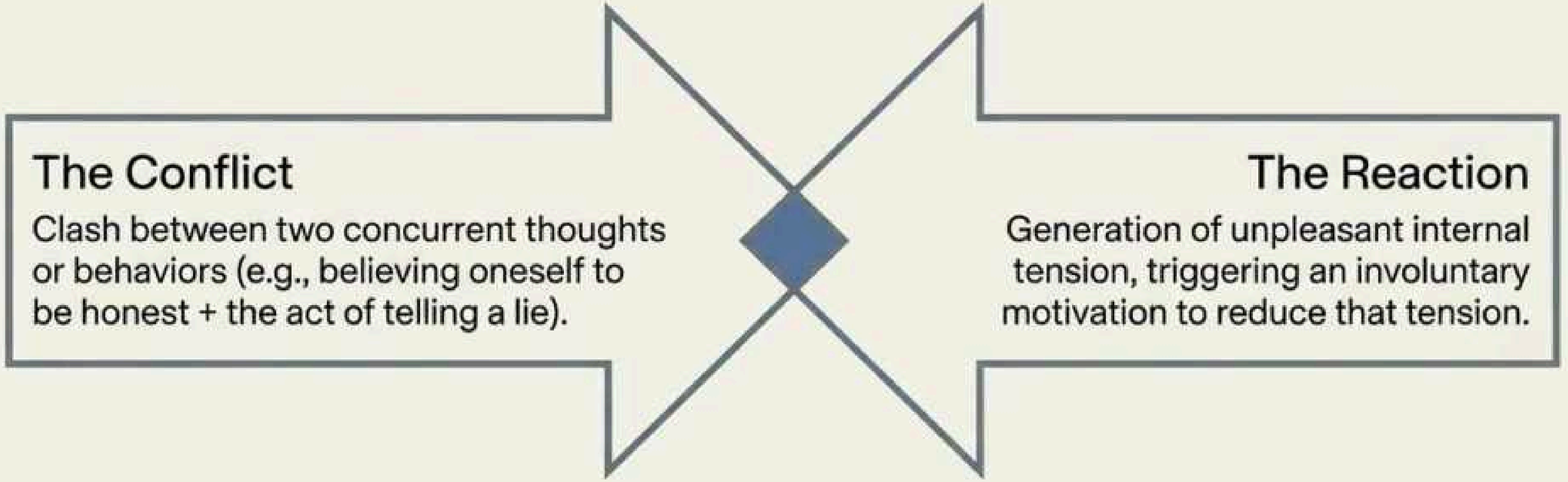


Conditions for Predictive Strength			
1. Strong	2. Easy to recall	3. Highly specific	4. Situationally unblocked

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3.6

Cognitive Dissonance Theory (1957)



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3.7

The Classic Dull Task Experiment (1959)

