

I've a Bridge to Sell*

Persuasion

Monthly Meet-Up #1

Nan Peck, January 27, 2021

* George C Parker, American con man, (1960-1936)

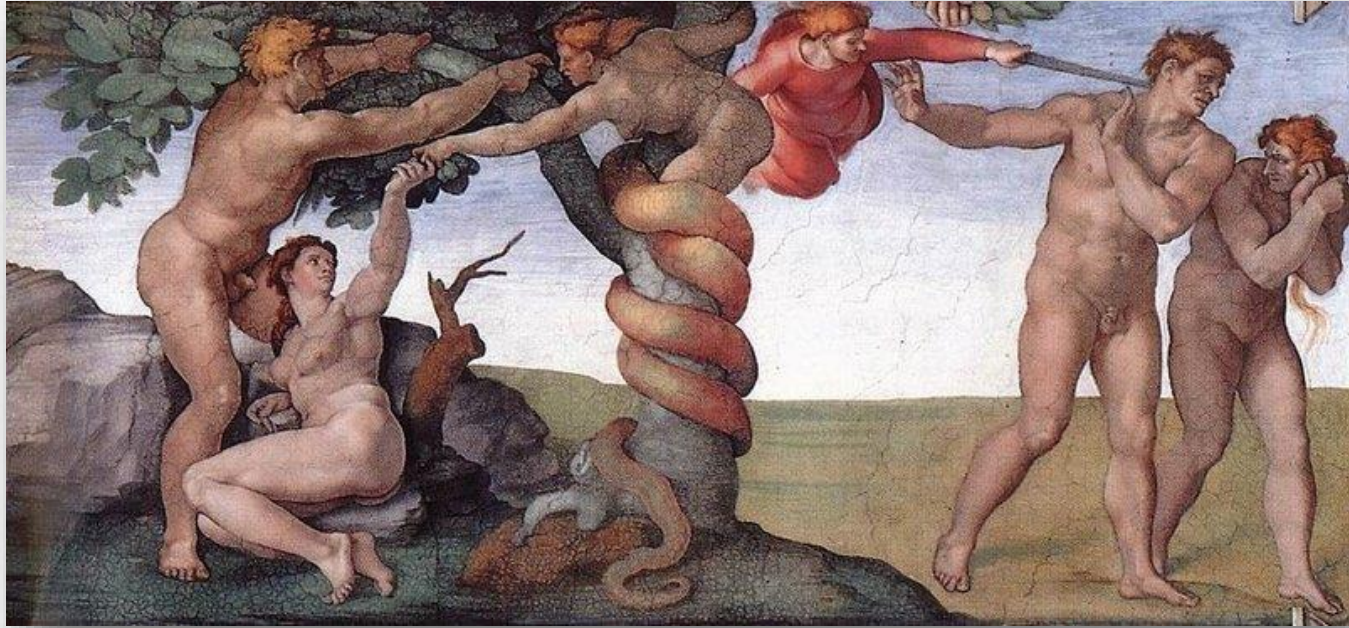




RHETORIC

Social Science

Critical Thinking



A detail of Michelangelo's fresco in the Vatican's Sistine Chapel depicting the Fall of Man and expulsion from the Garden of Eden



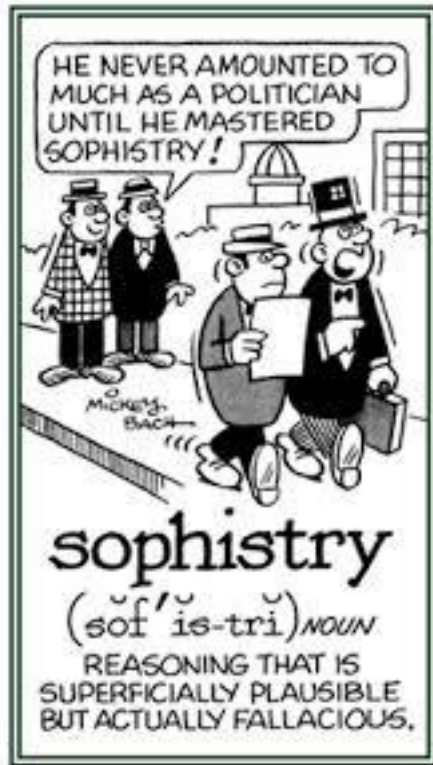
Plato with Aristotle

Greek education included grammar, logic, and rhetoric.

Plato believed that logical arguments led to truth.

According to Aristotle, logic is required to **find** truth, but rhetoric is necessary to **communicate** truth.

“The art of moving souls.”



Rhetoric was popularized in the fifth century B.C.E. by the sophists. The sophists began as a respected group of educators paid to teach rhetoric as a practical skill, useful in a democratic society. But as sophist rhetoric evolved, it became more and more focused on winning an argument to the exclusion of all else. Today, we use the word *sophistry* to describe an argument that sounds good but is misleading or downright false.

Andrew Boyd, University of Houston

Parrhēsia is an Ancient Greek concept that means, roughly, “frank or fearless speech.”

In general, rhetorical scholars agree that parrhēsia refers to speaking blunt truths to power even in the face of potentially serious consequences.

A common example is a royal advisor speaking freely to the King, even if it could potentially result in the advisor’s torture or death.



**Speak
Truth
to
Power**

Jacques Louis David, 1787, MET
The Death of Socrates



"Men of Athens, I honor and love you; but I shall obey God rather than you, and while I have life and strength I shall never cease from the practice and teaching of philosophy."

Socrates (469-399 BCE) was found guilty of corrupting the minds of Athenian youth and impiety. The final straw may have been another antidemocratic uprising in 401.



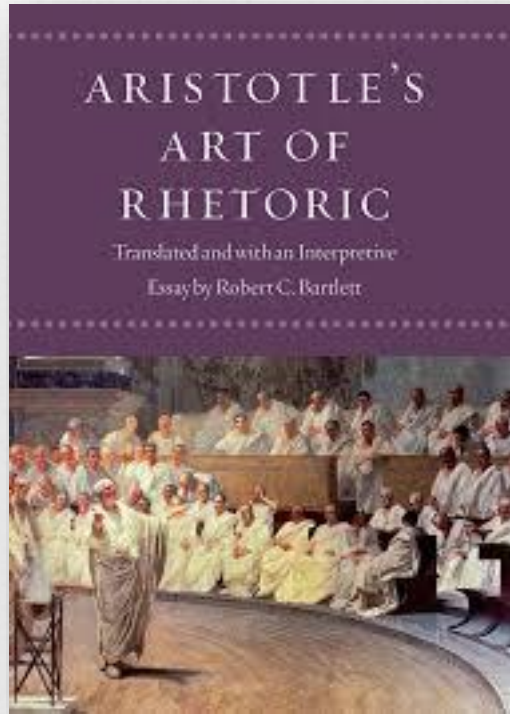
Aristotle, 384-322 BCE

Rhetoric: Discovering the effective means of persuasion

Allowing the consumer/audience to influence a free/voluntary choice to change

belief
attitude
behavior
value

Blackmail, coercion, brainwashing, and propaganda are NOT persuasion.



Rhetoric: Discovering the effective means of persuasion

MODES OF PERSUASION

Ethos – credibility

Pathos – emotional appeals

Logos – words

Thomas Paine's call for American independence, *Common Sense*, pamphlet, January 1776.

Ain't I a Woman? a speech delivered by abolitionist Sojourner Truth at the Women's Convention in 1851.

The Gettysburg Address, Abraham Lincoln, November 19, 1863.

Martin Luther King, Jr.'s *I Have a Dream*, August 28, 1963

Robert F. Kennedy delivers news of Martin Luther King, Jr. assassination on April 4, 1968.

