Knowledge: Essential Tools of Persuasion

- Logic/Argument
- Motivational Appeals
- Credibility
- Identification
- Framing
Tool #1: Logic

- Claim
- Reasons
Types of Evidence

- Facts / Stats
- Testimony
- Visuals
- Examples
- Stories
- Direct Experience
Tool #2: Motivational Appeals

- Emotions
- Needs
- Values
Key Emotions in Persuasion

- Pride
- Hope
- Envy
- Guilt
- Fear
Maslow’s Hierarchy of Needs

- ** Physiological needs:** breathing, food, water, shelter, clothing, sleep
- **Safety and security:** health, employment, property, family, and social stability
- **Love and belonging:** friendship, family, intimacy, sense of connection
- **Self-esteem:** confidence, achievement, respect of others, the need to be a unique individual
- **Self-actualization:** morality, creativity, spontaneity, acceptance, experience purpose, meaning and inner potential
Enduring American Values

- Achievement and success
- Efficiency and practicality
- Progress
- Freedom
- Equality
- Individualism
- Effort and optimism
Litter Reduction Texas Style

Don’t Mess With Texas
UP TO $2000 FINE FOR LITTERING
Tool #3: Credibility

- **Extrinsic**
  - Expertise
  - Character
  - Affiliations

- **Intrinsic**
  - Qualification
  - Safety
  - Dynamism
Tool #4: Identification

- Who the persuader is and how they directly and indirectly signal common ground
  - Demographics – similar age, gender, race, etc.
  - Psychographics – similar attitudes, values and lifestyles
- How the persuader “speaks”
  - Tone
  - Education level
  - Jargon
- Additional tricks of the trade
  - The use of certain pronouns
  - Construction of the common enemy
Changing Minds on the Doorstep
Tool #5: Framing

- Selection

- Salience

- Example:

**NEVER SAY:** Drilling for oil  
**INSTEAD SAY:** Exploring for energy

It’s the picture people paint in their minds, the difference between an old-fashioned oilrig that gushes up black goop vs. 21st Century technology and innovation that provides us the ability to heat our homes and drive our cars. When you talk about energy, use words like "responsible" and "balanced" and always address your concern for the environment.
Understanding: Four Key Variables

- Topic
- Persuader
- Audience
- Context
Creativity: Building an Appeal

VARIABLES

- **Topic:** Planting trees in an urban environment
- **Audience:** College students in my class at a private liberal arts college in the Northwest
  - Key demographics – age and region
  - Key psychographics – idealistic, busy, isolated, future oriented
- **Persuader:** Generally known and seen as credible on the topic
- **Context:**
  - Culture – Regional, college, Willamette specific
  - Current events – Day of service
  - Practical considerations – Classroom setting, early AM
Creativity: Building an Appeal Cont.

APPEAL

• Claim
  ○ What I really want: You should volunteer to plant trees this Saturday for our organization.
  ○ What I say: Join us! Seed the future.

• Talking Points (Reasons)
  ○ In 1 afternoon you will change your community’s landscape.
  ○ Every year dozens of your fellow Bearcats pitch in to make a difference.
  ○ Free pizza!
CREATIVITY: BUILDING AN APPEAL CONT.

EVIDENCE (For Talking Point 1)

• **Facts/Stats** – Students report spending at least 3 hours online every day.
• **Testimony** – ”I did it last year and had a blast!” – Susie Q. (well known student)
• **Examples** – Some of the locations where trees will be planted include State Street and downtown near Archive
• **Stories** – A story of Alex who volunteered one afternoon and then went on to intern with the organization, having a larger impact and gaining valuable work experience
• **Visuals** – Happy students their age planting trees!
• Thanks!

• Questions?