

SOURCE FACTORS







AS SEEN ON
TV







Clima365



SOURCE FACTORS

- ⦿ Credibility
- ⦿ Authority
- ⦿ Social attractiveness

CREDIBILITY

- Believability of a communicator, as perceived by the recipient of the message

- EXPERTISE
- TRUSTWORTHINESS
(Hovland, Janis, Kelly, 1953)
- GOODWILL
(McCroskey, 1999)

- Intelligence
- Character
- Goodwill
(Aristotle)



CREDIBILITY - EXPERTISE

- Knowledge, abilities, experience...



Ψ



CREDIBILITY - TRUSTWORTHINESS

- Perceived honesty, character, and safety



CREDIBILITY - GOODWILL

- Perceived caring

(They have listeners' interest at heart, show understanding of others' ideas, and are empathic.)



BUILDING YOUR CREDIBILITY THROUGH NONVERBAL COMMUNICATION

- ⦿ **Make eye-contact**
- ⦿ Use **gestures** to add emphasis to the points you make. Try to appear spontaneous and unrehearsed.
- ⦿ Maintain a relaxed, **open posture**. Lean forward and smile. Change your posture frequently.
- ⦿ Your **voice**. Sound confident, change your rate, pitch, and volume.
- ⦿ Pay attention to your **clothing**



