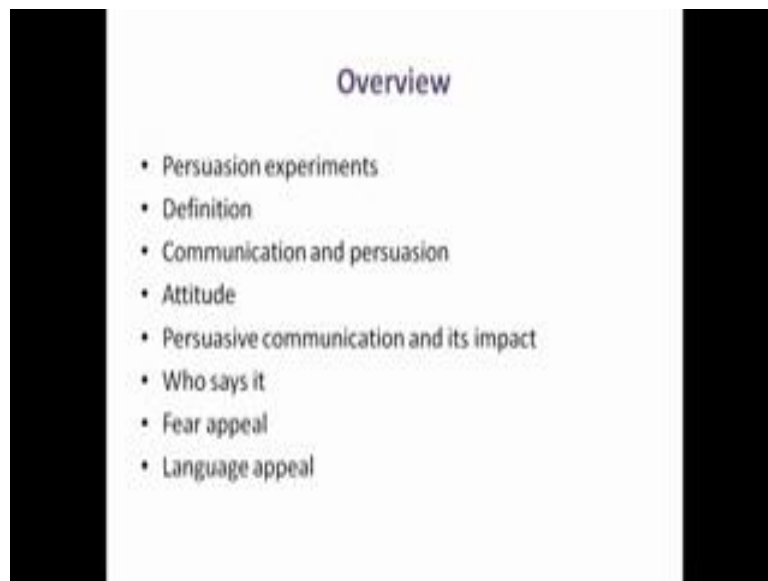


Soft Skills Development
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Lecture – 32
The Art of Persuasion I

Hello friends, in this lesson we are going to look at The Art of Persuasion. Before this you have already completed motivation and especially self motivation and after self motivation, motivating others becomes a very very important component that we must learn. So in that context, when we are talking about the Art of Persuasion these are the areas which we will cover in two sessions Art of Persuasion part 1 and art of persuasion part 2.

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We will be looking at some of the persuasion experiments that you did, then we look at the definition, relationship between communication and persuasion, the role of attitude, persuasion communication and its impact and the role of the person who says it, the concept of fear appeal, language appeal and a kind of a summary after that. So, if you are looking at the entire thing what comes out very significantly is that you must refer back to the experiment that I had given in the last week which is in fact, an experiment which

is related to today's assignment or an experiment or an assignment which is related to today's talk and I will be sharing the findings on the net so you can look at the findings over there, but the expected results are broadly what I will be discussing right now with you. The detailed results will be available in the discussion forum where it will be posted and we can have further discussion on that.

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Faces are windows to human nature
BBC: Science

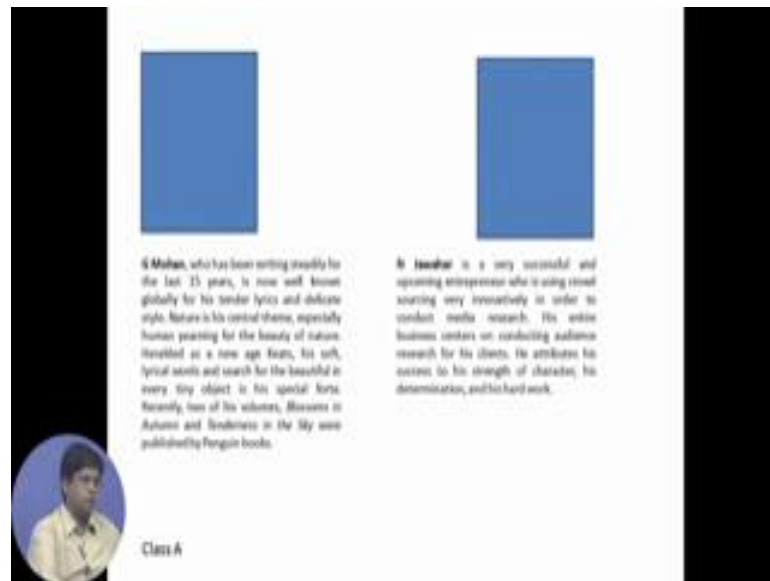
- Are you a good judge of character? Perhaps you think you can judge someone's personality just by looking at their face? Research shows that most of us - 90% according to one study - think we can.
- But this may not all be down to arrogance. Scientists are uncovering evidence that some personality traits may be written all over our faces.
- Now Professor Perrett is using the same techniques to investigate the connections between facial features and personality. Perrett is using the most widely accepted model of human personality: the five-factor model. This consists of:
 1. Openness to experience - creative, original, independent
 2. Conscientiousness - careful, hard-working, conscientious
 3. Extraversion - affectionate, talkative, sociable
 4. Agreeableness - forgiving, sympathetic, warm
 5. Neuroticism - nervous, worrying, highly strung

