

Social Influence (Part 4)

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2.4 Technique based on Capturing and Disrupting Attention

- to capture the attention of the target of influence or try to distract the target of influence.
- When influencers have strong arguments, they want to attract the attention of targets because they want people to think about the convincing arguments.
- When influencers have weak arguments, they want to disrupt the attention of targets so they won't think deeply about the unconvincing arguments.

- Pique technique
 - Often when panhandlers approach us, they ask "can you spare a quarter?" or "can you spare any change". Pedestrian have a refusal script in mind the instant they see a panhandler such as "sorry, I don't have any change".

 - To be effective, the panhandler must disrupt this refusal script and capture the pedestrian's attention

- Distrupt then reframe
 - a non sequitur or unexpected element is introduced to provide momentary disruption.

 - The disruption absorbs critical thinking functions and prevents individuals from processing the persuasive message.

 - For example, people likely to buy a cupcakes at a bake sale when they were called "halfcakes" rather than "cupcakes" before the seller declared "they're delicious". To work this technique requires both the disruption and the reframing in that order. Distraction prevents people from processing persuasive message at a deep level.

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