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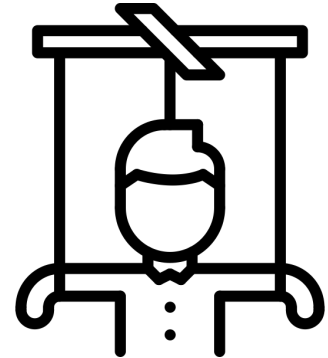


Social Influence and Manipulation



SOMMAIRE

- I. Influence & Manipulation: definitions and differences
- II. “Strong” and “soft” manipulation
- III. The Psychology of Commitment
- IV. Processes of Influence
- V. Is there ethically acceptable mass manipulation ?



I. Influence & Manipulation: definitions and differences

“positivity”

“coach”

Influence

“inspiration”

“feel-good”

“hurt”

“negative”

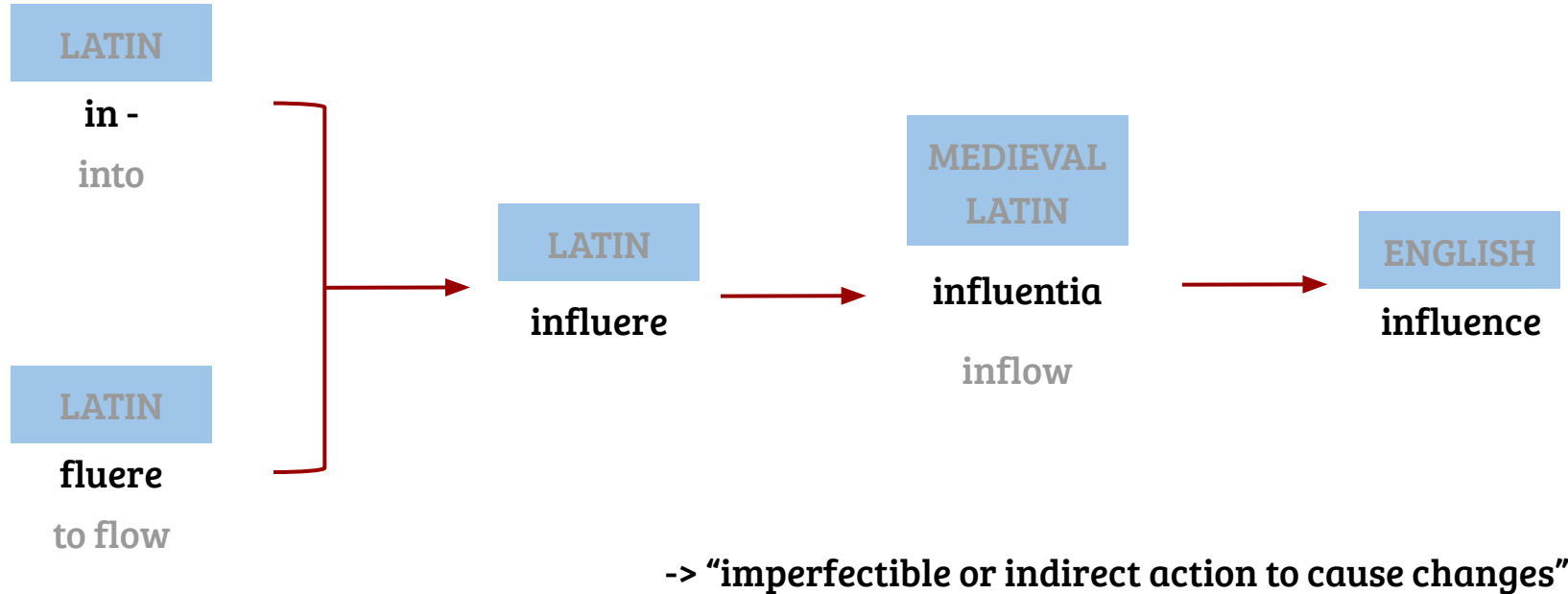
Manipulation

“dangerous”

“bad intentions”

