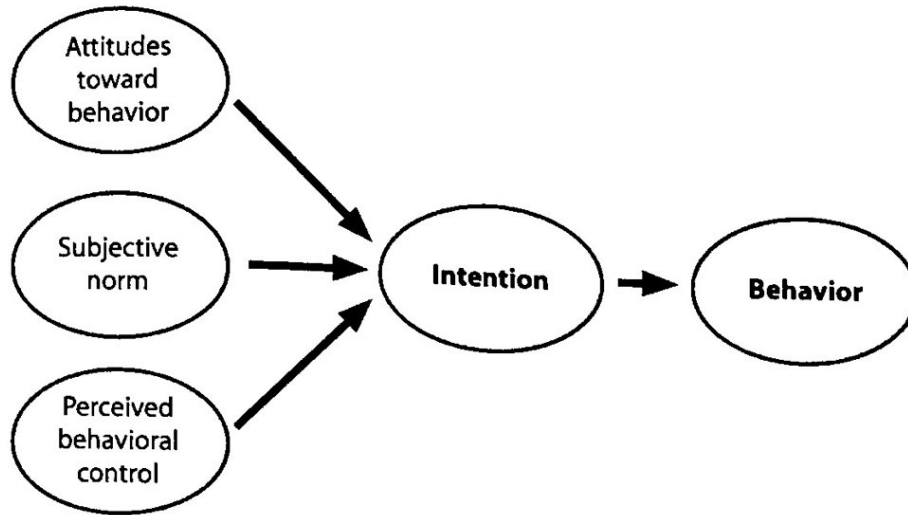


they turn to the most for advice in their lives also believe that losing weight is clearly something they should do. What would predict that this person with a nice positive intention to lose weight might do nothing to shed those pounds? This is where the TPB becomes a better alternative to the TRA.

The TPB has all of the principles of the TRA but the critical element of perceived behavioral control (PCB). PCB is a third cause of intention formation in this theory as shown below.



Source: Kenneth L. Hacker

The TPB says that the perceived behavioral control is a third cause of behavioral intention. Thus, a persuader not only needs to persuade a person that an advocated behavior is a good thing to do and that important others agree, but also that it is possible for the person to accomplish the new behavior. In the weight loss example, the person needs to also know they can add more exercise and subtract more calories from their daily habits.

Now that we have reviewed the traditional views of persuasion, we can take a brief look at some newer approaches to persuasion. These include automatic ways of moving people toward certain behaviors and some new work being done with computer networking.

MICRO-LEVEL APPROACHES TO PERSUASION

Micro-level persuasion is done in the peripheral route of message processing described above in our discussion about the ELM. It is fairly mindless and fast responding to signals and messages. We review some of these fascinating areas of research and application and begin with Cialdini's six methods gaining compliance from another person.

Cialdini's Fixed Action Patterns

Psychologist Robert Cialdini believes that people today are too busy to do lots of critical thinking as described in the central route processing of the ELM and the systematic processing of the HSM. Instead, he finds that most people are doing superficial

RECIPROCITY

Doing something for another person.

CONSISTENCY AND COMMITMENT

Uses commitments and then compliance with larger requests.

SOCIAL PROOF

One assumes that what our friends think is correct is correct and what they prefer is better than what people we do not know prefer.

LIKING

The more you are liked, the better your chances at persuasion.

AUTHORITY

Outward signs of power and authority have positive effects on gaining compliance.

SCARCITY

When something is limited or time is short for making up their mind, they are more likely to purchase something.

RAPID COGNITION

Thin slicing.

processing of persuasion messages and therefore can be easily moved toward certain behaviors with simple cues in the persuasion environment and messages. Here are the patterns he discovered (Cialdini, 2001).

1. **Reciprocity.** When you do something for another person, they have a sense of obligation to also do something for you. Food servers have learned that helping their customers with even something as simple as giving them a mint can increase tips. If delegates to the conventions of the two main political parties are offered nice hotel rooms and free meals, the givers are probably hoping for votes in return.
2. **Consistency and Commitment.** This pattern is grounded in the consistency assumptions we discussed above in the section on Cognitive Dissonance Theory. This persuasion technique uses commitments to get follow-up commitments and then compliance with larger requests. For example, a charity may call you and thank you for your \$10 donation from last year. Then they will ask you to donate \$10 or \$15 this year. Political campaigns that simply ask a person if they are planning to vote on Election Day can increase voting turnout because of consistency pressures.
3. **Social Proof.** Here is the secret of the Facebook organization. We assume that what our friends think is correct is actually correct and what they prefer is better than what people we do not know prefer. The actions of those we like are guides for our decisions. Yet even what crowds or people that we do not know are doing serves as a guide for what we think is normal. Bartenders learn that if they “salt” their tip jar (put bills, not change in the containers), they can increase how much they make in tips. Like monkey see, monkey do, people copy each other.
4. **Liking.** The more you are liked, the better your chances at persuasion. Tupperware gave up on stores after they found that home parties bring together people that like each other to talk about buying their products. Business people know the value of business lunches. Studies show that people become more favorable about certain subjects when they dine with someone else and talk positively about the topics, than they would without the meal.
5. **Authority.** Outward signs of power and authority have positive effects on gaining compliance. Experimental findings show that people are more willing to comply with a request from someone wearing a uniform than someone in regular clothing.
6. **Scarcity.** When people are told that something is limited or time is short for making up their mind, they are more likely to purchase something than if they are not told these things. Studies on medical messages show that letters telling patients how many years of life they will lose if they keep smoking are more effective than letters that tell them how many years of life will be gained if they quit smoking. In short, we want what we think is being taken from us. Do you really think you need to go to that “midnight madness” sale at the mall?