http://www.bbc.co.uk/science/humanbody/2011/01/110105_humans_faces_perception_1.shtml
Broadcast on 21 November 2011

So, now this is the text which was given to you; Faces are windows to human nature BBC: Science and you find that what is done through this particular right of that has been provided to you, is to create a set of expectation about what faces communicate. Now the fun part of it or the interesting part of it is that where information is less and where information is credible, there is a greater chance of being persuaded by it.

Here we need to note the difference between persuasion and manipulation and also need to know the fact that differentiating between the two is fairly difficult and complicated. So, we will go into that little later, but you find that this study is an actual study if you Google you would find it and this study to certain extent influences the way that you respond to the questions and as you realize the questions were divided into two components one group of people were given one set of questions, another group of people were given another set of questions or rather.

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The slide features two blue rectangular boxes at the top. Below the left box is a circular inset image of a man in a white shirt. The text on the slide describes two individuals: a poet and an entrepreneur. At the bottom left, there is a circular inset image of the same man in a white shirt, and the text 'Class A' is positioned below it.

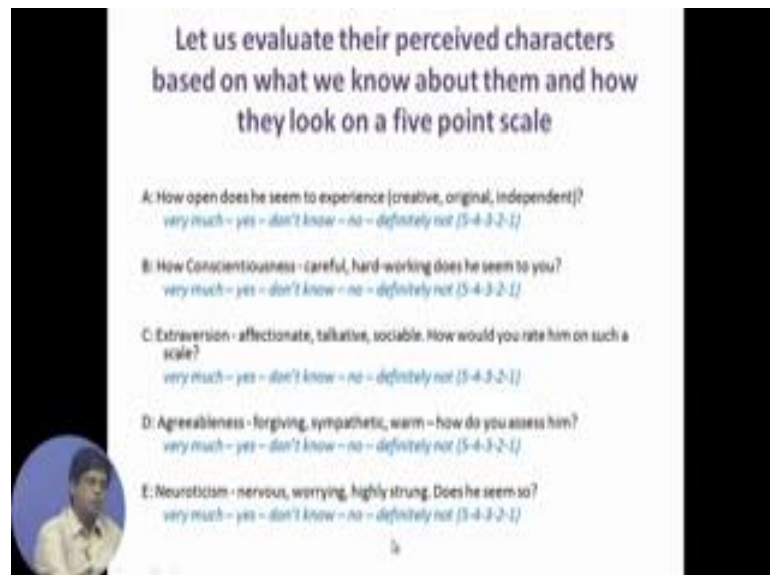
Shan, who has been writing steadily for the last 15 years, is now well known globally for his tender lyrics and delicate style. Nature is his central theme, especially human yearning for the beauty of nature. Revived at a new age form, his soft, lyrical words and search for the beautiful in every tiny object is his special forte. Recently, two of his volumes, *Blossoms in Autumn* and *Kindness in the Sky* were published by Penguin books.

Reshmi is a very successful and upcoming entrepreneur who is using novel sourcing very innovatively in order to conduct media research. His entire business centers on conducting extensive research for his clients. He attributes his success to his strength of character, his determination, and his hard work.

Class A

This is what you saw and you saw a specific image of over here and you saw a specific image over here one group.

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The slide contains a list of five personality traits with corresponding five-point scales. A circular inset image of a man in a white shirt is located at the bottom left of the slide.

