

The Psychology of Social Change, Extended notes

Gaining Attention/Making Impressions

75. Break a Pattern
105, 145. Often (say it) <ul style="list-style-type: none">• -hearing from same person lots almost as effective as from many diff sources• -more often heard, attributed to a more reliable source• If majority has no strong opinion on the issue, a small group can make opinion seem strong
73. Priming <ul style="list-style-type: none">• Hot/cold coffee, briefcase• Start meeting with "Really looking forward to moving ahead together"
110. Stories <ul style="list-style-type: none">• More important than confidence or fluidity of speaker
119, Attitude <ul style="list-style-type: none">• Friendliness is one of the most important determinants of persuasiveness• Optimistic and outgoing "It's fun to save the world"• Never tell someone they're wrong. Instead "that was my first reaction" or "that's the natural reaction" careful not to sound arrogant!• Preface requests with "how are you feeling?"
86. Names <ul style="list-style-type: none">• Studies show that if the requesters name sounds more like the requestees, people are more compliant• People link fluidity to accuracy
79. Knowledge Gaps <ul style="list-style-type: none">• "Who knows what knowledge gaps are?". Posing a question to stimulate interest
Taps, Tunes and Anthems (See the book <i>Springboard</i> by Richard Shell, pg. 222) <ul style="list-style-type: none">• in time vs. not in time tapping gives 7 vs. 1 minute of assistance to partner

Shifting Opinions

18. Cognitive Dissonance <ul style="list-style-type: none">• When behaviour and beliefs don't match up, people change one of them. Usually beliefs.
71. Framing <ul style="list-style-type: none">• Good cop bad cop, forest ferals vs. activist without dreads etc
100. The Rule of Reciprocity <ul style="list-style-type: none">• If you let them change your min, they will let you change their• Cash in on favours quickly!
Ears>Money (See the book <i>Springboard</i> by Richard Shell, pg. 218) <ul style="list-style-type: none">• Talking about oneself/needs/views triggers same areas as food and money.
123. Assimilation <ul style="list-style-type: none">• People more likely to believe someone who walks, talks, dresses and even GESTICULATES same• Identify hobbies in common with a negotiating partner• Play down differences, don't mention religion or politics if not needed
138, Tribalism <ul style="list-style-type: none">• Perspective taking can be a great way to get people to see others points of view• We're all part of a bigger group, like used in <i>Earthlings</i>
112. Objective Outlining <ul style="list-style-type: none">• If they're going to agree, state your agenda, if they aren't...don't! (consider for brochures)
Confirmation Bias <ul style="list-style-type: none">• You buy a car... then see heaps of those cars!
112. No Agenda <ul style="list-style-type: none">• Appearing the impartial expert carries the most weight• By appearing truthful on small points, argument holds more weight on the larger
114. Ego <ul style="list-style-type: none">• Leave the room to "give them time" and "trust their decision"• People often have less of an issue being convinced by something that's written when they don't personally know the author• Don't point out hypocrisy, just give them the info in order to draw their own conclusions
127. Don't Deny it <ul style="list-style-type: none">• Don't say what is wrong, only say what is right• True or False eggs work well for short run comprehension create more confusion in the long run
134 Guilt <ul style="list-style-type: none">• Research shows that as ads increase the level of guilt, persuasiveness drops (as people shut off and use diversion strategies etc)
140. Message Discrepancy <ul style="list-style-type: none">• If someone already has an opinion on a subject, see discrepancy curve• If someone has no opinion on a subject, and the subject isn't linked to their attitudes, beliefs, or values, you can go a bit harder

143. Psychological Reactance <ul style="list-style-type: none"> • If a current freedom is threatened, people value that freedom more than before. Think drugs • Don't stifle debate, that causes people to feel oppressed and
The Recency Effect (See the book <i>Springboard</i> by Richard Shell, pg. 196) <ul style="list-style-type: none"> • We subconsciously weight recent info over past info. "Who has the last word?"
146. Minority Influence

Changing Behaviours

111. Is it a big or little deal? <ul style="list-style-type: none"> • Low involvement decisions are more emotions, use reputation, experts, fluency, say it over and over • High involvement decisions use a more analytical route
87. Making the Ask <ul style="list-style-type: none"> • One of the biggest barriers to action is if people can't visualize themselves taking that action • If you get someone to voluntarily say they will do something, they are more likely to do it. Conversely, don't ask if they will probably say no, it will make them less likely to do it • ONLY ASK ONCE (ask more times if you want to deter them from doing it)
77. Narrow Their Options <ul style="list-style-type: none"> • Turn grey into black and white
132. Fear <ul style="list-style-type: none"> • Fear works ONLY when you provide methods of how to act and instill empowerment
93. Foot in the Door <ul style="list-style-type: none"> • Get small (unpaid) involvement, FOLLOW UP with bigger ask later • Works better if same person makes the two requests • Invoke social norms in order to get people to do first little thing • Be careful about the contribution ethic! "I'm doing my bit" don't have to do any more.
101. Door in the Face <ul style="list-style-type: none"> • ask slightly too big request that's rejected, guilt makes them complete smaller task • only works if same person makes the two requests
75. Feedback <ul style="list-style-type: none"> • commend people for being generous, altruistic, hard working. NOT talented
78. Prompts <ul style="list-style-type: none"> • Put reminders about easy and forgettable tasks close in time and space to place of action
84. Eyes and Mirrors <ul style="list-style-type: none"> • putting mirrors or pics of eyes can induce people to be more honest
136. Spillover <ul style="list-style-type: none"> • Be careful when people adopt sustainable behaviours for non-environmental (eg: monetary) reasons. Money saved on power due to solar panel installation could be spent on a flight around the world!!!

Getting Money

82. "Anything Helps"
103. Extreme Negative Emotions=Cash
103. Thinking Analytically Reduces Generosity
State Your Target!
72. Anchors <ul style="list-style-type: none"> • The numerical version of priming

Living Change

152. Degrees of Influence <ul style="list-style-type: none"> • This example is for obesity, also works for smoking, alcohol consumption, and (hopefully) veganism! • This isn't homophily! Research generating this output took homophily into account
How do I live the change?
90. Commitment <ul style="list-style-type: none"> • Tell friends what you're planning on doing, harness the power of verbal commitments!
80. Make a Plan (it will enable you to channel your anger, frustration, passion into action easily) <ul style="list-style-type: none"> • Plan how you are going to do things in order to reduce your own barriers to doing things • Best methods are "If this happens, then I'll do this" kind of approaches.
85. Mental Rehearsal <ul style="list-style-type: none"> • Mental rehearsal has been shown to be 2/3 as effective as the actual physical task • Benefits are even higher for non-physical tasks like public speaking etc
Make Friends <ul style="list-style-type: none"> • Surround yourself with the people you want to be with
Sustainability <ul style="list-style-type: none"> • Hindsight Bias, <i>Search Hindsight Bias on the website lesswrong.com</i> • Impact Bias (it's never as bad as you thought it was going to be!) <i>See Dan Gilbert's TED Talk</i>