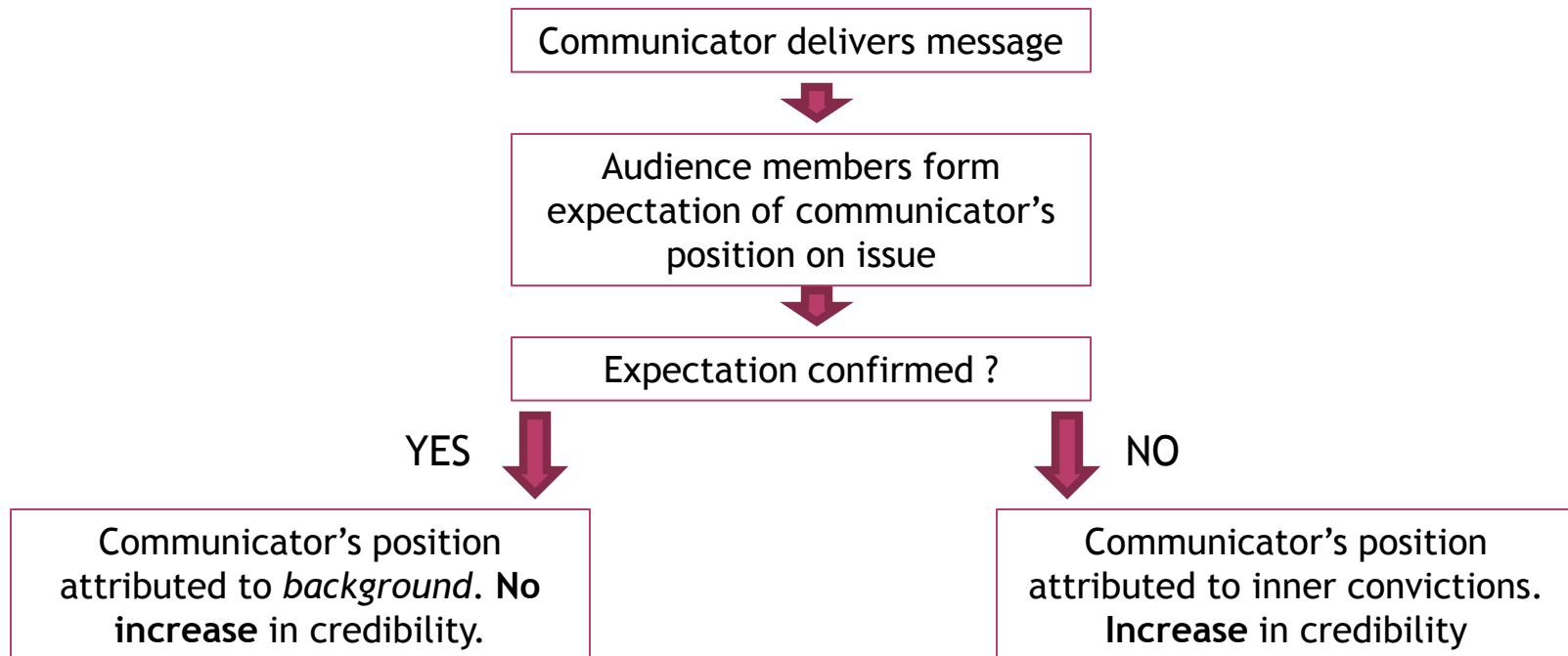
OBSTACLES TO BUILDING CREDIBILITY

- ⦿ People presume that persuaders have their own motives for saying what they are saying.
- ⦿ People make predictions or expectations about what a communicator will say, based on what they know about him or her, and the situation.

OBSTACLES TO BUILDING CREDIBILITY

KNOWLEDGE BIAS is the presumption that a communicator has a biased view of an issue

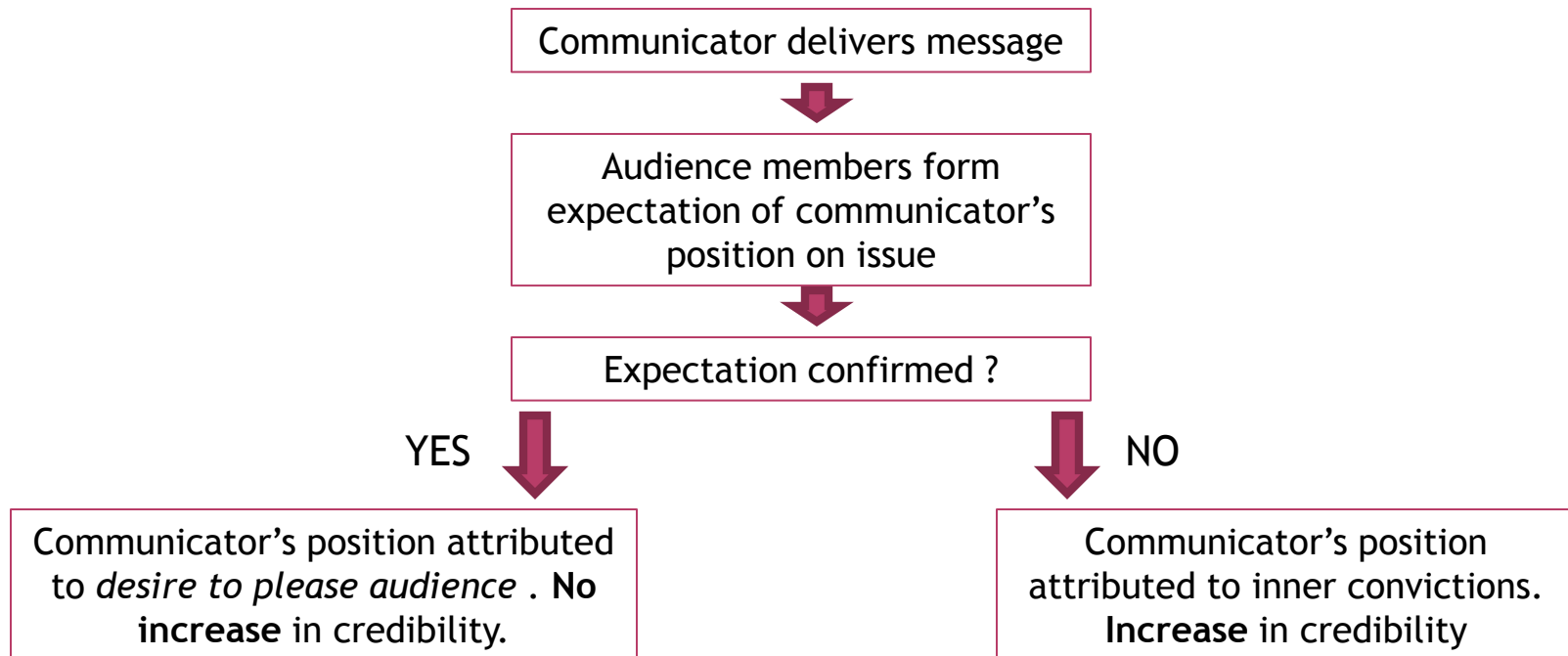
The audience believes that speaker's background has prevented him/her from looking objectively at the various sides of the issue.