Congresswoman Barbara Jordan's statement on the impeachment of Richard Nixon, July 25, 1974.

Michelle Obama declares, *When They Go Low, We Go High*, DNC 2016.

Poet Amanda Gorman reads *The Hill We Climb* on January 20, 2021.



Rhetoric

SOCIAL SCIENCE

Critical Thinking

The Yale Model

Experimental psychology

1942-45 U.S. War Dept

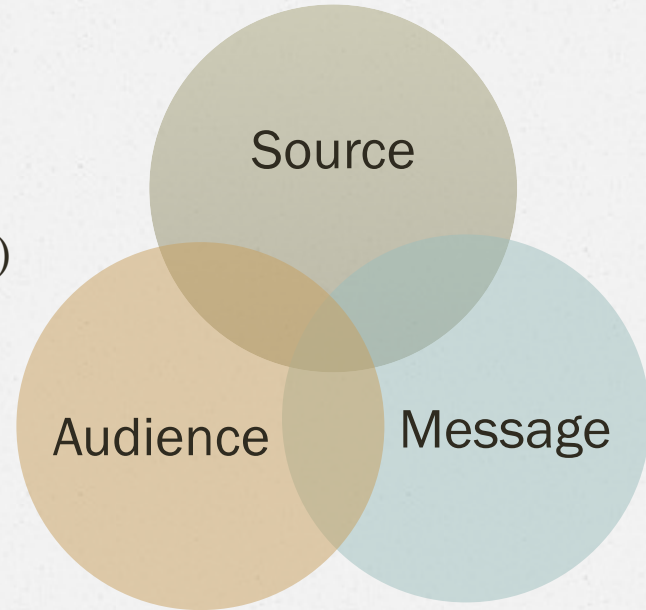
Experiments on Mass Communication (1949)

Communication and Persuasion (1953)

Carl Hovland

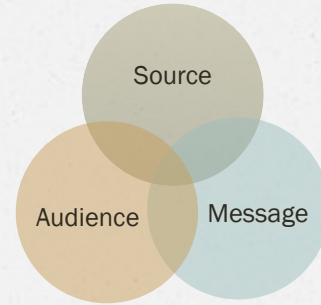
Irving Janis

Harold Kelley



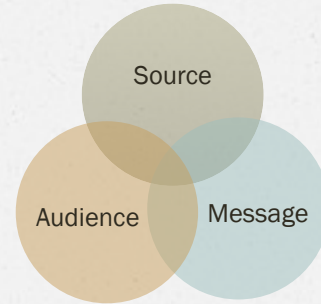
Source

- Credibility of speaker
 - Expertise
 - Character – “Good man speaks well.”
- Charisma
- Talent
- Pulchritude
- We like those who are like us
- We like those who like us



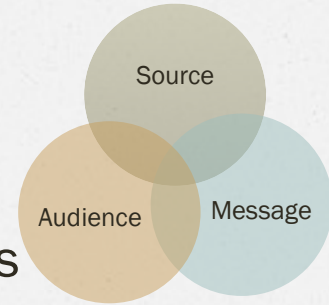
Message

- Subtlety (indirect)
- Timing (currency matters)
- Inoculation
- Aspirational
- Repeated



Audience

- Attention: “What holds attention determines action.” - William James
- Intelligence (low)
- Self-esteem (moderate)
- Agreeability
- Age (18-25 years old)



Monroe Motivated Sequence

Alan Monroe, 1930s

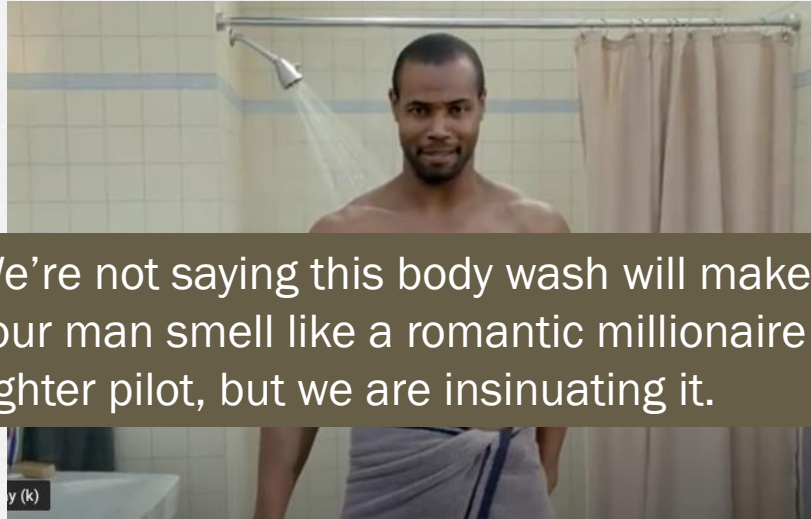
1. Attention
2. Need
3. Satisfaction
4. Visualization
5. Action



Professor of Speech
Purdue University

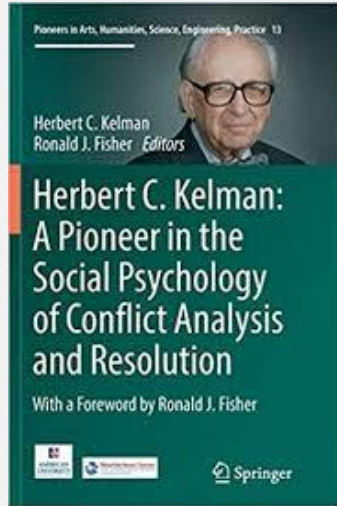
Monroe, A. H. (1943). *Monroe's Principles of Speech (military edition)*. Chicago: Scott, Foresman.

Old Spice: The Man Your Man Could Smell Like, 2010



We're not saying this body wash will make your man smell like a romantic millionaire jet fighter pilot, but we are insinuating it.

<https://youtu.be/owGykVbfgUE>



Herbert Kelman
Psychologist, Harvard, 1958

Identification
Compliance
Internalization

https://scholar.harvard.edu/hckelman/files/Compliance_identification_and_internalization.pdf

Identification

Robert Young (*Marcus Welby, M.D.* and *Father Knows Best* Jim Anderson) sells Sanka coffee



thelifeandtimesofhollywood.com/americas-father-robert-youngs-alcoholism-and-suicide-attempts/

"Kathy wants me to switch to a decaffeinated coffee because caffeine makes me nervous, but I only like real coffee."

"Phil, SANKA® Brand Decaffeinated Coffee is 100% real coffee and tastes it! Try it."

SANKA. THE 100% REAL COFFEE
BRAND DECAFFEINATED COFFEE
THAT LETS YOU BE YOUR BEST.

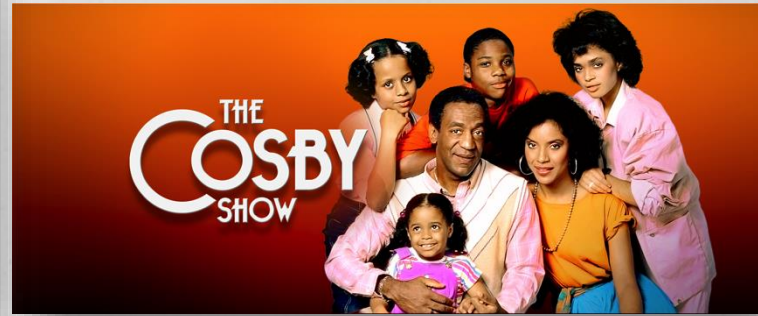
"Mmmm. This is a real cup of coffee!"

