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Contributing authors

include: Richard Petty,

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Dillard, Daniel O'Keefe,

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Burgoon, Linda Carli,

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explores the methods
of persuasion. Seiter
writes in a pedantic
manner, so some of
the concepts are

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slightly difficult to
follow...

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provides readers with a panoramic view of the field, broadening their perspective and understanding of the influence and impact of persuasion in our lives.

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Politics, legal decisions, mass media, news, and advertising are all influenced by the power of persuasion and influence us in

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turn. Sometimes we like to believe that we are immune to persuasion. That we have a natural ability to see through the sales pitch, comprehend the truth in a situation, and come to conclusions all on our own.

Psychology of Persuasion and Social Influence - Verywell Mind

evidence that the

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effects of social
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receivers, in turn, arise
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from changes in the
receiver's subjective
valuation of objects,
ideas, and behaviors.
We then review
evidence that self-
related and social
considerations are two
key inputs to the value
calculation in both
communicators

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from ...**

IResearchNet.

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

Although any change

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technique is sometimes referred to as persuasion regardless of the target of influence, the term more commonly refers to a method of change in which a person is deliberately presented with a message containing ...

Persuasion - IResearchNet

We next review evidence that the effects of social

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receiver's subjective
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Social Influence. Social influences encompass others' perceptions of the behavior (social norms), observation of others carrying out the behavior (social modeling), and the pressures or support from others to execute the behavior (pressure/support).
From: Participatory Health Through Social Media, 2016.

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**Social Influence - an
overview |**

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Grounded in
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not only provides a
comprehensive of
overview of persuasion
theory and application,
but also engages
students in the
thoughtful evaluation
of the role that

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persuasive messages
play in their own
everyday lives.

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(4th ...**

Social Influence We are
influenced strongly by
others based on how
we perceive our
relationship to the
influencer. For
example, social proof
on web copy is
persuasive if the

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testimonials and
Influenced
recommendations are
Compliance
from authoritative
Gaining
sources, big brands, or
peers. 9.

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