Let us evaluate their perceived characters based on what we know about them and how they look on a five point scale

A: How open does he seem to experience (creative, original, independent)?
very much – yes – don't know – no – definitely not (5-4-3-2-1)

B: How Conscientiousness - careful, hard-working does he seem to you?
very much – yes – don't know – no – definitely not (5-4-3-2-1)

C: Extraversion - affectionate, talkative, sociable. How would you rate him on such a scale?
very much – yes – don't know – no – definitely not (5-4-3-2-1)

D: Agreeableness - forgiving, sympathetic, warm – how do you assess him?
very much – yes – don't know – no – definitely not (5-4-3-2-1)

E: Neuroticism - nervous, worrying, highly strung. Does he seem so?
very much – yes – don't know – no – definitely not (5-4-3-2-1)

The images were reversed in for the other group and we took the responses to a basic personality test 5 point and 5 dimensional personality test, known as the big 5 personality

test and based on that this particular survey was designed and your response is significantly vary depending on the kind of stimuli or information which has been provided. So, what happens is number one that two kinds of manipulations takes place over here. The first one is that we have a manipulated a certain set of information and faces in general either look positive or negative and based on that where they match the patterns you would have get a strong trend which we will discuss in the forum and depending on a mismatch in spite of the mismatch to a certain extent the text manages to manipulate us and we get a slightly more confused diluted set of responses. The reason for sharing this is two-fold, one is that here you have a set of information and wherever this information matches a face, you get a set of responses where the set of responses does not match a face, you still in because of this triggering because you know that in spite of what has been said this has actually been triggered and this have been linked together and you believe this you will get another set of responses.

Now the point is that once we do that, we realize that we are kind of manipulated because the entire thing is a fiction none of these their information which is provided is true and it is basically your perception which is being explored. The second point is that there are two different kinds of stimuli, the first one is the text over here; the second is the relation between the two and they interfere with one another or the compliment with one another. In some case when the face matches the profile as predicted here, you would have one set of responses where it does not match the profile, you would have another set of responses and this becomes very very interesting to explore as we have done in the discussion forum.

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But let us come down to business life and history tells us that faces are very very unpredictable in spite of what research has told us little earlier which might be true for the majority of the cases. We find that if you are looking at the face of Jeremy Meeks he kind of was created a social media kind of a viral communication and his face went viral, this image went viral because although this is the face of a arsonist and a criminal who is very strongly destructive, it was considered as a very attractive looking face exciting face and all that same happens with the case of Martizen who also is considered to be a child abductor and the person with a criminal history and this the face is accepting.

On the other hand this third one is a case of a classic case of a criminal and where what information we expect from the face and what it styptics matches. Very often you see that if you are looking at stereo typing this is what is known as stereo typing these are non stereo typical because you expect something and something else happens.

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Persuasion

- The child...
- Everyone in the world is probably persuaded or manipulated in some way ... except me
- I am intelligent to see through...
- But is persuasion really bad?
- What about advice?
- What about decisions? How do we take them?
- Can I persuade you that you can be persuaded? I hope so...

Image Source: Pross Witt:
<https://www.witt.com/2016/02/01/2016-02-01-01/>
How is persuasion with manipulation?

Now, you see that having said that having discussed having tested it out we are probably right now ready to talk about persuasion in a significant way. Now what I would like to share with you friends is that probably our very act of interaction with anybody is an act of persuasion. It might not seem so, but let me share with you the first point; the point is that if I wish to become a friend with somebody this very act of trying to be friendly with somebody smiling, getting along, agreeing to that person is a way of trying to endure myself to that person, it is a kind of a persuasion because the other person needs to be persuaded to build up an interaction with you, every day on the internet you get a wide range of e mails and these e mails range from e mails which promise you millions of dollars, which is trying to manipulate you to let us say e mails which are asking you to buy certain products which are definitely persuasion in the context of advertising which is very very significant as we will discuss little later.

To people trying to get in touch with you say that let us say in our field they are doing research in similar areas and are interested to work with you, which is again where they are given a set of their areas of interest, their areas of research the deep sense of interest they have for this subject and all that so that these students or researchers can work with you. So everyday even if we you look at as simpler case as e mail communication on a daily basis, the persuasive process is on. So, it is a pervasive thing in that sense because

we are trying to persuade one another; I am trying to persuade my child to read, my child is trying to persuade me not to read, somebody is persuading me to watch a movie, somebody is persuading me to read a novel because he feels that is a very exciting novel we are perpetually trying to do that throughout our lives, but then you find that it is a question of degree, it is a question of authenticity which differentiate between what we can consider as serious persuasion from these day-to-day routine acts of persuasion and which can differentiate it from what can be called manipulation.