If you'd like to feel your best, you ought to try SANKA® Brand Decaffeinated Coffee. Even before you drink SANKA® Brand, the full, fresh aroma tells you that this is real coffee. And since it's 100% real coffee, you get satisfying, full-bodied coffee taste in a coffee that's 97% caffeine free.

Discover what millions of caffeine concerned Americans have already discovered about delicious SANKA® Brand: it's the 100% real coffee that lets you be your best.

© General Foods Corporation. 1978

<https://youtu.be/xLR3LIh-TH8>





Here's a quick look at some of the companies Tom Brady has endorsed, past and present: Aston Martin, Cadillac, Dunkin' Donuts, Electronic Arts/Madden NFL 18, The Gap, Glaceau Smartwater, Got Milk?/California Milk Processor Board, Hershey's, Intel, IWC Watches, Movado watches, Nike, Purple Carrot/TB12 Performance Meals, Shields Healthcare Group, Simmons Bedding/Beautyrest mattresses, Sirius satellite radio, Stetson cologne, Tag Heuer watches, UGG Australia, Visa, and Wheaties, Intel, Foot Locker, Beats, Daily MVP, UGG, Shields Healthcare Group, Under Armour, Walt Disney, Beauty Rest.



[\[click1.action.gop.com\]](#)

Friend,

This email is **FOR PATRIOTS ONLY**.

You've been identified as one of President Trump's fiercest and most loyal defenders, and according to your donor file, **you'd make an excellent addition to the Trump Army**.

When you become a member of the Trump Army today, we'll give you access to get our never-before-seen, **Limited Edition Camo Keep America Great Hat**.

The President wants YOU and **every other member of our exclusive Trump Army** to have something to identify yourselves with, and to let everyone know that **YOU are the President's first line of defense when it comes to fighting off the Liberal MOB**.

These limited-edition, American-made hats are for **Trump Army members ONLY**, so do not pass this information on to anyone.

[Please contribute \\$35 or more RIGHT NOW to join the Trump Army and we'll send you your very own Camo Keep America Great Hat. >> \[click1.action.gop.com\]](#)

Official **KEEP AMERICA GREAT HAT**



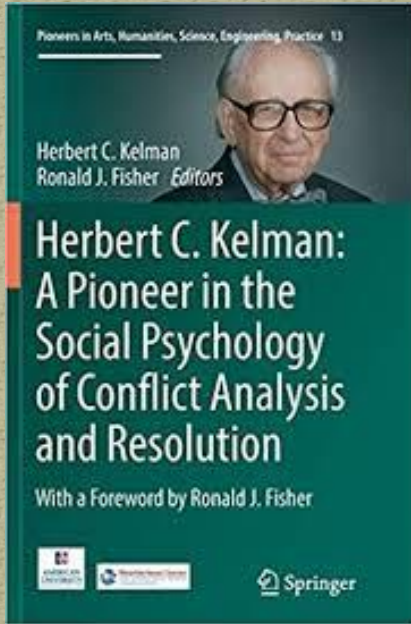
Hey,

As a dedicated member of our party, I wanted to make sure you didn't miss this special opportunity: [Renew your Official 2021 Democratic Membership and reserve your personalized membership card by making a \\$7 contribution today.](#)



[CLAIM MEMBERSHIP](#)

The commitment of this team made the difference for our party in 2020. Folks like you supported the data, tech, and organizing programs that secured a victory for Joe Biden and Kamala Harris, flipped control of the Senate, and won races for Democrats across the country. That's the power



Herbert Kelman
Psychologist, Harvard, 1958

Identification
Compliance
Internalization

https://scholar.harvard.edu/hckelman/files/Compliance_identification_and_internalization.pdf



Compliance: A Classic and Contemporary Review

Rosanna E. Guadagno (Social Psychology, U Texas at Dallas)

The Oxford Handbook of Social Influence, 2017

Edited by Stephen G. Harkins, Kipling D. Williams, and Jerry Burger

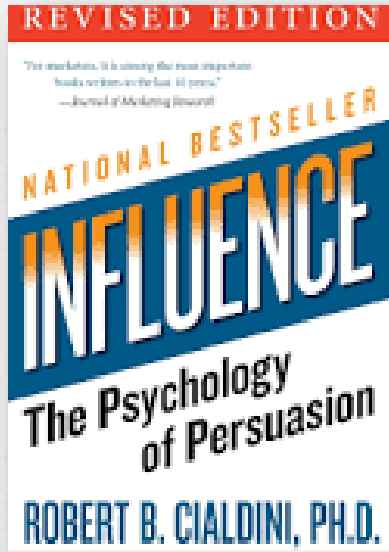
Compliance tactics work best under situations in which target uses heuristics rather than deep thought to guide decision making.

A **heuristic** is a mental shortcut that allows an individual to make a decision, pass judgment, or solve a problem quickly and with minimal mental effort.

Pre-giving/Reciprocity



According to a 2014 article in *The Atlantic*, beer samples once boosted sales at national retailers by 71%, and frozen pizza samples increased sales by 600%.



Reciprocity
Scarcity
Authority
Consistency
Liking
Consensus



Robert Cialdini
Psychology and Marketing
Arizona State

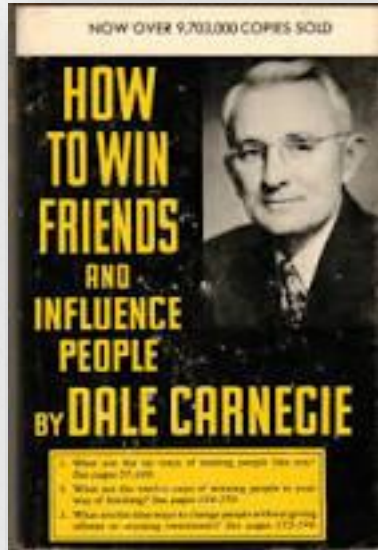
Cialdini, R. B. (1984). *Influence: The Psychology of Persuasion*
<https://www.influenceatwork.com/principles-of-persuasion/>

Dimensions of Compliance-Gaining

Marwell & Schmitt, *Sociometry*, 1967

- Threat
- Expertise
- Liking
- Pre-Giving
- Aversive Stimulation
- Debt
- Moral appeal
- Self-feeling
- Altercasting
- Altruism
- Esteem

Liking



Dale Carnegie (1888-1955)
Salesman, actor, speaker
How to Win Friends... (1936)

SIX WAYS TO MAKE PEOPLE LIKE YOU

1. Become genuinely interested in other people.
2. Smile.
3. Remember that a person's name is to that person the sweetest and most important sound in any language.
4. Be a good listener. ...
5. Talk in terms of the other person's interests.
6. **Make** the other person feel important – and do it sincerely.

Foot in the Door

A loss leader is a pricing strategy where a product is sold at a price below its market cost to stimulate other sales of more profitable goods or services.

- Introductory rate for subscription
- Penetration pricing (e.g., Costco)
- Milk
- Gillette, free razor units
- Microsoft's Xbox One video game console

Let's Look at Three Campaigns

Dental Hygiene

Smoking Cessation

Lowering Rates of Teen Pregnancy



"Look, Mom—no cavities!"



Crest Toothpaste means far fewer cavities for all the family. And Crest freshens your mouth—sweetens your breath.



"Look, Mom—no cavities!"

Crest Toothpaste stops well spots from turning into cavities—means far less decay for grownups and children. And Crest freshens your mouth—sweetens your breath!



"Look, Mom—no cavities!"



Crest Toothpaste stops well spots from turning into cavities—means far less decay for grownups and children. And Crest freshens your mouth—sweetens your breath!





