

Enlarging the Frame
Attitude Change and Persuasion
Techniques from the Social Sciences

Current Methods

Selective Reinforcement

Socratic Questioning

Challenge or Confrontation

With the therapist

With the group

With their future

With the consequences

Giving Reasons

The word "because"

Reasons

Statement

Compliance

"Excuse me. I have 5 pages.
May I use the Xerox machine." 60%

(Langer et al., 1978)

Reasons

Statement	Compliance
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"Excuse me. I have five pages. May I use the Xerox machine because I'm in a rush."	94%
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(Langer et al., 1978)

Reasons

"Excuse me. I have 5 pages. May I use the Xerox machine because I need to make some copies."

93%

(Langer et al., 1978)

Writing It Down

Writing it down and handing it in

Writing it down and erasing

Keeping it in their heads

(Deutsch & Gerard, 1955)

Writing It Down

Customer writes out sales receipts

"I like x [this product] . . ."

Even random assignments work

(Cialdini, 1993)

Taking a Public Stance

Hung juries

More common with open ballots

(Kerr & McCoun, 1985)

Implications: Writing Assignments & Hung Juries

Writing assignments important

Writing assignments can be assigned

Mirror anti-offending attitudes

Group crucial

No commitment to denial

Public commitment to family, friends, etc.

Start Small & Build

Condition	Large Billboard
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Cold Approach	17%
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Previous 3" sign	76%
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(Freedman & Fraser, 1966)

Start Small & Build

Previous petition on state beautification

50% billboard compliance
on driver safety

(Freedman & Fraser, 1966)

Start Small & Build
Prisoner of War Camps

"The United States is not perfect."

"In what ways?"

"In a communist country unemployment is not a
problem."

Use of name & statement in broadcast

Political essays: Small rewards

Implications:
Start Small & Build

Cognitive skills
Successive Approximations
Related petitions, etc.
Consistency in self image: New me

Small Inducements
Energy Conservation
& Public Praise

Condition	Compliance
Promised	No Change
Names in paper	12.2% savings 1st mo.

(Pallak et al., 1980)

Energy Conservation
& Public Praise

Condition	Compliance
Removed names in paper	15.5% savings rest of winter

Energy Conservation & Public Praise: 2nd Study

Condition	Compliance
Names in paper for reducing air conditioning	27.8%
Removed names in paper	41.6%

(Pallak et al., 1980)

Forbidden Toys

Severe Threat

Now	5%
6 Weeks Later	77%

Forbidden Toys

Mild Instructions

Now	5%
6 Weeks Later	33%

(Freedman, 1965)

Small External Inducements

Forbidden toys

(Freedman, 1965)

Prisoner of war essays

(Schein, 1956)

Implications: Small Inducements

Small inducements

Reduce external inducements

Imitation: Canned Laughter

People laugh longer

People laugh more often

People rate material as funnier

(Fuller & Sheehy-Skeffington, 1974)

Imitation: Fear of Dogs

Watched child playing with dog

20 minutes

4 days

67% climbed in playpen with dog

(Bandura et al., 1967)

Imitation: Shy Children

Most severely withdrawn children

Film of solitary child joining group

6 weeks follow-up; results sustained

(O'Connor, 1972)

Implications: Imitation

Books & essays by offenders

Educational films on offenders

Live offenders

New Me

Initiation Rites

Severely embarrassing initiation ceremony + Worthless group =
Higher group ratings

No initiation ceremony + Worthless group = Less high ratings

(Aronson & Mills, 1959)

Implications: Initiation Rites

Requirements for membership OK

Gateway groups OK

Changing the Terms

Cars & inflated trade-ins

7 am studies

(Cialdini, 2001)

Energy conservation & public praise

(Pallak, 1980)

7 A.M. Studies

Request	Compliance
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7 A.M. Study	24%
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Agreement then 7 A.M.	56%
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(Cialdini, 2001)

Implications for Sex Offender Treatment: Lowballing

Stages rather than a single long course

1st Commitment with essential features 2nd Details

Contrast

The Unsuitable House

Suit then Sweater: Never Sweater then Suit

Putting It All Together

Treatment

Cognitive Skills

Core Group

Advanced Group

Supplemental Groups:

AODA, DV, Behavioral, Criminal

Medication

Polygraph

Behavioral Ratings