

# **Science of Persuasion and Persuasion in Science**

*Melita Kovacevic*  
University of Zagreb

Dubrovnik, CG-UNICA Joint Training Workshop for PhD Candidates  
October 15-18, 2017

## **Topics**

**Definitions.... and where?**

**Why?...rational behind persuasion**

**Persuasion in science**

**How? Who? When?...  
effectiveness and ethics...**

*What a hotel!*

*The towels were so big and fluffy  
that I could hardly close my suitcase.*

Henry Youngman, comedian



**Where?**

**Everywhere!**

**PhD Career too?**

**Persuasion**, the process by which a person's attitudes or behaviour are, without duress, influenced by communications from other people.

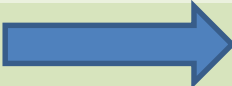
The ultimate goal of the persuasive process is for individuals (or a group) to carry out the behaviour implied by the new attitudinal position;

Persuasions and/or educations  
repetition in communication,  
principles of verbal learning,  
conditioning...

## **Persuasion**


Persuasion refers to various deliberate methods that people use to change other people's attitudes and thoughts. This is a technique that is widely used in speech-making and advertising as a means of convincing the listener of the correctness or desirability of the ideas or goods involved. In our everyday lives we've all known people that are very good at convincing others to do things for them. This is persuasion in action.

(Psychology Glossary, 2017)

Rhetoric/persuasion  basic liberal arts to be mastered by any educated man

Social control and mutual accommodation vs disordered human community

Persuasion and people manipulation

Conflicting forces  individual desires, existing attitudes, new information, social pressures

## How to react to persuasion?

Cognitive processing  
(so-called elaborate – likelihood model)



Reflecting on the content and its supporting arguments



Attitude change more firmly established and resistant to counter persuasion



## Persuasion in science

...as a topic for research and its influence on research....

Where do we have it?

How does it influence research?

Who says what in which channel to whom with what effect?

Where is the line between effectiveness and ethics?

Many strategies used to trigger desirable science/related beliefs, attitudes, behaviours...

# PhD Training

## Some issues

Am I good in persuasion?

Am I aware of persuasion?

Does persuasion just happen or I use it intentionally?

How do I feel to be persuaded?

<http://www.influenceatwork.com/>



<https://youtu.be/cFdCzN7RYbw>

<http://www.youtube.com/watch?v=cFdCzN7RYbw#action=share>

# THANK YOU

<http://www.influenceatwork.com/>



<https://youtu.be/cFdCzN7RYbw>

<http://www.youtube.com/watch?v=cFdCzN7RYbw#action=share>