Absolute Dental.com

Brian Crane

<https://www.thecomicstrips.com/subject/The-Floss-Comic-Strips-by-Pickles.php>



So now you know that not flossing and brushing your teeth properly can bring unwanted attention, make sure you brush & floss twice a day.

Colgate, 2013



Let's Look at Three Campaigns

Dental Hygiene

Smoking Cessation

Lowering Rates of Teen Pregnancy

**WOULD YOU USE
YOUR HEART AS
AN ASHTRAY?**

**IF YOU'RE A SMOKER,
YOU ALREADY DO...**

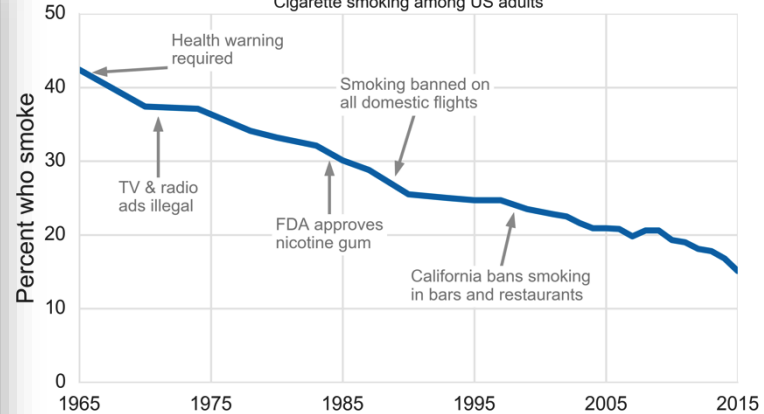
**SMOKING CAUSES OVER 30,000
CARDIOVASCULAR DEATHS EACH
YEAR IN THE UK ALONE.**

NHS Find ways to stop smoking at
www.nhs.uk/stopsmoking



The US Smoking Rate is at an All-Time Low

Cigarette smoking among US adults



Data source: https://www.cdc.gov/tobacco/data_statistics/tables/trends/cig_smoking/ (US CDC)

ChartYourWorld.org

The Tips campaign is based on an in-depth review of research conducted in multiple U.S. states and other countries, as well as extensive campaign development research and audience testing.

- People who smoke told us that they needed to see and hear what it would be like to live with the health consequences of smoking.
- For decades, people who smoke had heard that smoking would ultimately kill them, but that wasn't the motivation they needed. The nicotine in cigarettes is so addictive, they said, that even the fear of death wouldn't motivate them to quit.
- People who smoke said that **seeing how smoking could affect their lives** and impact their families was the true way they would be motivated to quit.

The Centers for Disease Control and Prevention (CDC) launched the first-ever federally paid national tobacco education campaign—Tips From Former Smokers® (Tips®) – in March 2012.



Slow and steady wins the race.
Start small and let the healthy
changes grow.



Fact: The cilia in your lungs are one of
the first things in your body to heal when
you quit smoking.

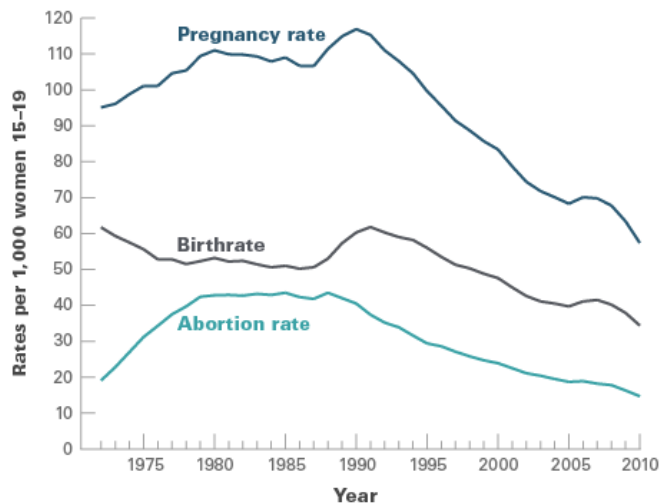
Let's Look at Three Campaigns

Dental Hygiene

Smoking Cessation

Lowering Rates of Teen Pregnancy

U.S. teen pregnancy, birth and
abortion rates have
reached historic lows



© 2014 Guttmacher Institute | guttmacher.org

LATEST
VIDEO
GAME
OR
BABY
FOOD?

As a teen parent, there's a good
chance you might not have
the money for either.

© 2014 Guttmacher Institute. All rights reserved. Photo: [unreadable]

This fresh approach to public health communications captured the imagination of New York City's public health community. A Community Engagement Group comprising 88 organizations adopted it for programs targeting different populations across the city. Engagement on Planned Parenthood's social-media channels rose from several dozen visits a day to more than 600. Visitors spent a lot of time looking through the information-rich website.

In 2016, **unplanned pregnancies** in New York City were **down 57 percent** from their level in 2000, according to the city's Department of Health and Mental Hygiene. Experts credit that success to a multitude of players and policies, including Planned Parenthood of New York City.

HEALTHY CHICAGO

UNEXPECTED?

Most teen pregnancies are.

Avoid unplanned pregnancies and STIs.
Use condoms. Or wait.

BeYouBeHealthy.org

UNEXPECTED?

Most teen pregnancies are.

© beyoubehealthy.org

IT SHOULDN'T BE ANY LESS DISTURBING WHEN IT'S A GIRL.

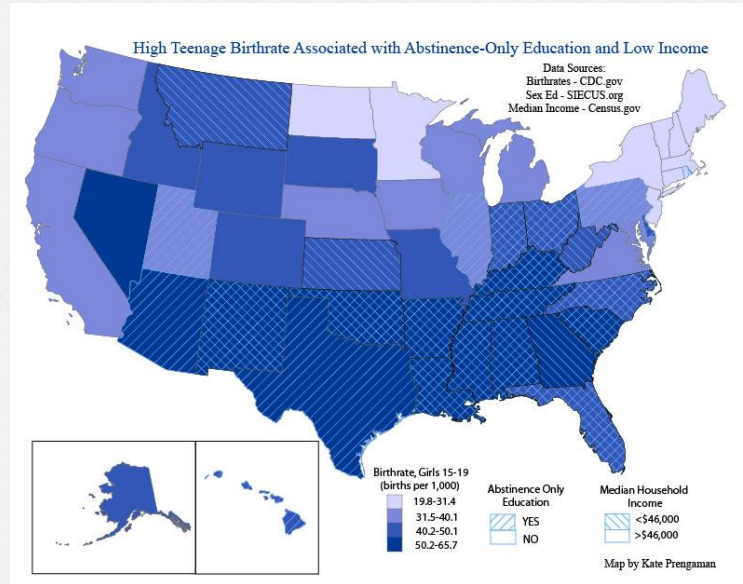
© onemilwaukee.org

IT SHOULDN'T BE ANY LESS DISTURBING WHEN IT'S A GIRL.

© onemilwaukee.org

Milwaukee and Chicago, 2013

Do Abstinence-Only Programs Work?



Abstinence-only until marriage (AOM) programs

"We need to give them the skills to make that decision for themselves and to communicate that decision and if necessary, defend that decision," she added. "Unfortunately many abstinence-only education programs don't provide that information."

Monica Rodriguez, president and CEO of the Sexuality Information and Education Council of the United States.

<https://youtu.be/n32YMFjMZFc>





I'm on it.

Birth Control. Choose it and use it.

