Designed to reflect the diversity of approaches to persuasion, this annotated bibliography cites materials selected for their contribution to that diversity as well as for being relatively current and/or especially significant representatives of particular approaches. The bibliography starts with a list of 17 general textbooks on approaches to persuasion. The 19 research references that follow were selected to represent the variety of approaches used and contexts investigated for persuasive effects, including interpersonal studies, public studies, and mass contexts. (SKC)
PERSUASION
A Selected, Annotated Bibliography

Steven T. McDermott
The University of Georgia
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This selected bibliography was designed to reflect the diversity of approaches to persuasion. The particular items were selected for both their contribution to that diversity as well as for being relatively current and/or especially significant representatives of particular approaches. The bibliography starts with a list of general textbooks and approaches to persuasion. The research articles that follow were chosen to represent the variety of approaches used and contexts investigated for persuasive effects. The areas include interpersonal (or face to face studies), public (or one-to-many studies), and mass (mediated) contexts. Articles and texts representing those areas are often found in separate literatures without much overlap.

GENERAL SOURCES:


Kassarjian, Harold H. "Consumer Psychology" Annual Review of Psychology, 33, 619-49, 1982. This is a three-part review of approaches to marketing. Molecular physiological through cognitive approaches (including information processing and attribution theory) to molar examinations of consumer socialization and social policy issues are examined.


SPECIFIC RESEARCH ARTICLES

Applegate, Jares L. "The Impact of Construct System Development on Communication and Impression Formation in Persuasive Contexts." Communication Monographs, 49, 1982, 277-289. Increases in cognitive complexity and construct system abstractness were related to the use of greater number of persuasion strategies, more listener adaptive strategies, and formation of complex and abstract impressions of interaction partners. ERIC EJ 272 373.


Bradac, James J., Sandell, Karin L. & Wenner, Lawrence A. "The Phenomenology of Evidence: Information-Source Utility in Decision Making." Communication Quarterly, 27, 4, 1979, 35-53. Students generated decisions situations, and identified information and sources they would use in making decisions. From this, three situations were selected and students asked to Q-sort information and source characteristics in terms of utility. This analysis resulted in identifying certain decision-making types of persons.

Bradac, James, Bowers, John Waite, & Courtwright, John. "Three Language Variables in Communication Research: Intensity, Immediacy, and Diversity." Human Communication Research, 5, 3, 1979, 257-269. Review and research into three important language variables as they operate in communication interaction. A theoretical outline is suggested and specific propositions about language are deduced. ERIC EJ 215 828.

Burgoon, Michael, Dillard, James P., and Doran, Noel E. "Friendly or Unfriendly Persuasion: The Effects of Violations of Expectations by Males and Females." Human Communication Research, 10, 2, 1983, 284-294. Utilizing expectancy theory, the authors predicted and found an interaction between biological sex and androgynous sex role and effectiveness of compliance message strategies. It was found that males are expected to use more aggressive strategies and when they do not conform to this expectation, attitude change is inhibited. Conversely, females are not expected to use aggressive strategies, and when they use anti-social and/or aggressive strategies, attitude change is also inhibited.


Dillard, James P., Hunter, John E. & Burgoon, Michael. "Sequential-Request Persuasive Strategies: Meta-analysis of Foot-in-the-Door and Door-in-the-Face." Human Communication Research, 10, 4, 461-488, 1984. A meta-analysis found that both foot-in-the-door and door-in-the-face effects are small, but that door-in-the-face is most operative when there is a brief delay between the first and second requests while foot-in-the-door has greater effect when the delay between requests is larger. Results were discussed in terms of self-perception theory.

Fink, Edward L., Kaplowitz, Stan A., and Bauer, Connie L. "Positional Discrepancy, Psychological Discrepancy, and Attitude Change: Experimental Tests of Some Mathematical Models." Communication Monographs, 50, 4, 413-430, 1983. This research tests a mathematical model which accounts for attitude change by multiple messages and psychological and positional discrepancy with one without discrepancy. Better support was found for a psychological discrepancy o.l. linear balance model without discrepancy.

Mattes, John & Cantor, Joanne. "Enhancing Responses to Television Advertisements via the Transfer of Residual Arousal from Prior Programming." Journal of Broadcasting, 26, 2, 1982, 553-566. A study supporting the theory of excitation transfer. Results indicated that responses to TV commercials are enhanced by residual arousal from preceding programs. Three different time phases were identified as crucial to the transfer effect.

Putnam, Linda L., Geist, Patricia. "Argument in Bargaining: An Analysis of the Reasoning Process." Paper presented at the Annual Meeting of the International Communication Association, San Francisco, May 1984. An exploration of the types of claims and reasoning used in bargaining. Analyses identified the most frequently used claims and types of reasoning, along with the types of claims that were more complete. Proposals changed through type shifting and qualification but not by adding more information. ERIC ED 246 517.

Saltiel, John, & Woelfel, Joseph. "Inertia in Cognitive Processes: Role of Accumulated Information in Attitude Change." Human Communication Research, 1, 4, 1975, 333-344. Presentation of a theoretical, analogical theory from physics with test of their theory of attitude change which hypothesizes that change is a function of amount of attitude-pertinent information received. Theory and tests argue that quantity of information received is as important as message quality or the source.


Stacks, Don W. & Burgoon, Judee K. "The Role of Nonverbal Behaviors as Distractors in Resistance to Persuasion in Interpersonal Contexts." The Central States Speech Journal, 32, 2, 1981, 61-73. An experiment examining physical attractiveness and physical conversational distance--as potential distractors--on persuasibility in dyads. Both independent variables were mild distractors. Physically attractive distractors were perceived as credible but there was not a significant effect on attitudes. ERIC ED 253 607.

Stutman, Randall K. & Newell, Sara E. "Beliefs versus Values: Salient Beliefs in Designing a Persuasive Message." The Western Journal of Speech Communication, 48, 4, 1984, 362-372. Using Fishbein and Ajzen's theory of reasoned action, a preliminary examination was given to the effects of four different types of messages directed to changing beliefs: reinforcement, introduction, attack, and evaluation of beliefs. Effects for all types were evident. Authors argue that persuasion messages directed to changing values may be less effective than those directed to specific beliefs. ERIC ED 308 133.

Tracey, Karen, Craig, Robert T., Smith, Martin, & Spisak, Frances. "The Discourse of Requests: Assessment of a Compliance Gaining Approach." Human Communication Research, 10, 4, 1984, 513-536. Results indicated a significant interaction between compliance situations and student generated compliance strategies such that use of strategies depended on the status and familiarity of the requestee and on the size of the request. Exploratory analysis suggested that future research would benefit by concern with the legitimacy of the requests, the hearer's willingness to perform the requested act, and the concern people have about presenting a positive image.


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