

Contents

Preface	xv
Acknowledgments	xix

PART ONE: FOUNDATIONS 1

Chapter 1 Introduction to Persuasion	3
Persuasion: Constancies and Changes	6
<i>The Number and Reach of Persuasive Communications Have Grown Exponentially</i>	7
<i>Persuasive Messages Travel Faster Than Ever Before</i>	7
<i>Persuasion Has Become Institutionalized</i>	8
<i>Persuasive Communication Has Become More Subtle and Devious</i>	13
<i>Persuasive Communication Is More Complex and Mediated</i>	15
<i>Persuasive Communication Has Gone Digital</i>	16
<i>Social Media Intersections</i>	17
Foundations of Persuasion	19
Defining Persuasion	21
<i>Persuasion Is a Symbolic Process</i>	22
<i>Persuasion Involves an Attempt to Influence</i>	23
<i>People Persuade Themselves</i>	25
<i>Persuasion Involves the Transmission of a Message</i>	26
<i>Persuasion Requires Free Choice</i>	27
<i>Summary</i>	28
Persuasion versus Coercion	29

<i>Guttman Scale</i>	194
<i>Semantic Differential</i>	195
Pitfalls in Attitude Measurement	196
Policy Implications	201
Asking Good Questions	203
<i>Focus Groups and Open-Ended Measures</i>	205
Indirect Methods to Measure Attitudes	207
Conclusions	214
PART THREE: CHANGING ATTITUDES AND BEHAVIOR	219
Chapter 7 Processing Persuasive Communications	221
Historical Foundations	223
<i>Yale Attitude Change Approach</i>	223
<i>Cognitive Response Approach</i>	224
Elaboration Likelihood Model	231
<i>ELM Principles</i>	232
Motivation to Process	235
<i>ELM Predictions and a Classic Experiment</i>	235
Need for Cognition	240
Ability	243
Peripheral Processing In Real Life	244
<i>The Oprah Book Club Effect</i>	244
<i>The Electoral Road Show</i>	249
<i>Jargon</i>	250
<i>Seduced by a Quick Fix</i>	250
Central Processing	254
<i>Central Processing and Persuasion</i>	255
<i>Complexities, Complexities: The Multiple Functions Postulate</i>	257
Criticisms and Reconciliations	262
Conclusions	267
Chapter 8 "Who Says It": Source Factors in Persuasion	277
Understanding the Communicator	283

<i>Authority</i>	284
<i>Credibility</i>	295
<i>Social Attractiveness</i>	311
Conclusions	324
Chapter 9 Fundamentals of the Message	332
Understanding the Message	332
Message Structure	333
<i>Conclusion Drawing</i>	334
<i>One or Two Sides?</i>	334
Message Content	338
<i>Evidence</i>	338
<i>Narrative</i>	341
<i>Framing</i>	348
Language	352
<i>Speed of Speech</i>	352
<i>Powerless versus Powerful Speech</i>	355
<i>Metaphors, Figures of Speech, and Language Intensity</i>	360
<i>Application of Words in Action: The Case of Language and Abortion</i>	364
<i>Language and Electoral Politics</i>	366
<i>Framing and Politics</i>	370
Conclusions	371
Chapter 10 Emotional Message Appeals: Fear and Guilt	385
Fear Appeals	386
<i>The Psychology of Fear</i>	388
<i>A Theory of Fear Appeals</i>	394
<i>Applying Theory to the Real World</i>	397
<i>Research Support: Gun Control in Michigan</i>	398
<i>Summary</i>	404
Guilt Appeals	405
Conclusions	408
Chapter 11 Cognitive Dissonance Theory	415
Foundations	418

Dissonance and Decision-Making	420
Dissonance and Expenditure of Effort	423
<i>Applications</i>	425
Induced Compliance	426
<i>Applications</i>	430
Explanations and Controversies	431
<i>Unpleasant Consequences + Responsibility = Dissonance</i>	432
<i>Dissonance Occurs When You Are Concerned That You</i>	
<i>Look Bad in Front of Others</i>	433
<i>Dissonance Involves a Threat to Self-Esteem</i>	433
<i>It's not Dissonance, but Self-Perception</i>	433
Resolutions	434
Dissonance and Persuasion	438
Conclusions	445
 PART FOUR: PERSUASIVE COMMUNICATION CONTEXTS	 449
 Chapter 12 Interpersonal Persuasion	 451
Foot-in-the-Door	453
<i>Why Does It Work?</i>	454
<i>When Does It Work?</i>	454
Door-in-the-Face	455
<i>Why Does It Work?</i>	456
<i>When Does It Work?</i>	456
Applications	457
Pre-Giving	457
Low-Balling	461
"That's not All"	462
Fear-then-Relief	464
Pique and Disrupt-then-Reframe	465
<i>Application</i>	466
<i>Other Subtle Verbal Sleights of Hand</i>	467
Compliance-Gaining	469
<i>How We Study Compliance-Gaining</i>	470
<i>What We Know about Compliance-Gaining</i>	473
<i>Contextual Influences</i>	474

<i>Cultural and Individual Differences</i>	476
<i>Application</i>	477
Beyond Compliance-Gaining	482
<i>Interpersonal Persuasion Goals</i>	482
<i>Application</i>	484
Ethical Issues	485
Conclusions	487
Chapter 13 Advertising, Marketing, and Persuasion	494
The Subliminal Myth	497
<i>Definition</i>	499
<i>Placebo Effects and Beyond</i>	505
Mere Exposure	507
<i>Why Mere Exposure Works</i>	509
<i>When Mere Exposure Is Effective</i>	510
The Magic of Association	512
<i>Classical Conditioning</i>	515
<i>Semiotics</i>	518
<i>Accessibility</i>	519
<i>Summary</i>	521
<i>Celebrities as Peripheral Cues</i>	521
<i>More Social Media Applications</i>	523
Ethical and Legal Issues	525
<i>Social Media Marketing Issues and Ethical Quandaries</i>	528
Conclusions	531
Chapter 14 Health Communication Campaigns	541
Thinking about Campaigns	542
<i>Locating Effects</i>	546
Theoretical Perspectives	547
<i>Psychological Approach</i>	547
<i>Diffusion Theory</i>	549
<i>Social Marketing</i>	551
<i>Real-World Constraints and Societal Forces</i>	562
Campaign Effects	566

Antismoking and Cardiovascular Risk Reduction	568
Campaigns	571
<i>State Antismoking Campaigns</i>	<i>573</i>
<i>Summary and Contemporary e-Cigarette Implications</i>	<i>574</i>
Social Norms Campaign Approach	576
<i>Social Norms and Binge Drinking</i>	<i>579</i>
Values and Ethics	582
Conclusions	593
<i>Glossary</i>	<i>601</i>
<i>Subject Index</i>	<i>609</i>
<i>Author Index</i>	<i>612</i>