Now manipulation is very interesting area, as we will discuss little later. But let us go with the points that we have made about persuasion, the first and the most persuasive person in a family is the child because the child is somebody who very often is not familiar with the rules and is always interested in new things, new toys, new chocolates, ice-creams, something's like that. Perceptually trying to persuade you to may be buy those things whether the good for the child or not is a different thing altogether, but this persuasion process is very much on.

The other interesting thing about persuasion is that everybody feels that he or she is intelligent enough not to be persuaded, intelligent enough to see through the criteria of perception if you might use the term and get to know the truth; this in itself is misleading. But if you are talking about somebody giving you advice or you giving advice to somebody what is it, is not it persuasion in some sense. What about the decisions you take how is that you take them is it not that much of the time you are checking the net, you are looking at the technical specs, you are looking at that, you are looking at other people comments are you not getting persuaded by what you see all around you. Various kinds of information that are available to you also manage to persuade you.

So, the point is that what is that I have been trying to do in the last let us say 10 minutes or so; so what I am trying to do is to persuade you that you can be persuaded. If you have a belief that you are strong, you are determined, you are objective and cannot be persuaded; what I am doing right now is try to convince you that guys you can be persuaded, try to see the fact that you can be persuaded if you are agree with me then I have succeeded this is the first act of persuasion that I do in this class in this session.

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But persuasion is probably as old as time because if you are looking at various old traditions you have examples of persuasion as well. The Bhagabat Gita is one burning example in our tradition, what is it that we are talking about let us say that a person stands in front of his enemies who also happen to be his brothers, his cousins, his nephews, his grandparents, grandfather and so on and so forth and is trying to tell that is Arjuna he is trying to tell Lord Krishna that why should I kill these people, what will I gain, even if I gain materially is it of any use because after all I am killing my near and dear ones and he yet the end of the 18th chapter Arjuna is ready to fight, what has happened within those 18th chapters? What has happened within those let us say an hour or 2 in the battle field Krishna is been able to persuade Arjuna to fight through different strategies, different ways of doing it that does not necessarily mean that what he has done he is necessarily untruth, what he has done is necessarily a manipulation what Lord Krishna has done is essentially cheating Arjuna; well not that.

It is a kind of; it is a matter of prospective how you take things, but you would be able to do that in a different way if you I mean it is your objective or your subjective attitude, but the fundamentally issue involved over here is that persuasion takes place because Arjuna in some way or the other is convinced that whatever Lord Krishna is telling is the truth.

The famous lines of Julius Caesar written by Shakespeare where Antonio is giving a speech trying to tell that although, Brutus is just in what he has done over a period of few minutes in the speech, he manages to convince the people that everything that Brutus has done is actually wrong, so the classic case of persuasion. Politicians today try to persuade us because when there are two politicians obviously, somebody has to win and in order to do that the people have to agree with his point of view or her point of view and there again persuasion takes place.

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Manipulation vs. persuasions

- Subset of persuasion – usually temporary
- Focused on the person who is manipulating
- Artificial conditions – such as deception
- Intent of the person manipulating/persuading is the key
- The person being manipulated usually has an open mind
- Time is key, and so is reinforcement

Brainwashing Stockholm Syndrome

So persuasion is not something new and before we proceed any further; we need to understand that persuasion is not something which is bad or wrong. Persuasion is something which is a part of our life as I have already convinced you hopefully. But persuasion is also something which needs to be differentiated from manipulation.

Manipulation takes place in sales, manipulation takes place in our lives, manipulation takes place in friendship; relationships, manipulation is where somebody is doing something without actually intending honestly to mean it, doing something without actually meaning what you say in a certain sense, it is manipulation. Doing something which in a way hurts the other people is in some sense a manipulation. Doing things where what you are saying is not actually what is the fact and you know, it is again

manipulation. So, what basically happens is that in some sense it is a sub set of persuasion as is brain washing (Refer Time: 16:40) syndrome which will talk about, but it usually works temporarily because it is not the state of affairs actually, if you are looking at the example of Gita; for Arjuna and for many practicing hindus; the words over there seem to be true throughout their lives and so hence they practice it.

