Slide 1

Slide 2

SOURCE FACTORS

- Credibility
- Authority
- Social attractiveness

Slide 3

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)

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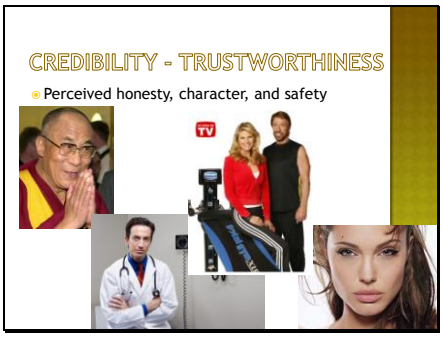
Slide 5



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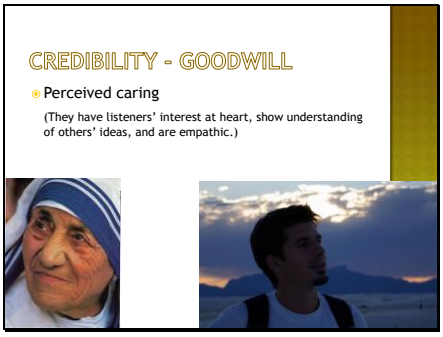

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BUILDING YOUR CREDIBILITY THROUGH NONVERBAL COMMUNICATION

- 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**

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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.

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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.

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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.

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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

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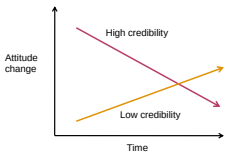
SLEEPER EFFECT



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.

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CREDIBILITY - SLEEPER EFFECT

Political campaigns

- http://www.youtube.com/watch?v=E85tYbFBTHg
- http://www.youtube.com/watch?v=8xukbiS8q9s
- http://www.youtube.com/watch?v=GV_uryFRPjYB&feature=channel

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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.

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SOCIAL ATTRACTIVENESS

- Social attractive individuals are likable and physically appealing

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FACTORS INFLUENCING LIKING

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

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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

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FACTORS INFLUENCING LIKING

PHYSICAL ATTRACTIVENESS

Do you think that standards for physical attractiveness are <u>universal</u> OR <u>vary</u> with culture?

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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

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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?

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FACTORS INFLUENCING LIKING

CONGENIALITY

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

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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

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FACTORS INFLUENCING LIKING

COOPERATION

Examples:

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

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FACTORS INFLUENCING LIKING

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

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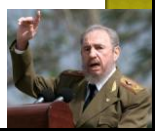
AUTHORITY

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



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PRACTICAL APPLICATIONS OF SOURCE FACTORS

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CELEBRITY ENDORSEMENT

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

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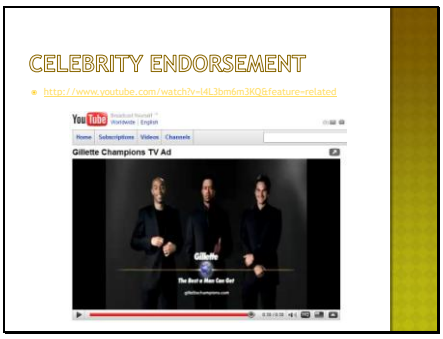

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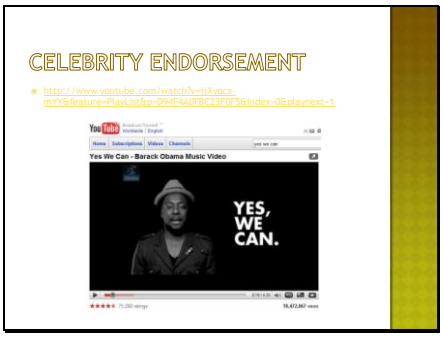

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CELEBRITY ENDORSEMENT

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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

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MIRRORING

- Mirroring / matching the behavior of others creates feeling of liking and strengthens bonds between two people
- Building rapport
- Mirroring during negotiations

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MIRRORING

Food servers receive larger tips when they repeat their customers' orders back to them exactly as the customer verbalized it

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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 We try harder.

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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."

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SUMMARY

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

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THE CRUCIALEST SOURCE FACTOR FROM ALL THE CRUCIALEST FACTORS…

EMPATHY