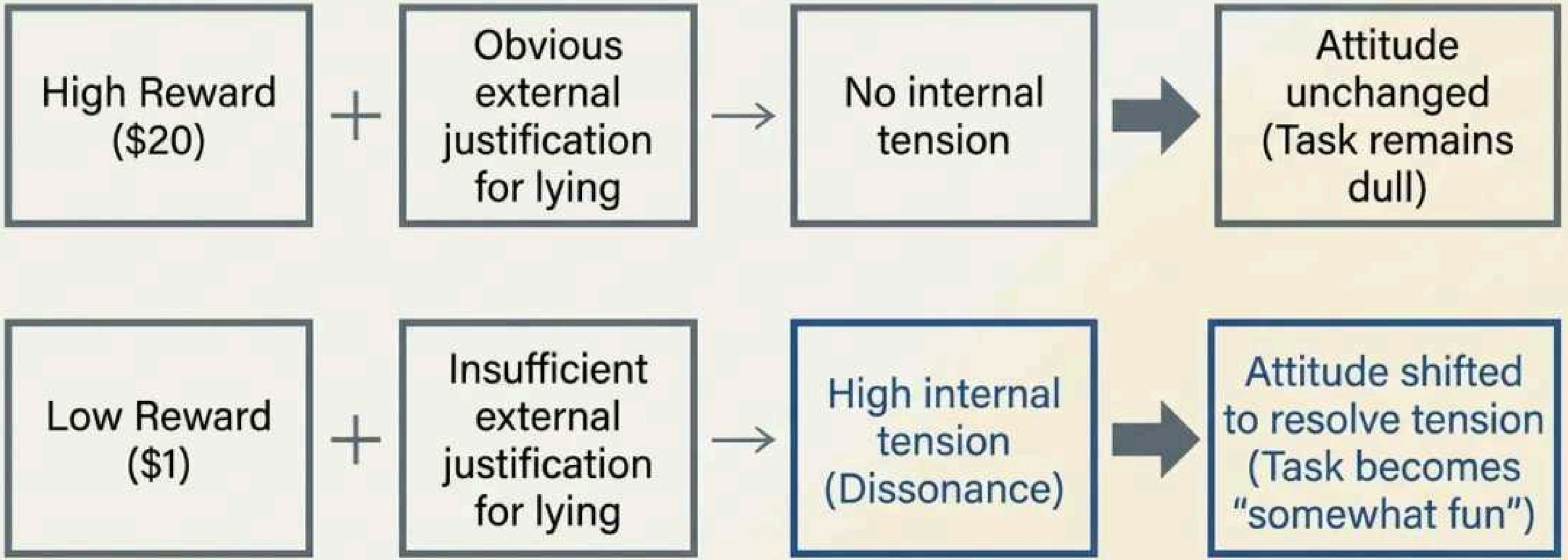
Context: 1 hour on an intentionally dull task.
Instruction: Tell the next participant the task was 'fun'.

Group A	Group B
$20	**$1**

Result: Counter-intuitively, the $1 group later rated the actual task as significantly more enjoyable than the $20 group.

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3.9

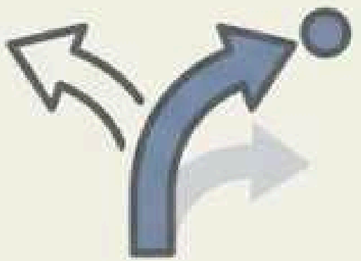
Effort Justification (1959)

Severe or painful initiation processes lead individuals to rate the resulting group or outcome as highly attractive (justifying the suffering).



Post-Decision Dissonance (1956)

After making a difficult choice, individuals artificially elevate their rating of the chosen option while downgrading the rejected option (justifying the selection).



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3.10

Pathways of Dissonance Reduction

Change Behavior

Aligning action with belief
(e.g., Quitting smoking)

Change Attitude

Altering the core belief
(e.g., Deciding smoking is actually fine)



Add New Thoughts

Introducing external validation
(e.g., Finding obscure research that makes the behavior seem acceptable)