OBSTACLES TO BUILDING CREDIBILITY

REPORTING BIAS occurs when audience assumes that communicator is saying something only to please them

They assume that communicator makes speech under situational pressure and all he/she says just reflects what audience wants to hear.





CREDIBILITY - SLEEPER EFFECT

- The impact of persuasive message usually decreases over time. The sleeper effect predicts that a message from a low-credibility source can actually increase in persuasiveness.

(Hovland, Weiss, 1951)

Essay about the effectiveness of atomic submarines

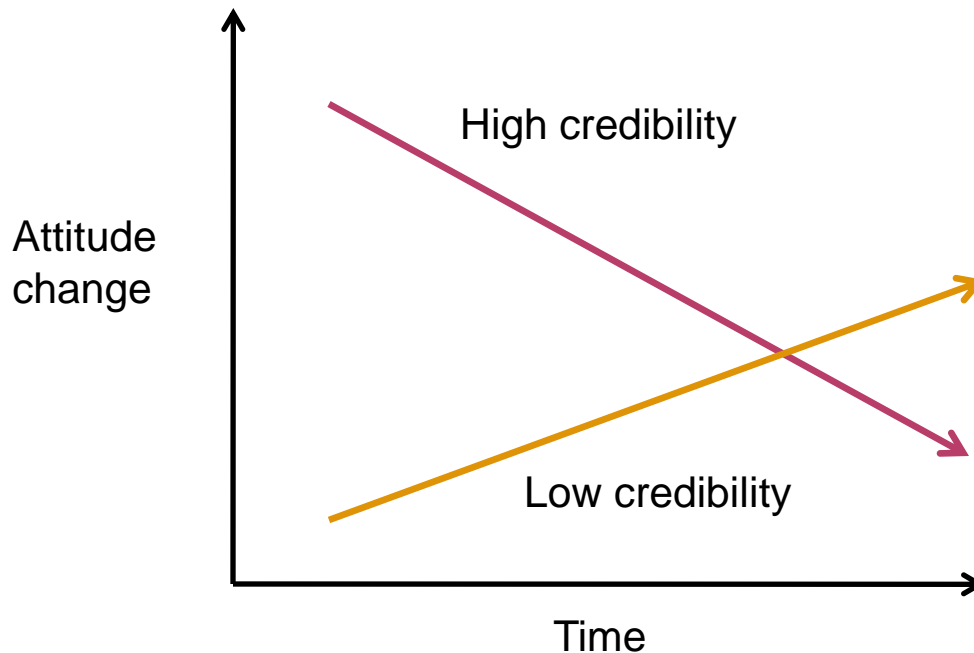
Sources:

Soviet newspaper *Pravda*

vs.

Nobel Prize-winning nuclear physicist R. Oppenheimer

SLEEPER EFFECT



Cause : The sleeper effect occurs because memory for the *discounting cue* (information that the messenger was unreliable) disappears more quickly than memory for the message.



CREDIBILITY - SLEEPER EFFECT

Political campaigns

- ◉ <http://www.youtube.com/watch?v=ER5tYbFBTHg>
- ◉ <http://www.youtube.com/watch?v=8xukbiS8q9s>
- ◉ http://www.youtube.com/watch?v=GV_uryFRpY&feature=channel



CREDIBILITY AND LANGUAGE

Language that reduces credibility includes:

- ⦿ Ums, ers and other, ah, hesitation.
- ⦿ Totally and absolutely excessive exaggeration.
- ⦿ Kinds of qualifications that sort of lack assertion, I guess.
- ⦿ Politeness, sir, that indicates subordination.
- ⦿ I know it is silly to say this, but disclaimers do reduce credibility.