So, in that sense we would not call it manipulation, but for anybody who believes that no it is something which just influence me temporarily and I do not agree with it, I do not believe in that; it would be kind of seen as a kind of manipulation. So, there is a subjective dimension to it, but more important than that what is relevant is to find out what exactly is happening when somebody is manipulating somebody else. One is temporary if it is something which can be verified and if it is the untruth then it is manipulation.

It is focused; it is centered, around the person who is manipulating because wasted interest is involved advertising very often fall should so that wasted interest is enhanced that happens with many companies which are selling similar kinds of products and trying to claim that one product is better than the other. Artificial conditions, the conditions through which you are undertaking these are artificial that is there (Refer Time: 18:05) again linked to the first the second point and the first point sorry the first point which is deception.

Deception is something which can be, I have found which can be found out and in that sense it is something which is not the real state of affairs, so artificial conditions. Intend of the person manipulating persuading very often decides whether it is manipulation or persuasion because if your intentions are good you are actually innocent you the whatever your are trying to convince is actually fall should that is the different issue all together, but otherwise if you know what you are doing is wrong, you know what you are doing is cheating and you are doing it is manipulation. Generally the condition is that the person who is being manipulated realizes or has an open mind is open to be manipulated and time is key. You want to do it quickly; you want to do it with as much reinforcement as possible so that at the end of the day this process takes place and you are able to get what you want.

Brainwashing is a technique where you see that it can have elements of persuasion, it can also have elements of coercion; forcing somebody combine together and repetition is something which is distinctively there and hence we would put it under the category of manipulation. On the other hand Stockholm syndrome is something very interesting which changes perception, but it is not really manipulation you are persuaded not by the forces which you are trying to persuade in any way and comes from the fact that in many cases where there is a hostage situation, the hostage at some point of time he becomes empathetic towards the person who is holding her hostage.

Now this is very strange syndrome and you find that they become emotionally dependent on the people, the terrorists who are holding them and this is called the Stockholm syndrome. Because this is not you what you anticipate after coming out of let us say captivity after 10 days or 10 years, 10 months does not really matter; very often or even during captivity even acts of let us say unkindness are often interpreted in positive ways and somebody gets kind of obsessively attached to a person.

These are extreme situations where the mind works in different ways there are lot of theories related to that, but this again gets linked to persuasion in various interesting ways and we need to be aware of the fact that it is neither persuasion nor manipulation because it is not intentional, but it happens and you see that interesting thing is that something like the Stockholm syndrome can be used by people who are using brain washing, as a condition where this manipulation can actually take place.

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Now, we will look at 6 key factors which as we proceed with this presentation will become significant and the first one is reciprocation, that is absolutely necessary in the act of persuasion because when I am trying to persuade somebody that person must agree with me, if that does not happen then persuasion does not take place. Social proof is about how authentic your condition seems, how authentic your persuasive strategy seems, how authentic whatever you are trying to tell the other person seems within a social cultural context. Commitment and consistency; commitment in the sense that you are persuading with a certain degree of consistency, reliability you are not changing your versions and you seem to be dedicated to what you are saying, what you are trying to profess, now these become very important when you are trying to persuade somebody.

Liking, is very important because unless you like an idea, like a thought, like a product, at least temporarily you are not going to get persuaded to let us say accept it or buy it. So, even if an illusion of liking is created at least for a short period of time as we discussed in a context of manipulation that liking element of liking has to be there. Very often authority figure plays a very important role we will discuss that little later because who is endorsing; who is saying something becomes very very important and even our tradition when we talk about proofs of authenticity, the concept of something being true or false in Indian tradition; Pramana, we talk about the fact that in certain cases the

person who is making the declaration decides whether something will be considered as a valid argument or a not so valid argument.

So, and scarcity something is scarce something is valuable then it is easy to get persuaded about it.