Trivialize Conflict

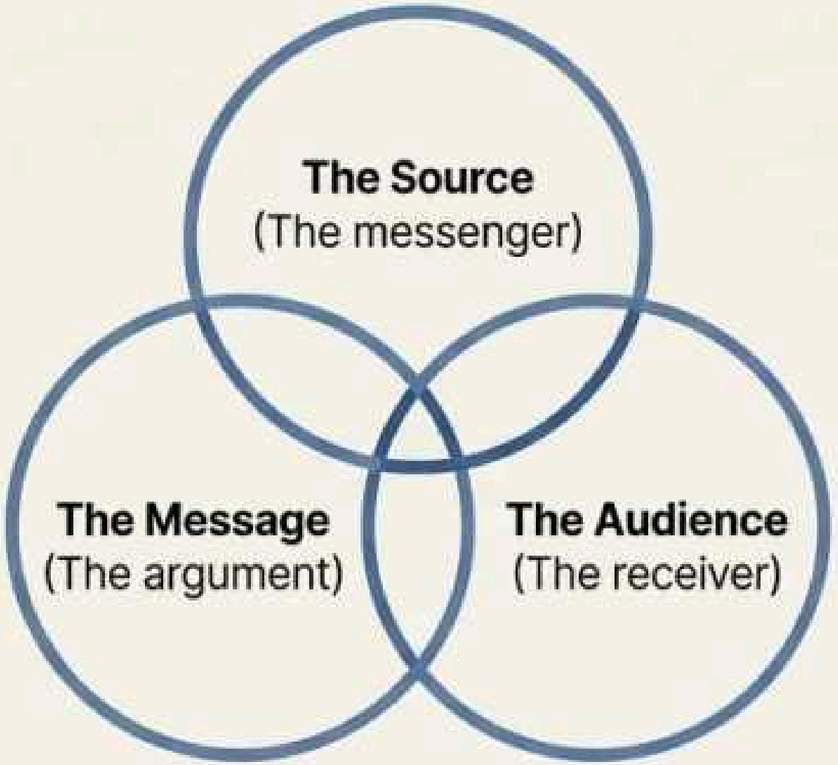
Minimizing the severity
(e.g., Claiming the medical risks are vastly exaggerated)

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The Foundational Equation of Persuasion

Who says what to whom.



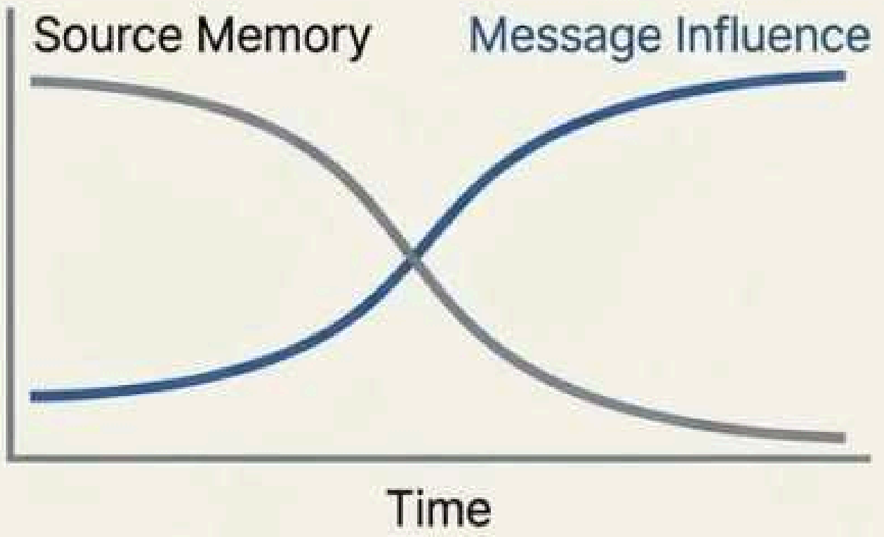
Persuasion is not a single act, but the synchronized product of all three variables working in harmony.

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Effective Source Traits

[✓]	Expert
[✓]	Trustworthy
[✓]	Attractive
[✓]	Similar to the audience

The Sleeper Effect (1951)



The influence of a message from a low-credibility source actually rises as the untrustworthy messenger is forgotten.

