

Social Influence (Part 6)

Azizi Hj Yahaya

3.1.3 Says What: The Message

3.1.3.1 Reason Versus Emotion

- There are two approaches in presenting a persuasive message.
- One can present the cold and hard facts or one can appeal to emotions.
- Educated and analytical people are responsive to arguments based on logic and reason.
- **Emotional** responses can also be very effective.
- people who are in good mood are more receptive to persuasive messages. One way to put an audience in a good mood is to use **humor**.
- **Fear** is another option.
- increase arousal, attention and comprehension of the message, which would result in change (the response).

3.1.3.2 Need for Cognition

- Recall that the mere exposure effect is the tendency for the stimuli to be liked more after the individual has been exposed to them repeatedly.
- Even if the audience initially likes the message, they don't want to hear it too many times or advertisements wear out might occur.
- One good way to prevent advertisement wear out is to use repetition with variation means repeat the same information but in varied format.

3.1.4 To Whom: The Audience

3.1.4.1 Intelligence

- audience members with high self-esteem were receptive to persuasive message because they have confidence in their initial positions.

- audience member with high intelligence were receptive to persuasive messages because they had longer attention spans and were better able to comprehend arguments.
- However, they also did not yield because they had confidence in their existing attitudes. Moderately intelligent people are easiest to persuade.

3.1.4.2 Need for Cognition

- Need for cognition is tendency for an individual to engage in and enjoy effortful thinking.
- For example, in the 1984 presidential election, people high in need for cognition were more likely to watch the debates
- Research has shown that people high in need for cognition are more persuaded by strong arguments and are less persuaded by weak arguments than are people low in need for cognition.

3.1.4.3 Concern About Public Image

- Persuasive message that focus on name brand and stylish products appeal to such people. In one study, people high in self monitoring gave ads that focused on image.

3.1.4.4 Age

- The easiest people to persuade are young children.
- According to impressionable year's hypothesis, adolescents and young adults are also easily too persuaded.

3.1.4.5 Cultural Differences

- People from individualist cultures tend to place more emphasis on the individual, whether people from collectivist culture tend to place more emphasis on the group.

3.1.4.6 Overheard Messenger

- people think they are over hearing message, it is more persuasive than if they see it as sales pitch.
- People are more persuaded by messages that do not seem to be designed to influence them.

CONTINUE...