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Contemporary colors of persuasion

- **Sheer number, size:** media, social network
- **They travel faster:** with a click, across the world
- **Institutionalized:** the business of and the research on persuasion
- **More subtle and devious:** luminal and subliminal, when are we not being persuaded?
- **More complex:** culture, ethnicity, media, globalization, behavior monitoring



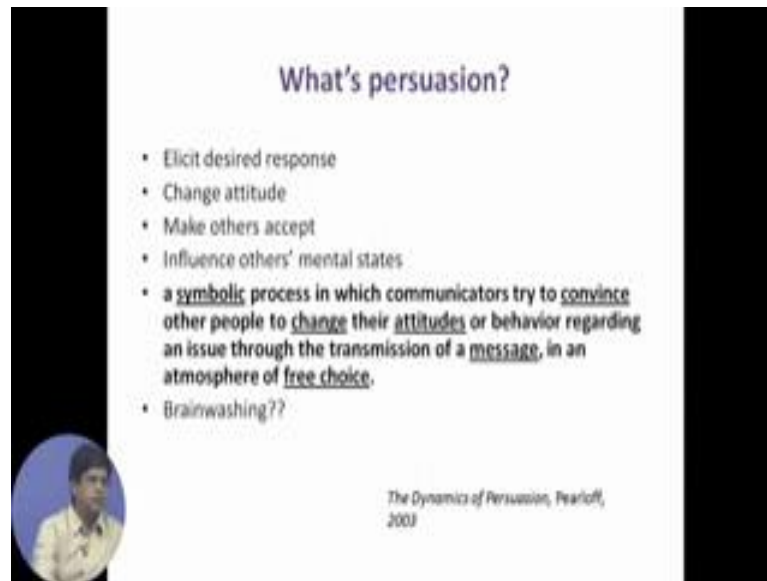
Now, the contemporary colors of persuasion are very very important to realize and this lesson also will be doing a few experiments using social media. Please look at our discussion forum, the links provided and please become a part of it because with your help only we are going to do some very exciting research to find out certain thing aspects about manipulation, persuasion and the way our views change; the different kinds of biases that are created and it can only happen if you participate willingly in the different activities other than the regular assignment that we are going to give you and if you do that in large numbers only then we will be able to analyze the results and get back to you next week with the result findings which would be very exciting because we would be working in collaboration, trying to solve certain question that we raised in this particular course itself. So, in that context here it is; sheer number, size: media, social media; social network.

So, this is where persuasion is taking place in a massive scale and that is where advertising comes in. If you remember we talked about visual communication, visual aesthetics, we talked about the advertising, the role that visuals play how persuasive visuals are and here when we talking about social media, we find that to be happening, they travel very fast.

In that contemporary context they travel at the speed of light because information travels at the speed of light. manipulating people, persuading people, creating riot let us say in England in one particular place or passing on the information using let us say twitter data or on a Facebook, creating a pandemonium or doing something constructive; all these things happening at the speed of light and it is happening on social media. So, the first two things are very very significant because these are the 2 ways issues will be addressing during our experiments that will be doing together in this lessons this week.

Institutionalized because in business and in research this is something which is anything lot of research is going on and as of now we are doing a little bit of research ourselves and this is very important and it has become more subtle and devious because manipulation today has complex channels, multiple channels and hence you find that it is significant to realize that it is very subtle and when we discuss some of the experiments, when I share with you some of our papers which deal with persuasion and manipulation, you will realize how subtle it is, how devious, how in distinctive very carefully, very subtly it is being done and obviously, in the process it has become more complex involving ethnicity, culture, media, globalization and so on and so forth.

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What's persuasion?

- Elicit desired response
- Change attitude
- Make others accept
- Influence others' mental states
- a symbolic process in which communicators try to convince other people to change their attitudes or behavior regarding an issue through the transmission of a message, in an atmosphere of free choice.
- Brainwashing??

The Dynamics of Persuasion, Pearloff, 2003

Now having said all that, let us try to have a working definition of what is persuasion? Persuasion is about eliciting a desired response, changing somebodies attitude, making others accept somebody, influence other peoples mental states and here is a definition that we have; which we can use in order to understand what persuasion is. So, symbolic because it takes place through language, it takes place through images convincing do not need to explain that change because persuasion, means that an attitude has been modified.