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Message Mechanics

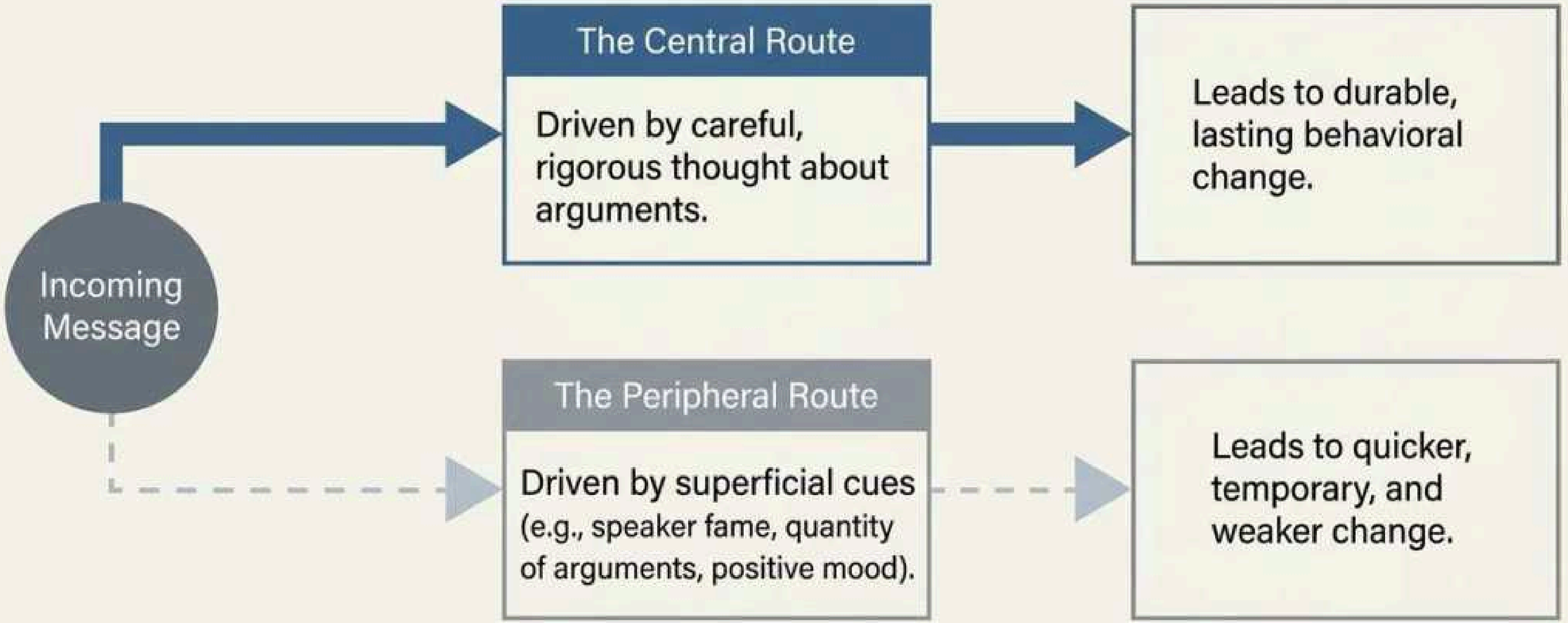
Message Nuance	Fear Appeals **(If/Then Mechanics)**
Two-sided arguments (addressing counterpoints) are highly effective specifically for skeptical audiences.	If **[Fear + Clear Action Steps]** = **Persuasion.** If [Fear + No Action Steps] = Audience Tune-out.

Audience Baseline

Audience Baseline
Baseline susceptibility to external influence varies widely among individual targets.

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3.14 Elaboration Likelihood Model (1980s)



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High Personal Relevance	Low Personal Relevance
Persuasion is driven entirely by Argument Strength (forces the Central Route).	Persuasion is driven entirely by Speaker Expertise/Status (defaults to the Peripheral Route).
The speaker's status becomes irrelevant.	Argument strength barely matters.

Conclusion: Personal relevance is the psychological switch that dictates the route of persuasion.

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3.16

1984 Taxonomy of Compliance

Reciprocity

The drive to repay favors.



Commitment & Consistency

Acting in line with earlier, established choices.



Social Proof

The instinct to follow peer behavior.



Authority

The reflex to defer to experts.



Liking

Agreeing with those we favor or find attractive.



Scarcity

Assigning higher value to limited resources.



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Context: 2008 field study measuring hotel towel reuse rates.