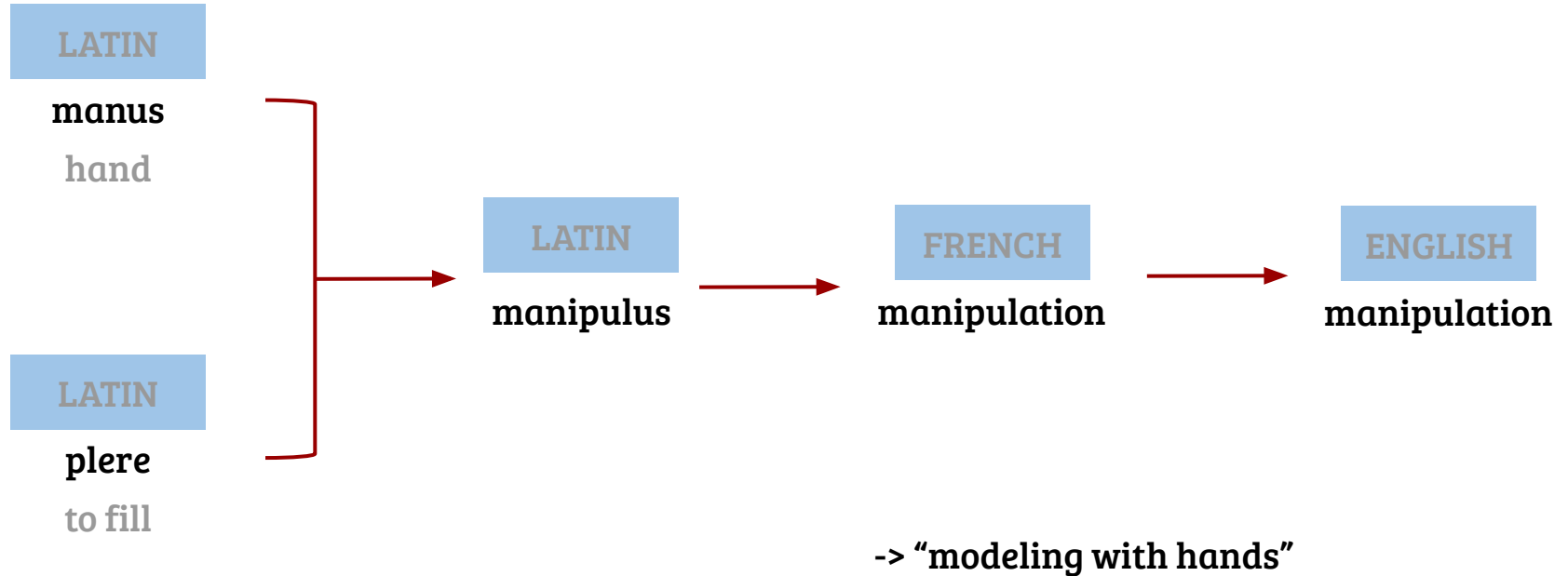
I. Influence & Manipulation: definitions and differences

Influence



I. Influence & Manipulation: definitions and differences

Manipulation



I. Influence & Manipulation: definitions and differences

Influence

The capacity to have an effect on the character, development, or behaviour of someone or something, or the effect itself.

Manipulation

The action of manipulating someone in a clever or unscrupulous way.

II. “Strong” and “Soft” manipulation

Same goal but different methods

*Get people to believe in or do something
that they wouldn't have done
otherwise*

II. “Strong” and “Soft” manipulation

The importance of truth

Soft

Truth at least partially known

Strong

Hidden motives

II. “Strong” and “Soft” manipulation

Different techniques

Soft

Uses suggestion, rhetoric

Strong

*Uses psychological or physical
violence*

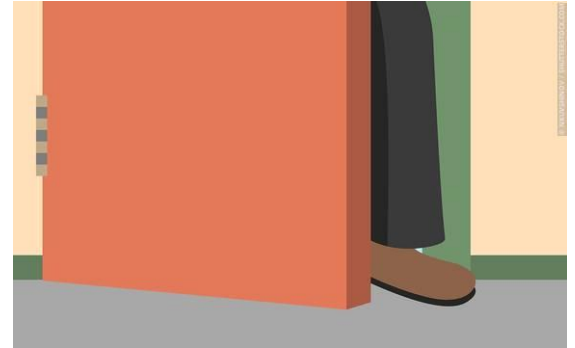
Where do you draw the line ?

III. The Psychology of Commitment

Foot-In-The-Door Technique

PREPARATORY ACT : Get a first act that is inexpensive in time, money or energy.

EXPECTED ACT : A second act, which requires a stronger commitment and which is more difficult to obtain.



III. The Psychology of Commitment

Neighborhood A



100 families

Someone ask them to put a little sign on their entrance gate to prevent passers-by about traffic safety.

Neighborhood B



100 families

Nobody come to ask something in this neighborhood.

III. The Psychology of Commitment

Neighborhood A



100 families

Someone ask them to put a little sign on their entrance gate to prevent passers-by about traffic safety.

Neighborhood B



100 families

Nobody come to ask something in this neighborhood.

Two weeks later, someone ask to all the families in the two neighborhood to put a large traffic safety sign in their garden.

How many people are going to agree this request in the two neighborhoods ?

III. The Psychology of Commitment

Neighborhood A



100 families

Someone ask them to put a little sign on their entrance gate to prevent passers-by about traffic safety.

Neighborhood B



100 families

Nobody come to ask something in this neighborhood.

17%

Two weeks later, someone ask to all the families in the two neighborhood to put a large traffic safety sign in their garden.

How many people are going to agree this request in the two neighborhoods ?

III. The Psychology of Commitment

Neighborhood A

76%



100 families

Someone ask them to put a little sign on their entrance gate to prevent passers-by about traffic safety.