Initial you are not interested to buy something; now you are interested to buy it; your attitude has been modified. Earlier you were not interested to listen to music, now you are interested to listen to music; your attitude has been modified and this has been done symbolically through some messages which have been communicated through; may be words, images, non-verbal communication, advertising, music and so on and so forth.

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Persuasion is as old as civilization

- Sophists and oratory
- Plato's criticism
- Aristotle's elaboration: ethos, pathos, logos
- Cicero and the role of emotional appeal
- Modern and contemporary research: experiments, surveys

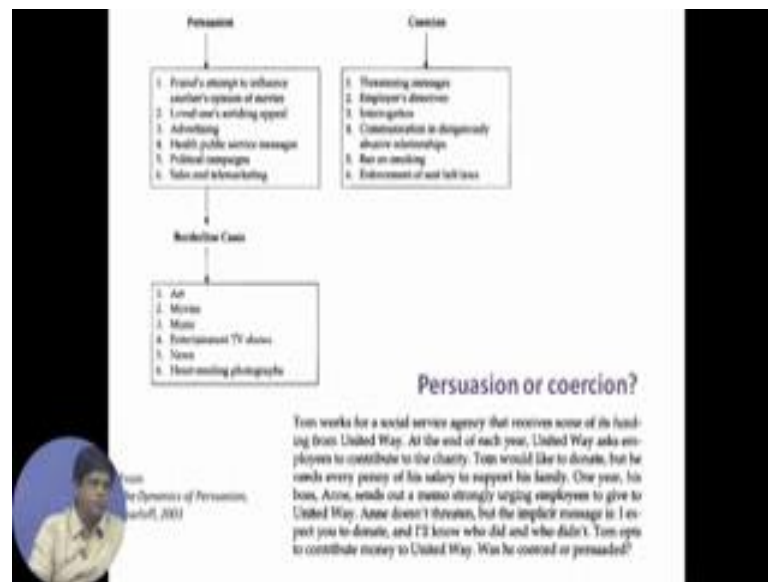
Ethos
Pathos
Logos

In, apparent I would say atmosphere of free choice because why free choice because although persuasion is taking place, you obviously have the choice of getting out of it, you have the choice of not getting persuaded whether you get persuaded or not is your choice, but coercion is where you are forced to choose something. Now, we have discussed that persuasion is as old as civilization and if you are looking at the history of western traditions again; sophists and we used to teach people how to practice oratory because for the Romans where you see that the citizens of the state used to take decisions persuading one another, within in that free climate was very very important and Plato was a kind of postulate because in search of truth he had to ignore what could be manipulated and persuasion is something where you can manipulate somebody's way of thinking.

Then Aristotle kind of classified it, persuasion into 3 categories talked about ethos, logos and pathos and even today when we are talking about the contemporary context these concepts hold very very true, what do you mean by ethos. Ethos is credibility, trust and gets very often linked to brand name logo, person with the person who is speaking and all kinds of things. Logos is logic, consistency and again that is something which you find in various contexts.

On the other hand pathos is where there is an appeal to emotions and to imagination and in advertising this plays a very very significant role. So if you look at the situation, we find that probably whatever we look at and whatever is used today in the context of advertising for persuasion are all there; in this particular formula that we have credibility trust, where a person may be or a brand has built that up and you are using that logic saying that this is good, so you are persuaded to buy and emotions are very very distinctive bid way form.

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Let us now look at the difference between persuasion and coercion. Now, I have already elaborated on persuasion but coercion is where force is applied; examples are threatening messages, employees directive's, interrogation, communication in dangerously abusive relationships there are border line cases like: art, movies, music, entertainment, T V source, advertisements, persuasive heart trending photographs where it is very difficult to differentiate whether you have been persuaded or in certain ways directly or indirectly (Refer Time: 29:57) into situation. Now, the case study that I have presented over here is an example and you can open the slide and check it out and do it yourself and give your opinion about it on the discussion forum where we have a space for it.

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The persuasive effects of communication

- **Shaping:** "A nastier example is cigarette marketing. Tobacco companies spend millions to shape people's attitudes toward cigarettes, hoping they can entice young people to take a pleasurable, but deadly, puff."
- **Reinforcing:** "Many persuasive communications are not designed to convert people, but to reinforce a position they already hold."
- **Changing:** say about caste, romance and marriage, etc.