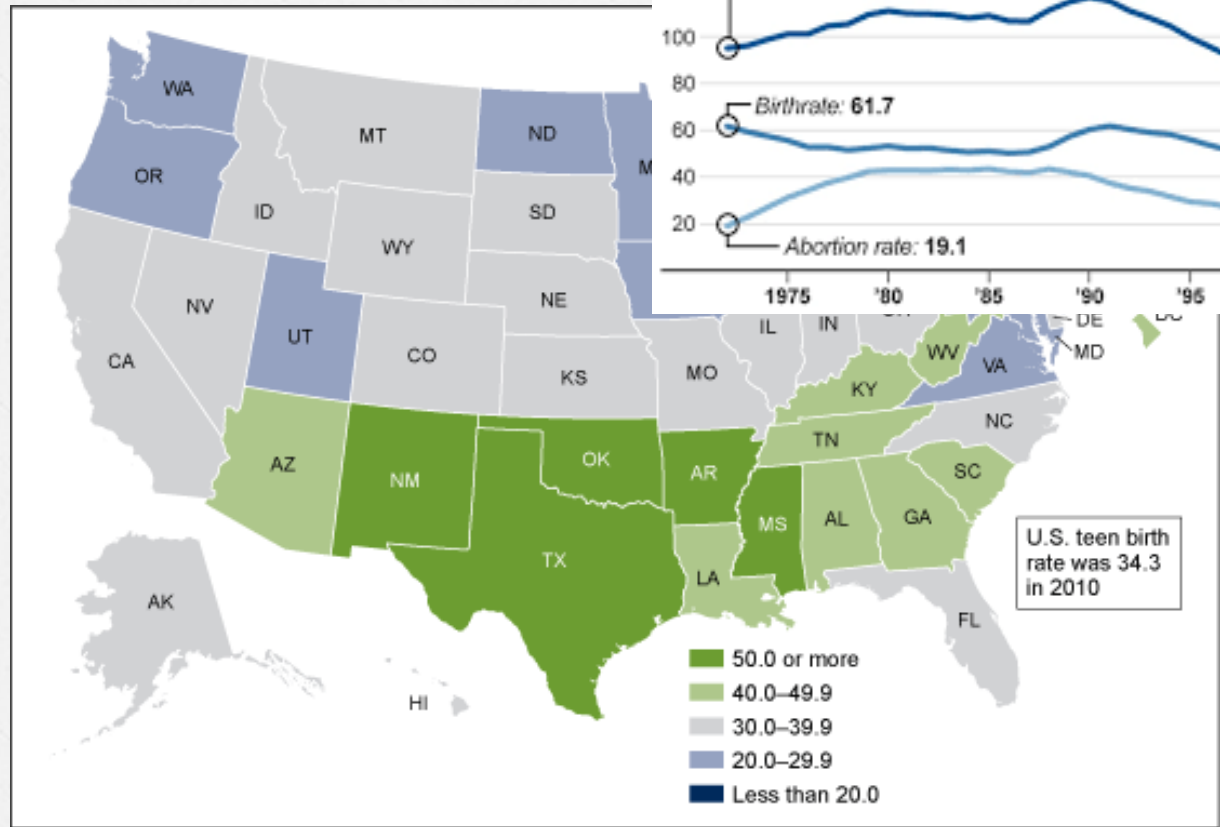
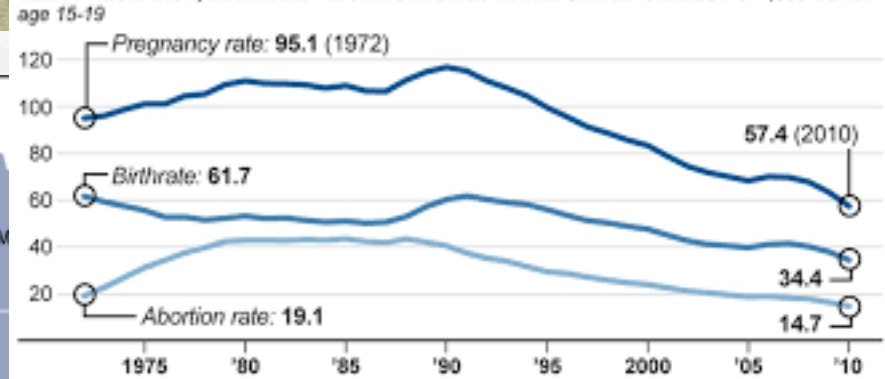
There's a safe, reliable and affordable birth control method that's right for you, until you're ready to be a parent or parent again.



Find out more @ IMONITNYC.COM

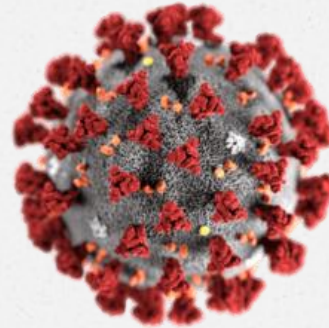
Communications research found that encouraging contraceptive use would require overcoming stigma and misinformation around birth control.

TEEN PREGNANCY, BIRTH AND ABORTION RATES IN THE UNITED STATES Per 1,000 women age 15-19



Could We Use this for COVID-19?

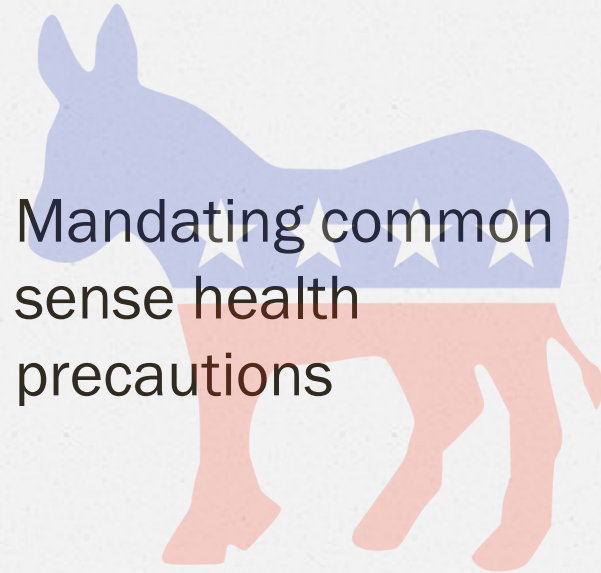
Stay Home
Wash Your Hands
Physical Distance
Wear a Mask
Get the Vaccine