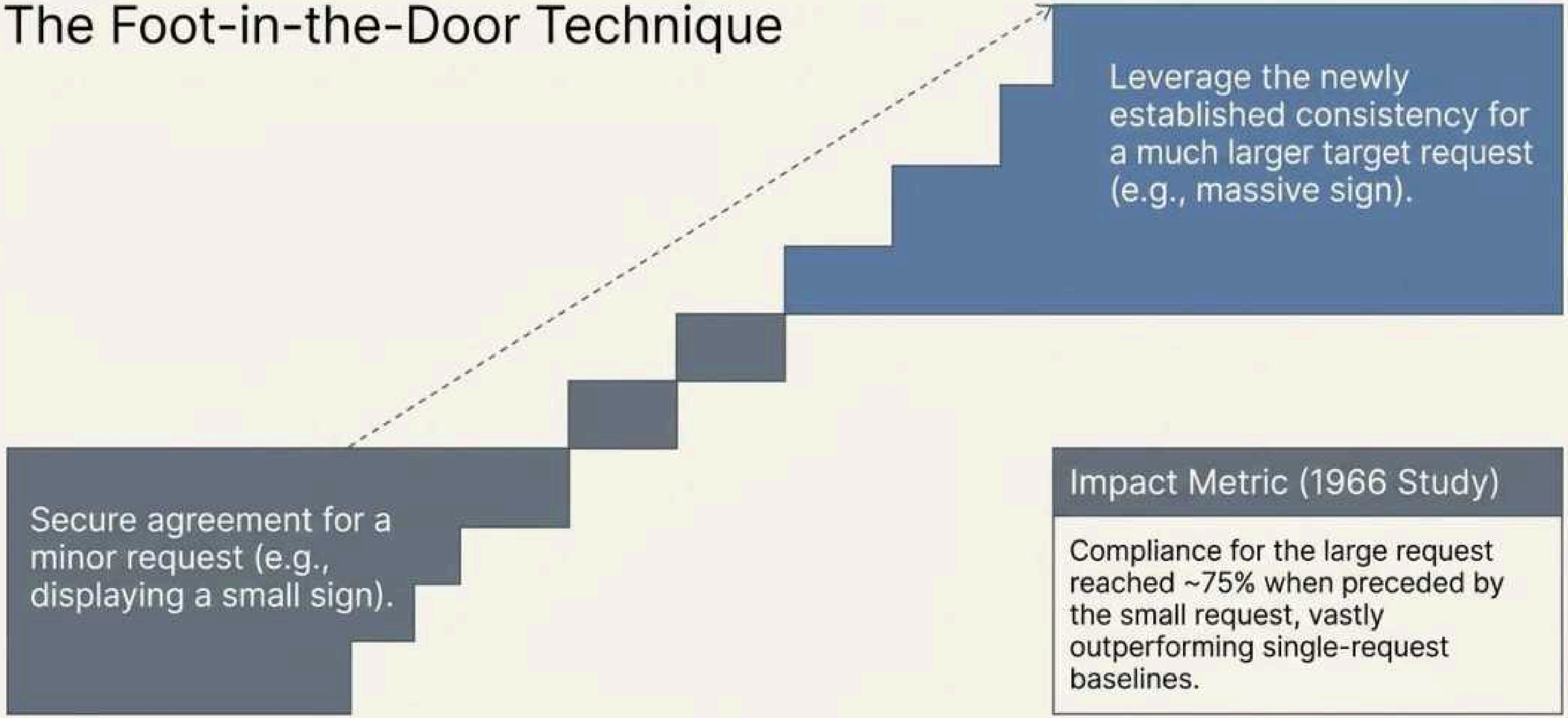


Takeaway: Explicitly highlighting peer behavior creates a dramatic, measurable increase in compliance over logical/ethical appeals.