SOCIAL ATTRACTIVENESS

- Social attractive individuals are likable and physically appealing

FACTORS INFLUENCING LIKING

- ⦿ Physical attractiveness
- ⦿ Propinquity (closeness)
- ⦿ Similarity
- ⦿ Congeniality
- ⦿ Familiarity
- ⦿ Cooperation



FACTORS INFLUENCING LIKING

PHYSICAL ATTRACTIVENESS

- More physically attractive people are:
 - Better liked
 - Obtain better jobs
 - Have more social power
 - Have higher self-esteem
 - Receive better grades
 - Are more communicated with
 - Are less likely to be convicted at court
 - Are more successful
 - Are perceived as more talented, kind, honest, intelligent and persuasive

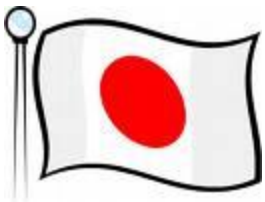




FACTORS INFLUENCING LIKING

PHYSICAL ATTRACTIVENESS

Do you think that standards for physical attractiveness are universal OR vary with culture?



FACTORS INFLUENCING LIKING

CLOSENESS

- ⦿ *Propinquity effect* = the more we interact with people, the more likely they are to become our friends
- ⦿ Face-to-face communication is more effective than mediated

FACTORS INFLUENCING LIKING

SIMILARITY

- ◉ We like people that are similar to us
 - ◉ For example: dress, look, hobbies, demographics, ideology etc.



Imagine that you get pulled over by the cops. What excuse are you going to make?

FACTORS INFLUENCING LIKING

CONGENIALITY

- ⦿ Compliments (social acknowledgement) - We have automatic positive reaction to compliments
- ⦿ Such people reduce anxiety, stress, loneliness, and threat

FACTORS INFLUENCING LIKING

FAMILIARITY

- ⦿ *Mere exposure effect* = the more exposure we have to a stimulus, the more apt we are to like it
- ⦿ Conditioning and association

FACTORS INFLUENCING LIKING

COOPERATION

Examples:

- Robber's Cave Experiment (Sherif, 1961)
- Jigsaw classroom (Elliot Aronson)
- Good cop / Bad cop

FACTORS INFLUENCING LIKING

- ⦿ Physical attractiveness
- ⦿ Propinquity (closeness)
- ⦿ Similarity
- ⦿ Congeniality
- ⦿ Familiarity
- ⦿ Cooperation

AUTHORITY

- ◉ Milgram's experiments
- ◉ Symbols of authority
 - Titles
 - Clothes



PRACTICAL APPLICATIONS OF SOURCE FACTORS

CELEBRITY ENDORSEMENT

- ◉ <http://www.youtube.com/watch?v=ZaPJxquuPJ8>

The image is a screenshot of a YouTube video player. At the top left, the YouTube logo is displayed with the text "Broadcast Yourself™ Worldwide | English". To the right of the logo, there are icons for notifications (0) and a TV icon. Below the logo, there is a navigation bar with buttons for "Home", "Subscriptions", "Videos", and "Channels". A search bar on the right contains the text "peter cech ceska". Below the navigation bar, the channel name "Česká Spořitelna Petr Čech" is shown with a play button icon. The main video area displays a scene from a commercial. A man in a yellow sweater (Petr Čech) is standing in a kitchen, looking down at something on the counter. A woman in a red jacket is standing next to him, looking at the same thing. The video has a white overlay at the bottom with the text "Bydlení pro každého" and "Infolinka 800 207 207". To the right of this text is the logo for "ČESKÁ SPORITELNA" with the tagline "Better. Younger. Smarter." below it. At the bottom of the video player, there is a progress bar showing "0:28 / 0:30", a volume icon, an "HQ" quality selector, and a full screen icon.

CELEBRITY ENDORSEMENT

- ◉ <http://www.youtube.com/watch?v=l4L3bm6m3KQ&feature=related>



The image is a screenshot of a YouTube video player. At the top left, the YouTube logo is displayed next to the text "Broadcast Yourself™ Worldwide | English". On the top right, there are icons for notifications (0), email, and a TV icon. Below this is a navigation bar with tabs for "Home", "Subscriptions", "Videos", and "Channels", followed by a search input field. The video title is "Gillette Champions TV Ad". The video content shows three men in dark suits standing against a dark background. In the center, the "Gillette" logo is positioned above a globe, with the slogan "The Best a Man Can Get" below it. At the bottom of the video frame, the website "gillettechampions.com" is visible. The video player interface at the bottom includes a play button, a progress bar (red), a volume icon, a "HQ" quality selector, and a full-screen button. The current time is 0:30 / 0:30.