Neighborhood B

17%



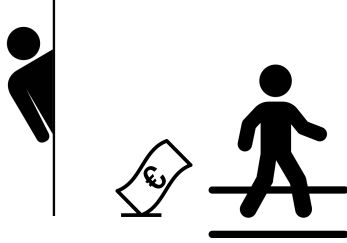
100 families

Nobody come to ask something in this neighborhood.

Two weeks later, someone ask to all the families in the two neighborhood to put a large traffic safety sign in their garden.

How many people are going to agree this request in the two neighborhoods ?

III. The Psychology of Commitment



Passer-by loses 50 euros.

80%



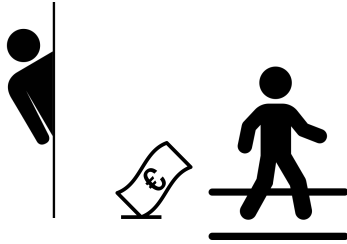
The subjects who see the scene let him walk away before taking the money.

20%



The subjects who see the scene alert him.

III. The Psychology of Commitment



Passer-by loses 50 euros.

Passers-by do a **small service** for another passer-by, a few minutes before the bill falls out of his pocket.



60%

-20%

The subjects who see the scene let him walk away before taking the money.

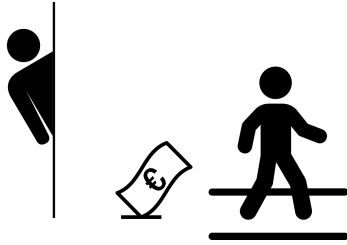


40%

+20%

The subjects who see the scene alert him.

III. The Psychology of Commitment



Passer-by loses 50 euros.

Passers-by do a **larger service** for another passer-by, a few minutes before the bill falls out of his pocket.



30%

-50%

The subjects who see the scene let him walk away before taking the money.

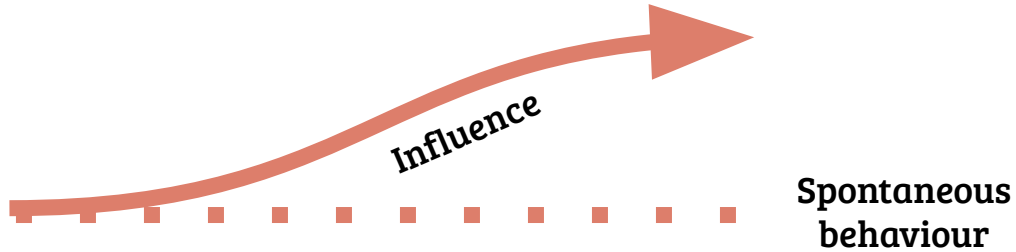
70%

+50%



The subjects who see the scene alert him.

IV. Processes of Influence




- Persuasion
- Imitation

IV. Processes of Influence

“Informative” or “Task-oriented” influence :

- **Complex task**
- **Search for accuracy**
- **Self-doubt**



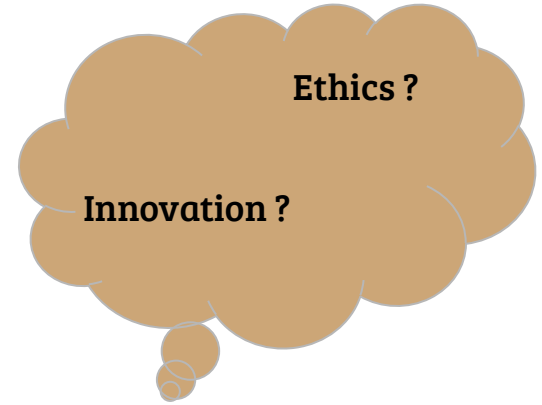
Engineering & Conformity

IV. Processes of Influence

“Informative” or “Task-oriented” influence :

- **Complex task**
- **Search for accuracy**
- **Self-doubt**

Engineering & Conformity



IV. Processes of Influence

Twelve angry men
&
Innovation

Moscovici & al.



Involvement
Consistency
Self-confidence

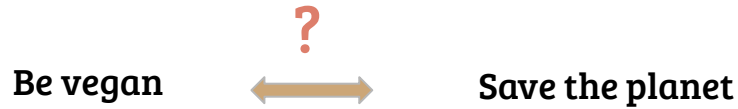
Show that you are a part of the group

V. Debate - Does ethically acceptable manipulation exist ?



- Customer not necessarily conscious of it
- Woman seen as a object of possession
- May buy the car because he likes Jessica Stam
- Does not appeal to the viewer's conscious reason

V. Debate - Does ethically acceptable manipulation exist ?



- Person who loves the planet, and loves chicken may feel bad
- May stop using animal products because of her look
- Does not appeal to his reason
- Greta's image used for ideology reasons

V. Debate - Does ethically acceptable manipulation exist ?

- Is manipulation always wrong, no matter the consequences ?
- In many cases, appealing to one's reason is not possible ? Should mind manipulation be an option ?
- Were the publishers of these images aware of their own manipulation ?
- What about us in a few years ? How to prevent ourselves from manipulating others ?

Have you associated Greta Thunberg with manipulation ?



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