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3.18

The Foot-in-the-Door Technique



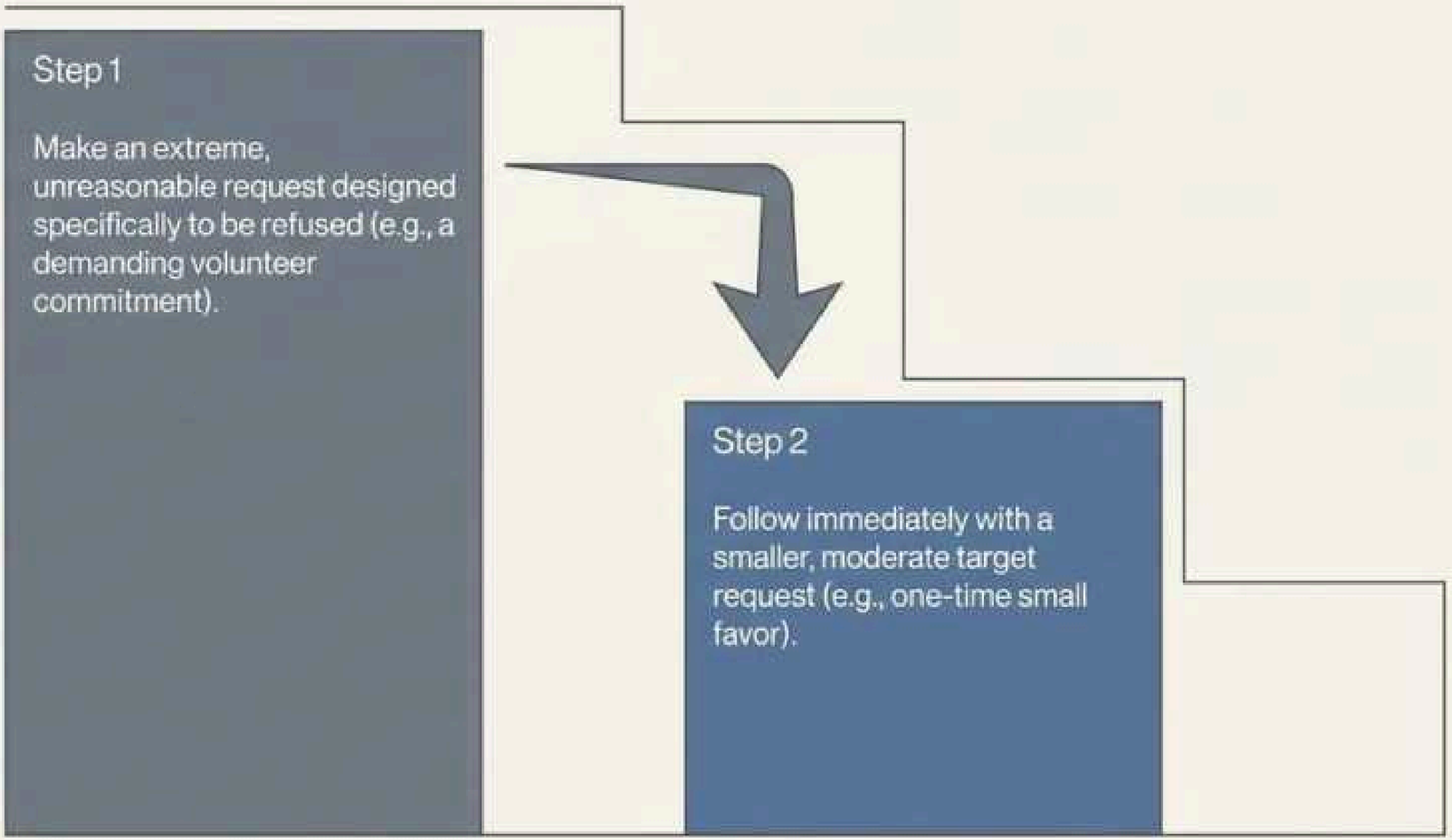
Impact Metric (1966 Study)

Compliance for the large request reached ~75% when preceded by the small request, vastly outperforming single-request baselines.