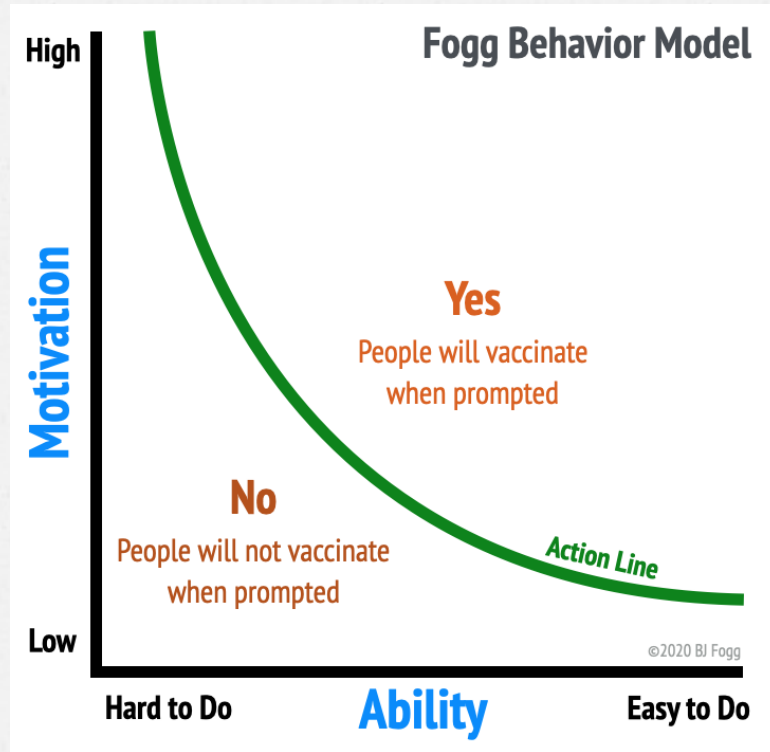
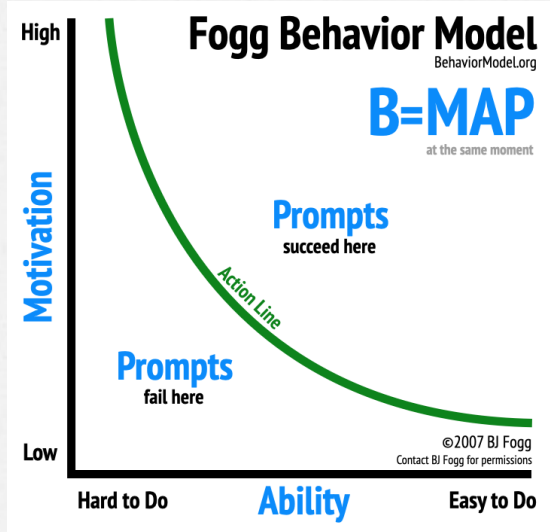
On April 3, 2020, the Centers for Disease Control and Prevention (CDC) issued new guidance advising everyone to **wear cloth face covers** in public areas where close contact with others is unavoidable, citing new evidence on virus transmission from asymptomatic or presymptomatic people.



“Masks will now be required at all times ... without exception.
Recognition will be withdrawn if they remove the mask while speaking.”
- Speaker of the House



BJ Fogg, Stanford University





SOJC Webinar Host

LIVE on YouTube Recording

Webinar is now streaming live on YouTube

RICHARD W. AND LAURIE JOHNSTON LECTURE

THE CHALLENGES OF COVID-19 COMMUNICATION

WITH KATHLEEN HALL JAMIESON, PhD

UNIVERSITY OF OREGON School of Journalism and Communication Center for Science Communication Research

CO-SPONSORED BY THE PHIL AND PENNY KNIGHT CAMPUS FOR ACCELERATING SCIENTIFIC IMPACT AND WAYNE MORSE CENTER FOR LAW AND POLITICS

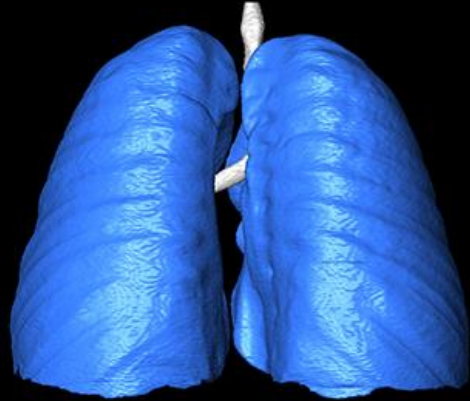
Audio Settings

Chat Q&A

Leave



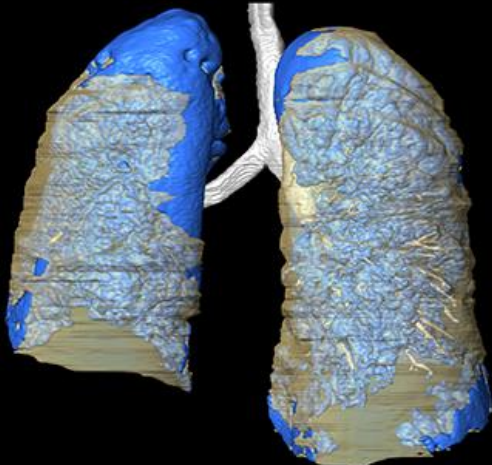
COVID-19 3D Segmented Lung Models (Posterior)



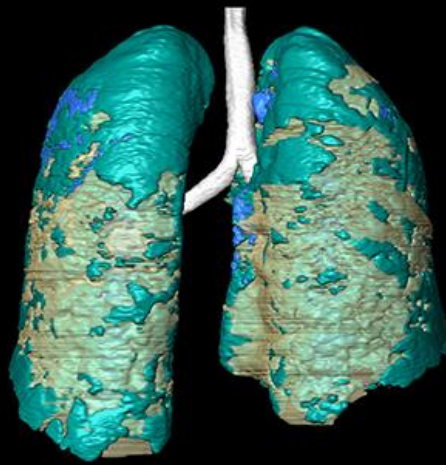
Normal



Positive (mild)



Putative false negative



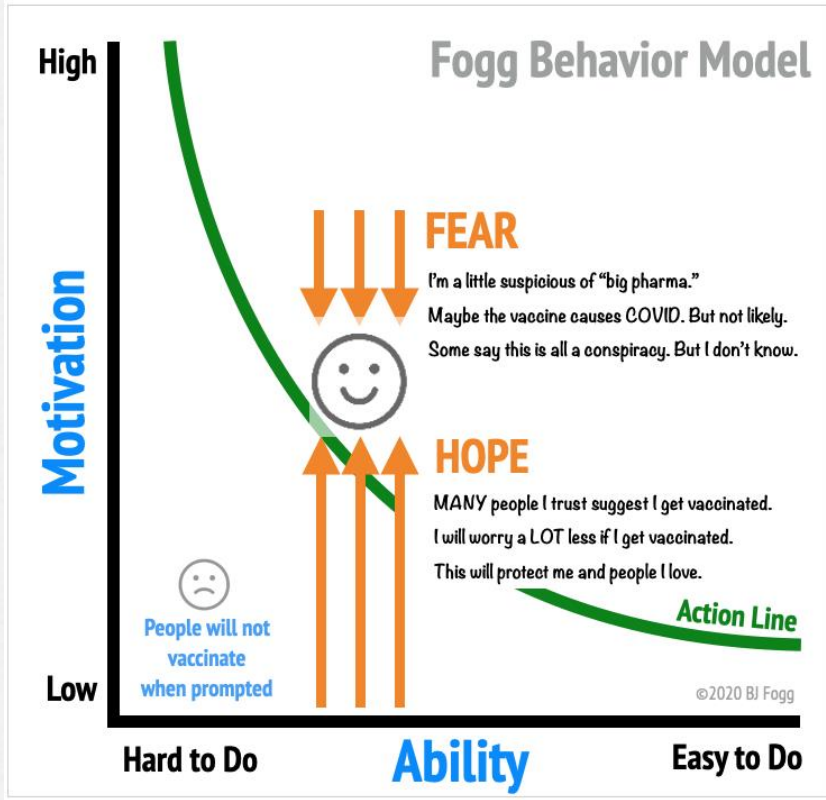
Positive with ARDS

Schachner & Spieler (2020) @paleofox @bradleyspieler

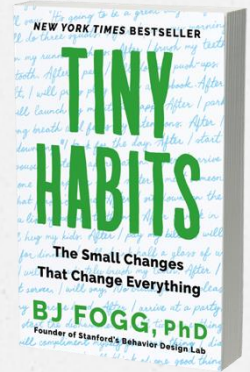
Researchers at Johns Hopkins have found that the chance of a (putative) **false negative** result — when a virus is not detected in a person who actually is, or recently has been, infected — is greater than 1 in 5 and, at times, far higher.