Now, what we look at next are the persuasive effects of communication and these are very significant in the context of advertising. For instance shaping is where, what happens is that something is repeated again and again with the hope that people will be forced to believe it for example, more doctors smoke camels than any other cigarette. The fact that cigarette is harmful is obviously, something which is in the background but in spite of that indirect persuasion is being made that these cigarettes are less harmful than other cigarettes. Reinforcing is repetition doing it in different ways and in different kinds of varieties of ways and it can be used in different context as indicated in changing.

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Negro to Black

In the English language, the word "nigger" is an ethnic slur, usually directed at black people. The word originated as a neutral term referring to people with black skin, as a variation of the Spanish and Portuguese noun negro, a descendant of the Latin adjective niger ("black"). It was often used disparagingly, and by the mid-twentieth century, particularly in the United States, its usage became unambiguously pejorative, a racist insult. Accordingly, it began to disappear from popular culture.

<https://en.wikipedia.org/wiki/Nigger>
Accessed on 21 November 2013

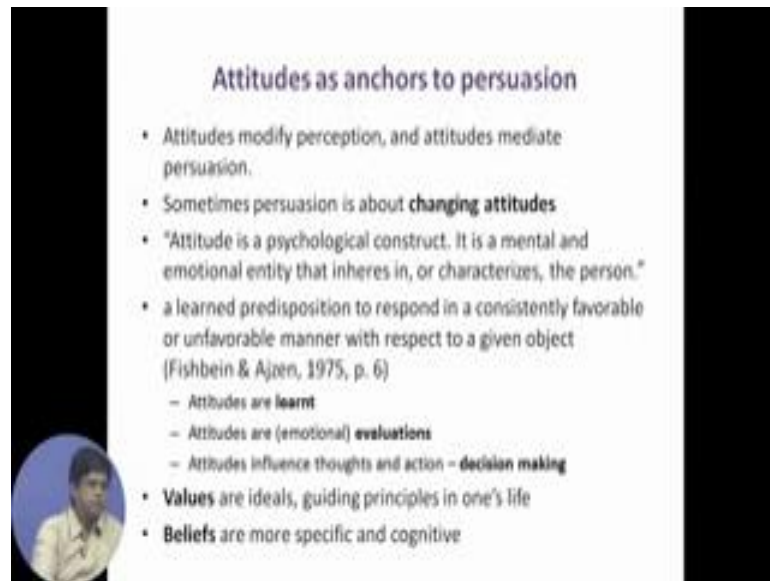


1935 illustration from Mark Twain's *Adventures of Huckleberry Finn*, captioned "Moto Bradish's nigger" (Wikipedia)

Now here is an example of the way that attitudes can change, for instance if you are looking at even 50 years back Negro was not a bad word but today if you call somebody Negro or a nigger, it is considered a bad word; it is bad mouthing something and that is because you see that over a period of time for social cultural reasons and in different kinds of context, this word gradually became taboo word. Word which is forbidden, which is not to be used in civilized society, but before that if you are looking at novels before that, you find that Negro or nigger are pretty wide spread words and they are accepted.

For instance, today in the context of gender whenever we address somebody we use she instead of he when the person is unknown. So, I say that if I meet someone she should be nice to me earlier we used to say he should be nice to me.

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Attitudes as anchors to persuasion

- Attitudes modify perception, and attitudes mediate persuasion.
- Sometimes persuasion is about **changing attitudes**
- "Attitude is a psychological construct. It is a mental and emotional entity that inheres in, or characterizes, the person."
- a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object (Fishbein & Ajzen, 1975, p. 6)
 - Attitudes are **learned**
 - Attitudes are (emotional) **evaluations**
 - Attitudes influence thoughts and action – **decision making**
- **Values** are ideals, guiding principles in one's life
- **Beliefs** are more specific and cognitive

So, we have been persuaded to change the way we look at things and this has a complex relationship with ok. Let us say change that has taken place and the way this society looks at this change and attitudes as anchors to persuasion is something with which we will start off with different components of persuasion and we will do that in the next set of sessions where we will talk about attitude, we will talk about people, we will talk about message and that is a way we will detail out the different aspects of persuasion, so for today here we stop.

Thank you very much.