

Persuasion, Part 2

**Psy 240; Fall 2006
Purdue University
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Distraction and Persuasion

- Distraction prevents elaboration
- Examples of factors that prevent elaboration:
 - Fast talking
 - Talking softly
 - Noise
 - Flashy visual distracters (clothes; cigarette ash)
 - Slowing down heart
 - Laying supine
 - What else...?

Distraction & Persuasion

- IV₁: Level of odor
 - Normal
 - Aversive
- IV₂: Strength of message
 - Weak
 - Strong
- DV: Agreement with message

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Operational Definitions

- Odor:
 - Normal (no detection of unusual smells)
 - Aversive (chemical combinations that result in significantly higher self-reports of obnoxious odor)
- Strength of Arguments
 - Weak: "My advisor took a comprehensive exam and now he has a prestigious academic position."
 - Strong: "Prestigious universities have comprehensive exams to maintain academic excellence."
- Agreement
 - Should we institute comprehensive senior exams at Purdue? (1 = absolutely not; 7 = yes, absolutely)



Photo 1. Using a Nasal Ranger® to detect odors.

The odor in this room is:

1 2 3 4 5 6 7
Not noticeable Highly noticeable

The odor in this room is:

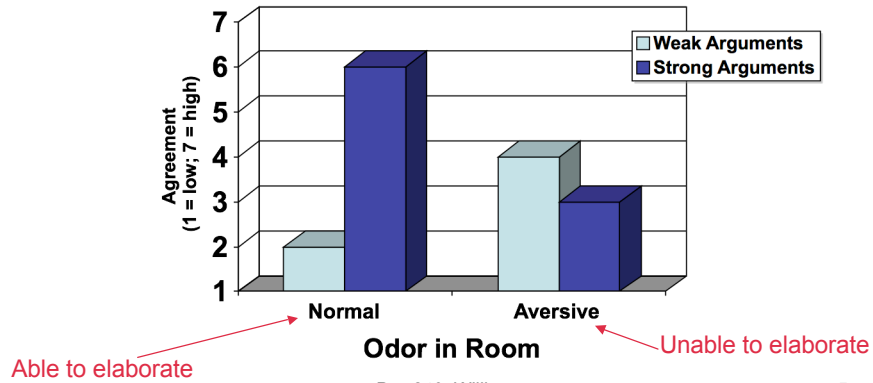
1 2 3 4 5 6 7
Pleasant Unpleasant

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Predicted Results

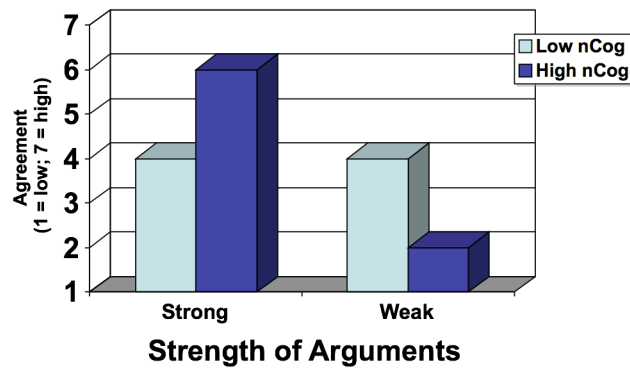
Should We Institute Comprehensive Exams?



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Typical Results When nCog is Factored In



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How To Resist Persuasion

- Our default nature is to accept persuasive messages...resisting takes effort, and sometimes, knowledge, and ability to critically analyze message.
 - Understanding = belief
- **Inoculation** (McGuire, 1964)
 - Build up reserves of counter-arguments
 - Weak attacks

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How To Resist Persuasion

- **Poison Parasites** (Cialdini, 2003)
 - Poison (strong counterarguments) +
 - Parasite (retrieval cues that bring those arguments to mind when seeing opponent's message)



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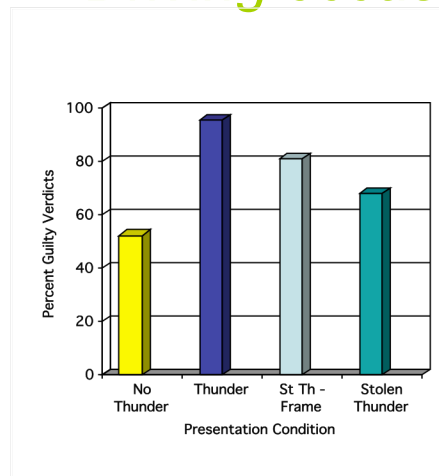
How To Resist Persuasion

- **Stealing Thunder** (Williams, Bourgeois, & Croyle, 1993; Dolnik, Case, & Williams, 2003)
 - Revealing the worst first
 - In courtroom
 - In politics
 - In interpersonal relationships

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Driving occasioning death



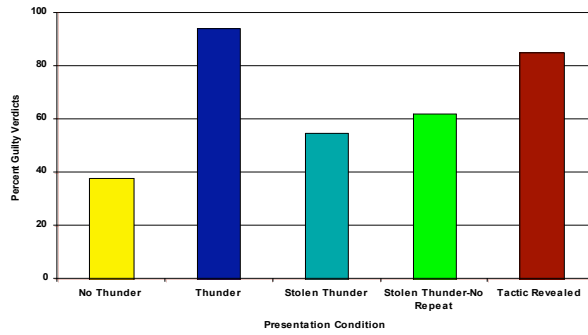
From Dolnik, Case, & Williams, *Study 1*, (2003).

- With Australian participants and a new case, we replicated stealing thunder effect.
- Framing was not necessary.
- Credibility of defendant higher when he frames revelation by discounting its importance.

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Fighting the Stealing Thunder Tactic



- Stolen Thunder condition unaffected by whether or not prosecution also brought it up.
- Can be counteracted
- Evidence for change of meaning.