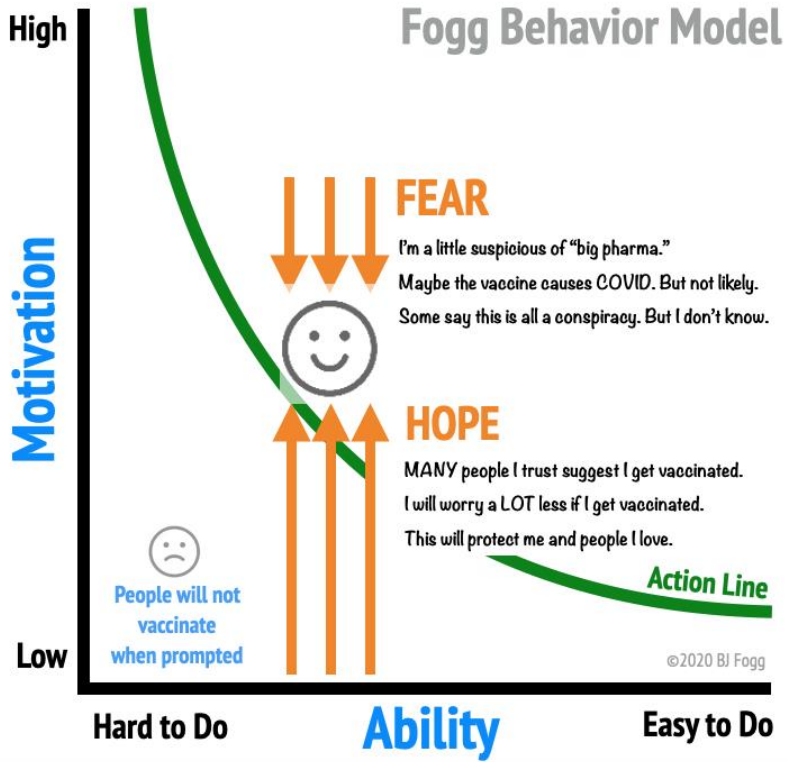
Acute Respiratory Distress Syndrome (ARDS)

Emma Schachner, Bradley Spieler, LSU Health New Orleans School of Medicine, 2020



BJ Fogg, PhD
 Director
 Behavior Design Lab
 Stanford







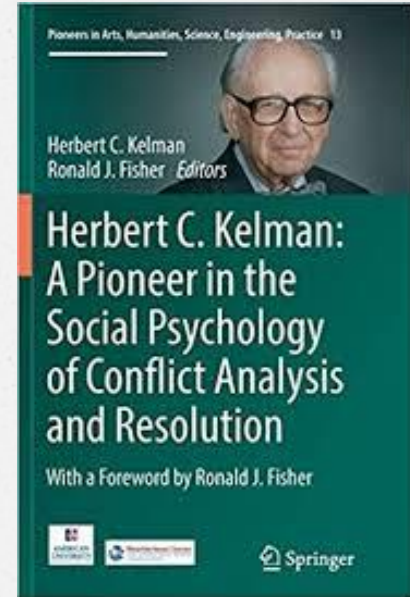
Rhetoric

Social Science

CRITICAL THINKING

Herbert Kelman
Psychologist, Harvard, 1958

Identification
Compliance
Internalization



https://scholar.harvard.edu/hckelman/files/Compliance_identification_and_internalization.pdf

Internalization

Do the right thing, even when no one is looking.



Susan B Anthony

It was we, the people; not we, the white male citizens; nor yet we, the male citizens; **but we, the whole people, who formed the Union.** And we formed it, not to give the blessings of liberty, but to secure them; not to the half of ourselves and the half of our posterity, but to the whole people - women as well as men. And it is a downright mockery to talk to women of their **enjoyment of the blessings of liberty while they are denied the use of the only means of securing them** provided by this democratic-republican government - the ballot.

“Those who can make you believe absurdities
can make you commit atrocities.”

Voltaire



www.biography.com/scholar/voltaire



In the end, the Party would announce that two and two made five, and you would have to believe it. It was inevitable that they should make that claim sooner or later: the logic of their position demanded it. Not merely the validity of experience, but the very existence of external reality was tacitly denied by their philosophy.



**“THE BIGGEST LESSON I LEARNED
FROM VIETNAM IS NOT TO TRUST
[OUR OWN] GOVERNMENT
STATEMENTS.”**

SENATOR JAMES W. FULBRIGHT







BIG LIE

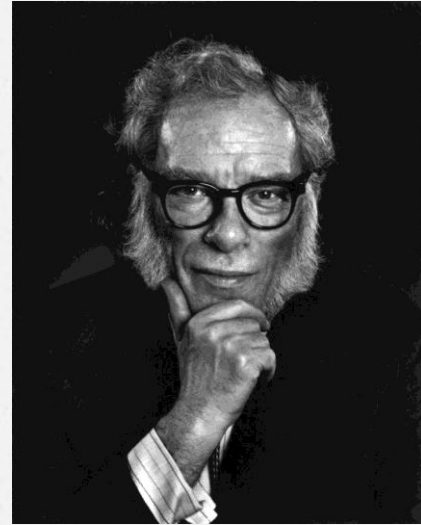
Adolf Hitler, *Mein Kampf*, 1925

Make the lie so “colossal” that no one would believe that someone “could have the impudence to distort the trust so infamously.”

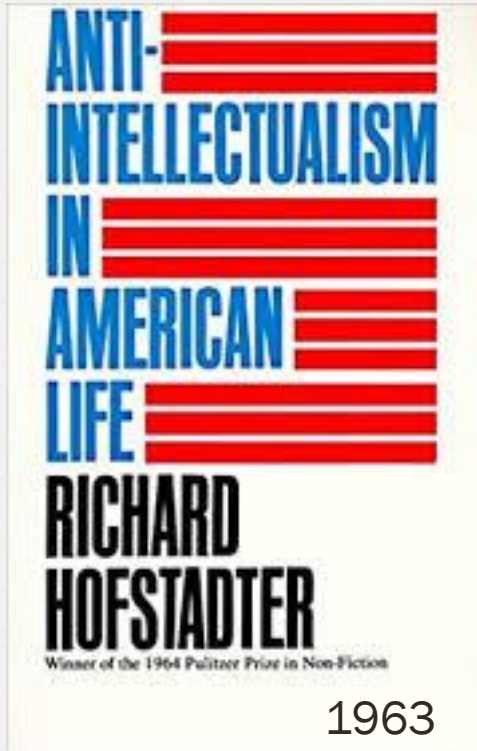
If you tell a lie big enough and keep repeating it, people will eventually come to believe it. The lie can be maintained only for such time as the State can shield the people from the political, economic and/or military consequences of the lie. It thus becomes vitally important for the State to use all of its powers to repress dissent, for the truth is the mortal enemy of the lie, and thus by extension, the truth is the greatest enemy of the State.

There is a cult of ignorance in the United States. The strain of anti-intellectualism has been a constant thread winding its way through our political and cultural life, nurtured by the false notion that democracy means that 'my ignorance is just as good as your knowledge.'

Newsweek, January, 1980



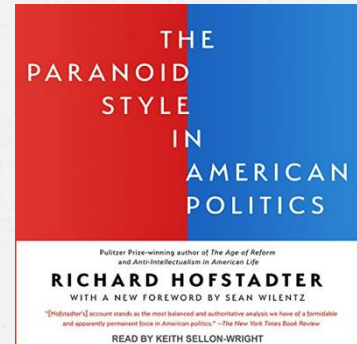
Isaac Asimov
Biochemistry, BU
1920-1992



If there is anything more dangerous to the life of the mind than having no independent commitment to ideas, it is having an excess of commitment to some special and constricting idea.



