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Mass Persuasion: The Social Psychology of a War Bond Drive by Robert K. Merton (Author), Marjorie Fiske Lowenthal (Author), Alberta Curtis (Author) & 0

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MERTON, ROBERT K. Mass Persuasion: The Social Psychology of a War Bond Drive. Pp. xiii, 210. New York: Har per & Brothers, 1946. \$2.50. Hadley Cantril. The ANNALS of the American Academy of Political and Social Science 1947 250: 1, 133-134 Download Citation.

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## **Mass persuasion : the social psychology of a war bond ...**

Persuasion is a powerful force in daily life and has a major influence on society and a whole. Politics, legal decisions, mass media, news, and advertising are all influenced by the power of persuasion and influence us in turn. Sometimes we like to believe that we are immune to persuasion.

## **Psychology of Persuasion and Social**

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## **Influence - Verywell Mind**

Psychological Weapons of Mass Persuasion. ... Sander van der Linden is Assistant Professor of Social Psychology in the Department of Psychology at the University of Cambridge where he directs the ...

## **Psychological Weapons of Mass Persuasion - Scientific American**

Mass customization, of the kind used by Amazon to predict which products to offer based on past behaviors, is increasingly supplemented with “personalized persuasion,” whereby the psychological...

## **Mass Persuasion | Psychology Today**

Building on recent advancements in the assessment of psychological traits from digital footprints, this paper demonstrates the effectiveness of psychological mass persuasion—that is, the adaptation of persuasive appeals to the psychological characteristics of large groups of individuals with the goal of

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influencing their behavior.

## **Psychological targeting as an effective approach to ...**

Social psychology is the science of why people make choices and provides insights into how messaging shapes people's beliefs, attitudes and behaviors. Understanding the science behind influence leads to more effective and lasting change.

## **Principles of Persuasion: The Social Psychology Behind ...**

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Start studying Social Psychology Chapter 5 on Mass Communication, Propaganda, and Persuasion:. Learn vocabulary, terms, and more with flashcards, games,

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## **Social Psychology Chapter 5 on Mass Communication ...**

Mass persuasion is easier to do with images and feelings than with text, although text and language is very important in the process. TV, film and radio have had a big impact on the rise of propaganda and its effectiveness. People don't process information from these media the same way we do printed words, for instance.

## **Psychology of mass persuasion | Soc 344 - Selling The News**

The Psychology of Persuasion: In the field of psychology, persuasion is regarded as one of the main strategies that individuals and businesses use to influence the behaviors, emotions, and opinions of others.

## **The Psychology of Persuasion in the 2016 Election ...**

Persuasion, on the other hand, makes

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society work smoothly--while physical coercion grinds it to a halt. Successful persuasion makes physical coercion unnecessary--interpersonally and internationally. Thus society benefits from persuasion. And those who know how to persuade, benefit the most from society.

## **Everyday Influence and Persuasion: the Media**

Persuasion Definition Persuasion is a method of changing a person's cognitions, feelings, behaviors, or general evaluations (attitudes) toward some object, issue, or person.

## **Persuasion - IResearchNet - Psychology**

Persuasion is an umbrella term of influence. Persuasion can attempt to influence a person's beliefs, attitudes, intentions, motivations, or behaviors.. In business, persuasion is a process aimed at changing a person's (or a group's) attitude or behaviour toward some



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event, idea, object, or other person(s),  
by using written, spoken words or visual  
tools to convey information, feelings, or  
...

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