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3.19

The Door-in-the-Face Technique

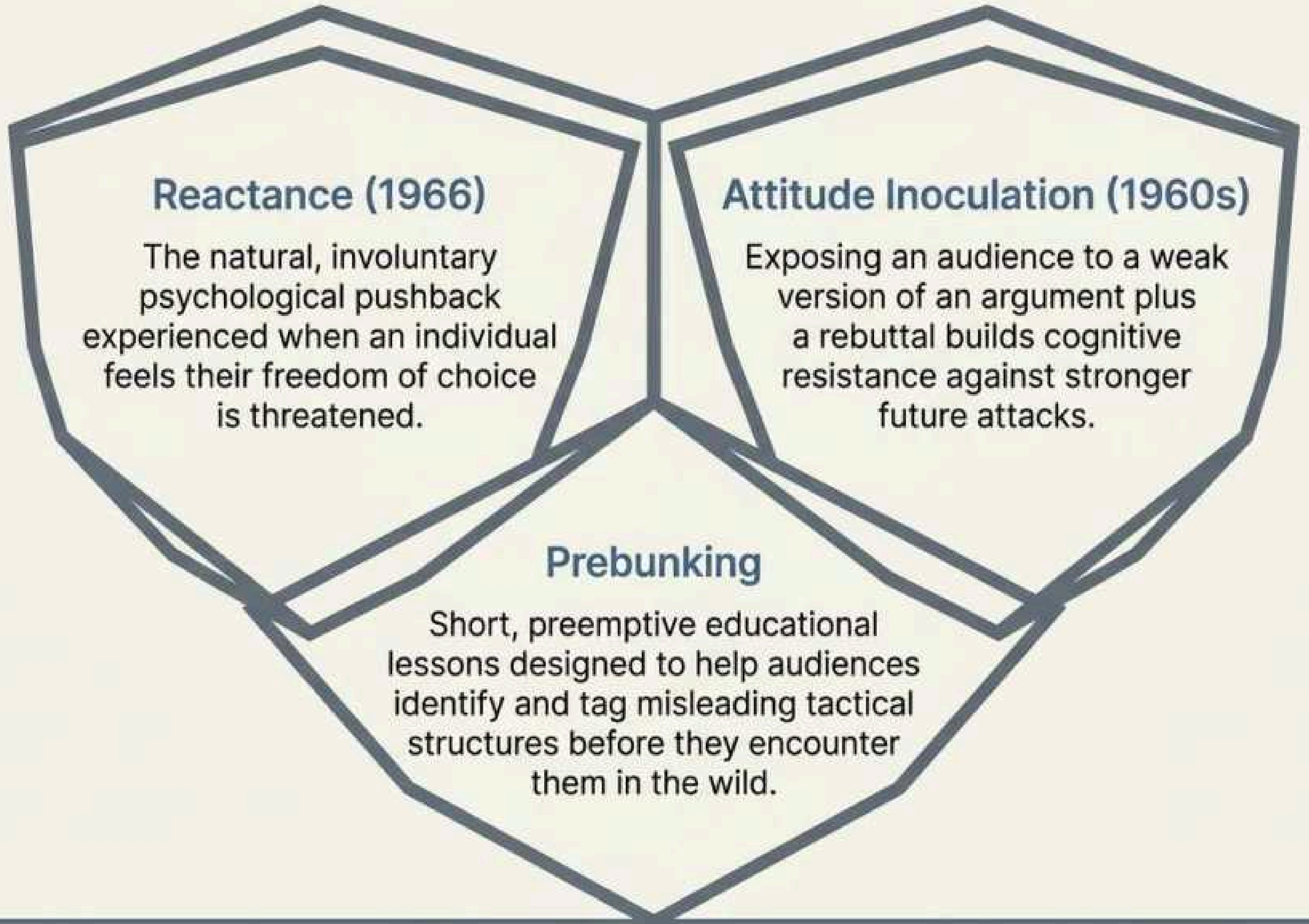


Impact Metric (1975 Study)

Compliance for the small favor spiked to ~50% (compared to ~16% when the small favor was asked completely independently).