Richard Hofstadter
Historian Columbia
1916-1970





Donald J. Trump  @realDonaldTrump · 13h

Peter Navarro releases 36-page report alleging election fraud 'more than sufficient' to swing victory to Trump washex.am/3nwaBCe. A great report by Peter. Statistically impossible to have lost the 2020 Election. Big protest in D.C. on January 6th. Be there, will be wild!

 This claim about election fraud is disputed



Peter Navarro releases 36-page report alleging election fraud 'more t...
Director of the Office of Trade and Manufacturing Policy Peter Navarro published a lengthy report Thursday outlining several examples of ...
[washingtonexaminer.com](https://www.washingtonexaminer.com)

MARCH for TRUMP



TO DEMAND TRANSPARENCY & PROTECT ELECTION INTEGRITY

JANUARY 6TH WASHINGTON, DC

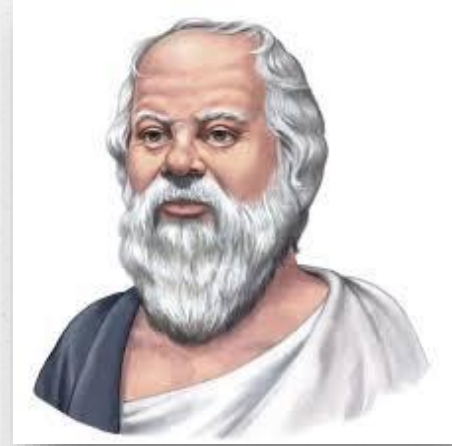
THE PRESIDENT IS CALLING ON US TO COME
BACK TO WASHINGTON ON JANUARY 6TH
FOR A BIG PROTEST - "BE THERE, WILL BE WILD"

SPECIFIC LOCATION & TIME TBA SOON

#MARCHFORTRUMP

TRUMP MARCH.COM

Socrates was not a democrat or an egalitarian. To him, the people should not be self-governing; they were like a herd of sheep that needed the direction of a wise shepherd. He denied that citizens had the basic virtue necessary to nurture a good society, instead equating virtue with a knowledge unattainable by ordinary people. Striking at the heart of Athenian democracy, he contemptuously criticized the right of every citizen to speak in the Athenian assembly.



Douglas Linder, Famous Trials,
UMKC School of Law

Parrhēsia is an Ancient Greek concept that means, roughly, “frank or fearless speech.”

In general, rhetorical scholars agree that parrhēsia refers to speaking blunt truths to power even in the face of potentially serious consequences.

A common example is a royal advisor speaking freely to the King, even if it could potentially result in the advisor’s torture or death.



**Speak
Truth
to
Power**



If the society today allows wrongs to go unchallenged, the impression is created that those wrongs have the approval of the majority.

Barbara Jordan

Rep Barbara Jordan, Constitution Speech
House Judiciary Committee
Nixon Impeachment, July 25, 1974



My faith in the Constitution is whole, it is complete, it is total, and I am not going to sit here and be an idle spectator to the diminution, the subversion, the destruction of the Constitution.

It is reason, and not passion, which must guide our deliberations, guide our debate, and guide our decision.

“He who knows only his own side of the case knows little of that. His reasons may be good, and no one may have been able to refute them. But if he is equally unable to refute the reasons on the opposite side, if he does not so much as know what they are, he has no ground for preferring either opinion... Nor is it enough that he should hear the opinions of adversaries from his own teachers, presented as they state them, and accompanied by what they offer as refutations. He must be able to hear them from persons who actually believe them...he must know them in their most plausible and persuasive form.”

John Stuart Mill, On Liberty

Exploring Moral Dilemmas Posed by COVID-19

Molly Crockett, Psychology, Yale



A classic dilemma studied by moral psychologists is the “Trolley Problem.” In that hypothetical case, a runaway trolley is approaching five people who are tied to the trolley tracks—but if you pull a lever, it will divert the trolley to a different set of tracks where only one person is tied down. Should you pull the lever, killing one but sparing the lives of five others?

<https://medicine.yale.edu/news-article/24743/>

Judith Jarvis Thomson

A brilliant transplant surgeon has five patients, each in need of a different organ, each of whom will die without that organ. Unfortunately, there are no organs available to perform any of these five transplant operations. A healthy young traveler, just passing through the city the doctor works in, comes in for a routine checkup. In the course of doing the checkup, the doctor discovers that his organs are compatible with all five of his dying patients. Suppose further that if the young man were to disappear, no one would suspect the doctor. Do you support the morality of the doctor to kill that tourist and provide his healthy organs to those five dying people and save their lives?



Rhetoric

Social Science

Critical Thinking

The Man Who Sold New York George C. Parker (1860-1936)



London Bridge was sold to American oil tycoon Robert P McCulloch in 1968 for a cool \$2,460,000. The shell of the landmark was subsequently dismantled and shipped over to Lake Havasu in Arizona, where it was reassembled and still stands today.



American entrepreneur Robert P McCulloch, standing on London Bridge as it is dismantled, ready for transportation back to America, April 18th 1968. (Credit: Jim Gray/Keystone/Getty Images)

BONUS SLIDES

THESE WERE NOT INCLUDED IN THE JANUARY
PRESENTATION

Driven by Fun Compliance Campaigns

2009 Piano staircase (Brussels)

- ✦ Deepest rubbish bin

2010 Fast Lane skateboard grocery carts

- ✦ Take the slide

2012 Funny footbridge (Mexico)

2016 Wash hands with gumball soap (80% compliance)

- ✦ Paper coffee cup bin
- ✦ Binko with bottle caps
- ✦ Smirnoff bottle hand sanitizer

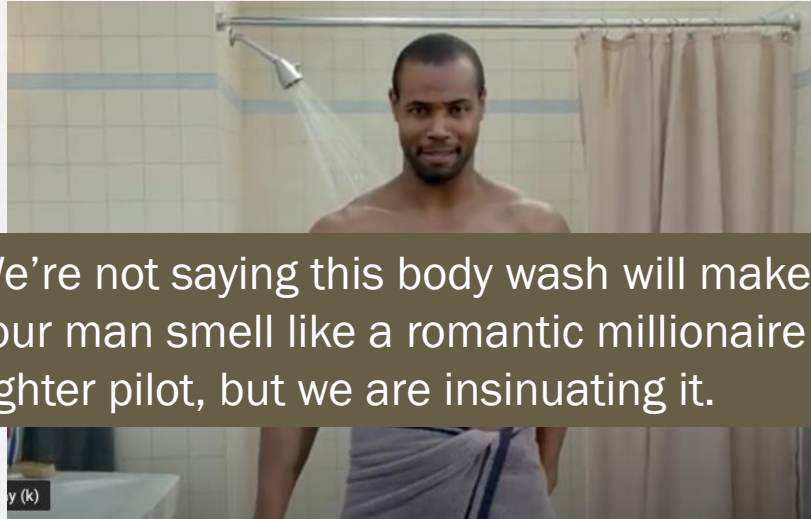
2017 Pedestrian crossing

<https://youtu.be/XkJdluAk7f8>



Ipad v Paper
TalentPlusPlus (2013)

Old Spice: The Man Your Man Could Smell Like, 2010



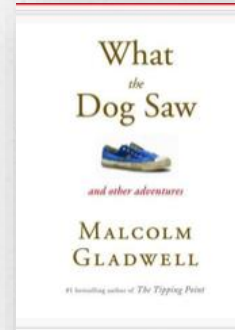
We're not saying this body wash will make your man smell like a romantic millionaire jet fighter pilot, but we are insinuating it.

<https://youtu.be/owGykVbfgUE>



Ron Popeil, infomercials for Ronco

*But wait!
There's
more!*



Malcolm Gladwell sits with Ron Popeil, the king of the American kitchen, as he sells rotisserie ovens