**COM 319: Persuasion and Social Influence**

**Email Availability:** Although I am online quite frequently, I have a 24-hour return policy. If you have not heard back from me within 24 hours, please feel free to email me again.

It is IMPERATIVE when emailing me that you sign your email with your name. Your ASU email doesn’t always provide a clear indication of who you are.

*Please* feel free to address me as Debbie. If you are uncomfortable with that, you should refer to me as either Professor Way or Dr. Way. Please **DO NOT** call me Ms, Mrs, or Miss Way.

This course is delivered solely through the Internet. Please see [http://asuonline.asu.edu](http://asuonline.asu.edu/) for a list of **TECHNICAL REQUIREMENTS** that you need to access this online course. If you are unfamiliar or uncomfortable with this type of computer-mediated environment, you might be better suited in another section of this course. Please become familiar with the class interface before the session begins and seek help if necessary. All ASU campuses have resources available to help you with this task. A lack of technical knowledge is not an acceptable excuse for late work. All students are responsible for managing their time with regard to assignments and **PLANNED BLACKBOARD OUTAGES.** Information on planned outages can be found at [http://systemstatus.asu.edu/.](http://systemstatus.asu.edu/) Unplanned outages will be dealt with on a case-by-case basis.

**CATALOGUE DESCRIPTION:**

Variables that influence and modify attitudes and behaviors of message senders and receivers, including analysis of theories, research, and current problems.

# REQUIRED READING:

**Text:** Cialdini, R. (2008). *Influence: Science and practice* (5th ed.). Boston: Pearson.

This book can be ordered through the ASU bookstore and either picked up in person or have it shipped.

**Supplemental readings are posted on Blackboard.**

\*\*\*Please be advised that all work for this class must be **original** to this class. You may not recycle papers or work from other courses you’ve taken, including if you are taking this course over again; we consider this behavior to be academically dishonest. \*\*\*

\*\*This class, as all others in the School, is taught in English. If English is not your first language and you are having difficulty in speaking, writing, or understanding—please seek assistance at the Writing Center on campus or with the International Student office, which provides conversational groups for non-native speakers. Since this class is taught in English, all work in this course will be graded based on a common rubric that assumes an understanding of English.\*\*

**COURSE DESCRIPTION:**

Persuasion is the process by which we change or reinforce the attitudes, beliefs, and behaviors of others. Persuasion is intrinsically a communication process and typically a strategic one. It permeates our personal, professional and public life and occurs at many levels, from influence between individuals, to national and international levels. In this course, we will survey research and theory on persuasion, social influence and compliance gaining, and consider its application in various communicative contexts.

**LEARNING OBJECTIVES**:

* To understand the processes by which a person or group attempts to change the opinions, attitudes, or behaviors of another person or group.
* To gain understanding of the major theories and research on persuasion and social influence.
* To learn about the communicative and psychological processes involved in specific persuasion topics.
* To learn how to think independently, systematically, and to critically process persuasive messages.
* To learn how to apply theories of persuasion and social influence in a variety of real world contexts.
* To develop skills in planning and designing persuasive messages.

# ASSIGNMENTS:

*Exams* **(150 points)***:* There will be two exams @ 75 points each. The format for these exams will be definitions, multiple choice, T/F, and fill in the blank. These exams will cover material from the posted lectures, assigned readings and posted videos. The exam will be available to you for 72 hours (midnight to midnight). You are required to complete the exam in one hour. You will find the exam in the **Exams** link on the course website. **IMPORTANT: the exam will shut down at 11:59pm. That means if you want the entire 1 hour, to complete the exam, you must log on and start it by 10:59 pm.**

*Discussion Posts (***90 points)***:* This assignment requires you to complete the unit readings and to respond to a discussion prompt or question based on those readings in the first 6 modules. For each of the modules, you will be required to submit an initial, original post (10pts) before its mid-unit deadline, and then to respond to a classmate’s initial post (5pts) before the end of the unit deadline. To earn credit, both posts must be submitted on time (late posts are not accepted and will receive a 0), be meaningful, substantial, and well-composed. Each initial post should creatively express your own original ideas and demonstrate your understanding of the units’ concepts. Each response post should thoroughly address the initial post to which you are responding with additional substantive insights of your own. To ensure that everyone’s post can be read and responded to, you will be placed in groups of 8-12 people for this task.

*Group persuasive message or campaign* **(25 points):** You will be randomly assigned to a project group (4-5 students per group). Each group will create a targeted persuasive message or campaign that applies the theories and concepts we have learned through the term. The format can be via PowerPoint, YouTube video, Prezi, or some other visual format (print ad, etc). Further details are posted on Bb. While your project needs to adhere to and apply rigorous academic standards, and of course be ethical, my hope is that you have FUN creating your message/campaign as well!

*Group project updates* **(5 points):** There are two project updates, each worth 2.5 points. This is an individual grade. I will be checking your group discussion page at the update deadlines to access group progress, and individual contribution. Further details are posted on Bb.

*Application Paper (***50 points)**: In this paper, you will discuss your group project, and apply the concepts and theories that were utilized in your messaging. This is an individual paper, based on your group work. It is NOT a group paper. Each group member will submit their own paper. Papers will be submitted to SafeAssignment by 11:59 on the due date on the syllabus. Further details are posted on Bb.

# POLICIES:

*Participation and Accountability:* Participation and preparedness are expected! All assignments are due by the date on the syllabus/schedule, by 11:59 Arizona time (which will be PDT as of 3/12). Waiting until just before the deadline to complete or submit a graded activity carries the risk of missing that deadline due to unforeseen problems.

Missing the deadline for completion of an exam, or discussion posting is never acceptable. Deadlines are absolute. Extensions are not granted. Missed discussion posts receive a **zero**.