RAPID COGNITION

Rapid cognition is also known as “thin slicing.” If you walked into a Nordstrom’s department store, you would see a man in a nice suit playing pleasing music on a piano. Why? The store believed that this made you feel like you were in a special place

(Perloff, 2003). The store began phasing this out in recent years, however, in favor of more contemporary recorded music.

Other examples of rapid cognition have been described by Malcolm Gladwell (2005) in his classic book called *Blink*. Rapid cognition is also referred to as “thin slicing” or making judgments with very little information and time. Studies show that lawsuits against physicians are more common against doctors the patients felt treated them poorly or ignored them. Psychologists discovered that the tone of voice for a surgeon can predict whether that physician is more or less likely to get sued. The surgeons with dominating voices were the ones most likely to be sued and the ones with more concerned voices were less likely to be sued.

Marketing experts use thin slicing continuously to increase sales of products. Louis Cheskin, a marketing expert working in the 1940s, discovered that people often transfer the feelings from one item to another. This is called sensation transference. Margarine was a product that was not liked in the United States. Americans did not want to eat it or buy it. Cheskin experimented with various forms of sensation transference and made margarine acceptable and popular by coloring it yellow to look like butter, and wrapping it in foil (which is associated with high quality). Adding a crown symbol, the “Imperial” brand name sealed the impression of high quality.

Networks of Influence

Because of the rapid adoption and usage of social media, a newer type of persuasion is becoming more common. This is the use of social influence in social networks. The most common example is the “Like” procedure and the Emojis on Facebook. These tools were designed with research showing that people are more likely to take the advice of their friends (and their “friends’ friends”) than the advice of people they do not know.

One hot persuasion topic today is how persuasive messages can “go viral” on the Internet. Going viral means that messages are diffused rapidly through online and off-line networks of communication. It concerns how far and how intensely people are sharing specific content. Many attempts to make content on the Internet go viral fail. In fact, most attempts fail (Scott, 2015). The common ingredients in the successful cases appear to be content that is fun or shocking, a network of people who like the content, and links that make it all very easy to share (Scott, 2015). While we often hear about how wide and fast bad news travels, studies show the opposite with new networks of communication like Internet-based networks.

Research indicates that content is more likely to go viral if it is positive (Berger & Milkman, 2011). On the other hand, studies also show that content that arouses intense emotions (like anger or awe) can go viral despite being positive or negative (Berger & Milkman, 2011). Types of emotions are also important, not just whether the content is positive or negative. Research shows that positive and negative emotions linked to arousal (such as awe or anger) are positively related to going viral while emotions linked to sadness are negatively related to virality (Berger & Milkman, 2011).

Influentials or “influencers” in a social network like Twitter are defined as people who affect the spread of messages of behaviors more than others in the network (Bakshy, Karrer, B, and Adamic, 2011). However, there are traits about these people that also affect how influential they are. These traits can include knowledgeability and social position (Bakshy, et al., 2011). Marketing experts who exploit social networking sites (SNS) like Facebook, recognize a very simple fact about networked influence, that is, individuals tend to like what is liked by their friends (Bakshy et al., 2009). We mentioned this above in discussing the liking principle of gaining compliance.

THIN SLICING

Making judgments with very little information and time.

SOCIAL MEDIA

Websites that allow users to create and share content or participate in social networking.

SOCIAL INFLUENCE

A behavioral change that one person causes in another, intentionally or unintentionally, as a result of the way the changed person perceives themselves in relationship to the influencer.

SOCIAL NETWORKS

A network of social interactions or relationships.

GOING VIRAL

A message that diffuses rapidly through online and off-line networks of communication.

INFLUENTIALS OR INFLUENCERS

People who affect the spread of messages of behaviors more than others in the network.