CELEBRITY ENDORSEMENT

- ◉ <http://www.youtube.com/watch?v=jjXyqcx-mYY&feature=PlayList&p=D94F4A0FBC23F0F5&index=0&playnext=1>



The image is a screenshot of a YouTube video player. At the top left, the YouTube logo is displayed with the text "Broadcast Yourself™ Worldwide | English". To the right of the logo are icons for notifications (0), email, and a speech bubble. Below the logo is a navigation bar with tabs for "Home", "Subscriptions", "Videos", and "Channels". A search bar on the right contains the text "yes we can". The video title is "Yes We Can - Barack Obama Music Video". The video player shows a man wearing a hat and a jacket, with the text "YES, WE CAN." overlaid on the right side. The video progress bar at the bottom indicates a duration of 0:19 / 4:30. Below the video player, there are five stars and the text "75,288 ratings" on the left, and "18,472,067 views" on the right.

CELEBRITY ENDORSEMENT

http://www.youtube.com/watch?v=C6urw_PWHYk



The image is a screenshot of a YouTube video player. At the top left is the YouTube logo with the text "Broadcast Yourself™ Worldwide | English". To the right of the logo are icons for notifications and a TV. Below the logo is a navigation bar with tabs for "Home", "Subscriptions", "Videos", and "Channels". A search bar on the right contains the text "matt damon palin". Below the navigation bar is the video title "Matt Damon Rips Sarah Palin" with a share icon to its right. The main area of the player shows a video frame of Matt Damon in a dark shirt, sitting in a chair and looking slightly to the right. Below the video frame is a playback control bar with a play button, a progress bar, and a timestamp of "0:08 / 1:42". To the right of the progress bar are icons for volume, quality (set to "HQ"), and a full-screen button. At the bottom left of the player, there are five stars and the text "40,393 ratings". At the bottom right, there is the text "6,107,429 views".

CELEBRITY ENDORSEMENT

První skutečný čaj bez obsahu konzervantů a barviv - delikatni.cz

Já jediné
OISHI

Nový začátek!

Já taky jediné
OISHI


OISHI
Brand
Green Tea
www.oishi.cz



The advertisement features two large portraits of celebrities: Pope Benedict XVI on the left and Barack Obama on the right. Both are smiling and have speech bubbles above them containing the text 'Já jediné OISHI' and 'Já taky jediné OISHI' respectively. The background is a vibrant green with a pattern of tea leaves. In the foreground, several people are seated on wooden chairs, looking towards the advertisement.

CHINESE ADVICES

- ⦿ Communicators can make themselves seem trustworthy by apparently acting against their own self-interest
- ⦿ The trustworthiness can be increased if the audience is absolutely certain that the person is not trying to influence them

ARGUING AGAINST YOUR SELF-INTEREST

- ⦿ Arguing against your self-interest (mentioning a shortcoming of your arguments, proposals, or products) creates the perception that you and your organization are honest and trustworthy
- ⦿ ! This strategy is effective only if your weaknesses are genuinely minor ones !

AVIS[®]



CONFESSIONS

- ◎ Two-sided arguments

To increase your credibility by confessing a disadvantage make sure you can decrease the value of this disadvantage.

*“When fate gives us lemons,
we should try to make lemonade, not apple juice.”*

SUMMARY

- ◎ **Credibility**
 - Expertise
 - Trustworthiness
 - Goodwill
- ◎ **Authority**
- ◎ **Social attractiveness**
 - Physical attractiveness, similarity, closeness, congeniality, familiarity, cooperation
- ◎ **Mirroring, celebrity endorsement, two-sided arguments**

**THE CRUCIALEST SOURCE FACTOR
FROM ALL THE CRUCIALEST
FACTORS...**

EMPATHY