You should be very careful and fully prepared when you take the exams. You should use a reliable Internet source. If you should lose connectivity while taking an exam, immediately log back in as the timer continues to count down when you are offline.

*Academic Integrity****:*** The College of Liberal Arts and Sciences and the Hugh Downs School of Human Communication strongly believe in academic integrity; thus, cheating and plagiarism is not tolerated. If a student is charged with academic dishonesty and found to be in violation, disciplinary action will be taken. For further information, please read the Student Academic Integrity Policy and the code of conduct for The Hugh Downs School of Human Communication at: [http://www.asu.edu/clas/communication/policies/.](http://www.asu.edu/clas/communication/policies/) Please read the CLAS policies at <http://clas.asu.edu/students/ai>

\*\*\*Please be advised that all work for this class must be **original** to this class. You may not recycle papers or work from other courses you’ve taken, including if you are taking this course over again; we consider this behavior to be academically dishonest. \*\*\*

*Grades:* If you have a question/concern about a grade you should send a **detailed** description of your grade concern to me within **four** days of the posted grade. I will carefully review the posted grade and your question/concern and respond to you within one week. I reserve the right to lower your score after taking the time to re-assess a grade. Please read the following for an understanding of what I consider to be a fair grade.

**A+** = Outstanding commitment to success in the class, proactive involvement in group discussion, a near perfect exam score, thorough and thought provoking written work, unquestionable reliability in meeting deadlines and course expectations.

**A & A-** = Similar to A+ work, but missing some of the criteria listed above.

**B+**= Good group discussion entries, an ability to think critically and display this in papers and exams, and an above average commitment to the course.

**B & B-** = Similar to B+ work, but missing some of the criteria listed above.

**C+**= Completion of all assignments, adequate understanding of course work, indicative of solid effort.

**C=**Completion of all assignment, average scores on papers and exams.

**D**= Below average work, usually indicative of missed assignments, not following assignment instructions, or poor exam scores.

**E**= Failure to meet the course requirement

# Points:

**Exams (2@75 pts) 150 points**

**Discussion board 90 points**

**Group project 25 points**

**Project updates (2@2.5pts) 5 points**

**Application paper 50 points**

**Total: 320 points**

**Grade Scale**

|  |  |  |
| --- | --- | --- |
| A+=99% -100% | A= 94% - 98.9% | A- =90% - 93.9% |
| B+=87% - 89.9% | B=84% - 86.9% | B- =80% - 83.9% |
| C+=77% -79.9% | C=70% - 76.9% |  |
| D=60% - 69.9% |  |  |
| E=59.9% - 0 | XE = Academic dishonesty | |

* \*\*There is no extra credit in this class. Plan accordingly.

**COMMUNICATION PROCEDURES:** Please read this section carefully. It is important that you follow these procedures when communicating within our course.

*Blackboard/MyASU* :

I will post announcements, grades, handouts, documents, and lectures to the site on a regular basis. It is

**your** responsibility to make sure that you have access to the course website and to check it **regularly**.

Follow the **Technical Support** link on the home page of the website if you have any questions or are experiencing any difficulties.

*Mass e-mails and announcements:*

I will send the entire class an email whenever we post an announcement. However, our email will not reach you if your account is full. It is your responsibility to check the announcements page regularly – even if you don’t receive an email from me

*Contacting me:*

I will check messages according to the posted availability on p.1 of the syllabus. Please understand that if the answer to your question is found on the syllabus, hallway conversations, or in an assignment description, we will simply refer you to the appropriate document. Be sure to indicate the course you are in (COM319), and sign your email with the name you are associated with in the course. Students occasionally will undergo a name change during their academic careers – if you are on the roster as ‘Chris Doe’ and change/changed your name to ‘Chris Smith,’ please sign your email Chris (Doe) Smith, or in some way that I can find you in the class.

**COURSE SCHEDULE:** *Limited* revisions of this schedule might occur.

Each module runs from Thursday-Wednesday

DB=Discussion Board • OP=Original Post • RP=Response Post

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| --- | --- | --- | --- | --- |
| Module | Topic | Readings | Assignments | Due Dates |
| ONE  Aug 17-23 | Introduction to Persuasion & Social Influence | Cialdini Ch. 1  Module readings | DB OP:  DB RP: | 8/20 (Su)  8/23 (W) |
| TWO  Aug 24-30 | Reciprocity | Cialdini Ch. 2  Module readings | DB OP:  DB RP: | 8/27 (Su)  8/30 (W) |
| THREE  Aug 31-Sept 6 | Commitment and Consistency | Cialdini Ch. 3  Module readings | DB OP:  DB RP:  Project update #1: | 9/3 (Su)  9/6 (W)  9/6 (W) |
| FOUR  Sept 7-13 | Social Proof | Cialdini Ch. 4  Module readings | DB OP:  DB RP: | 9/10 (Su)  9/13 (W) |
| **EXAM 1: Sept 13-15 (W-F)**  **Cialdini chapters 1-4 and module 1-4 readings & videos** | | | | |
| FIVE  Sept 14-20 | Liking | Cialdini Ch. 5  Module readings | DB OP:  DB RP:  Project update #2: | 9/17 (Su)  9/20 (W)  9/20 (W) |
| SIX  Sept 21-27 | Authority | Cialdini Ch. 6  Module readings | DB OP:  DB RP: | 9/24 (Su)  9/27 (W)  4/23 (Su) |
| SEVEN  Sept 28-Oct 6 | Scarcity | Cialdini Ch.7 & 8  Module readings | : Group Project:  Application Paper:  : | 10/1 (Su)  10/ 4 (W) |
| **EXAM 2: October 4-6 (W-F)**  **Cialdini chapters 5-8 and module 5-7 readings & videos** | | | | |