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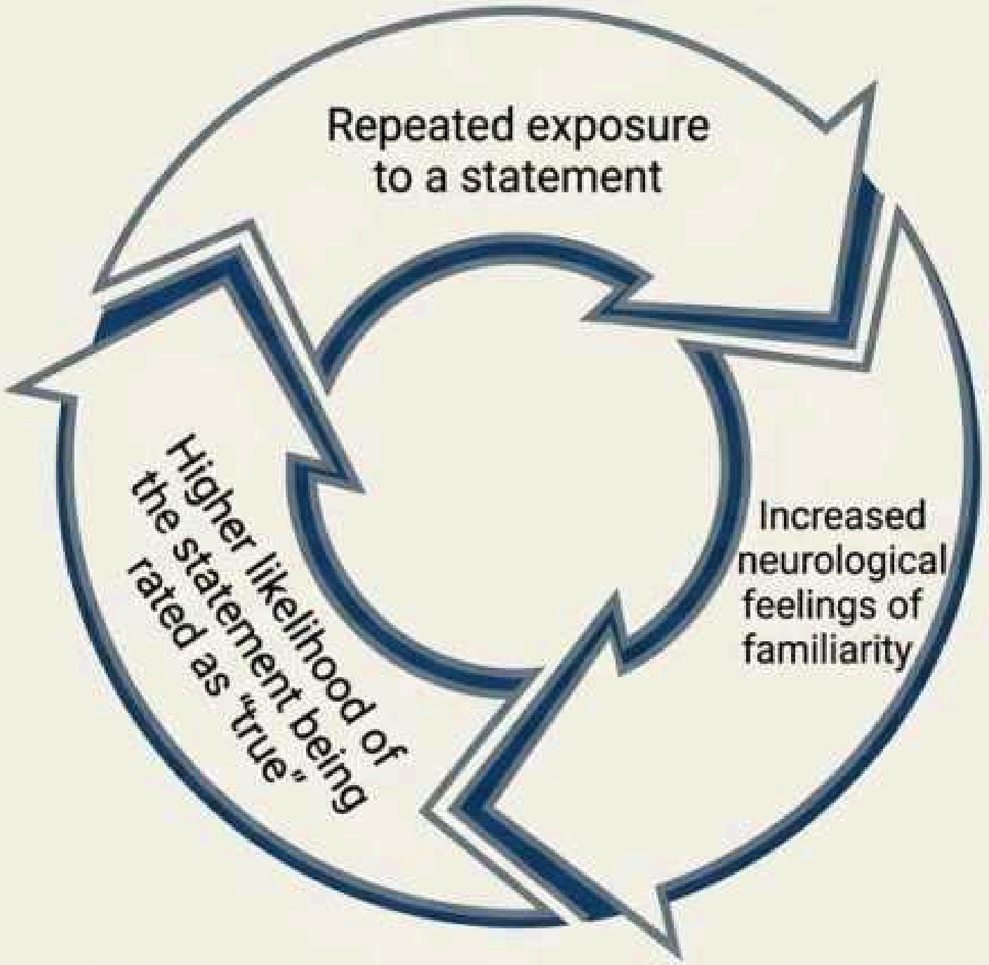
3.20



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3.21

The Illusory Truth Effect (1977)



Key Insight: This cognitive vulnerability occurs entirely independently of the statement's actual factual validity. A false claim repeated often enough will eventually feel familiar, and therefore feel factual.

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Closing Exercise: Message Diagnostic

Analyze one recent advertisement or political message using four criteria:

1. Source: Who is speaking, and upon what basis should they be trusted?

2. Message: What exactly is the core claim stripped of peripheral cues?

3. Tactic: Which of the six principles of compliance is being weaponized?

4. Defense: What specific evidence is required to logically warrant belief?

Upcoming: Moving from individual persuasion mechanics to the structural pressures of

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