PS 200A.70 Communication, Persuasion and Compliance

Brehm
336 Perkins
660-4336

This course explores the political, psychological and economic foundations of two of the most common political situations: why individuals comply with the requests of others or why one individual persuades another to change his or her opinion. Compliance and persuasion are problems in the relationship of states to citizens when states ask citizens to pay their taxes, obey the law or serve in the military. Compliance and persuasion are also problems for bureaucracies and workplaces, in political advertising and campaigning. The course will begin by reviewing economic and psychological theories of persuasion and compliance, and then turn to consideration of particular political questions relating to compliance and persuasion. Among the topics we will review will be: What makes campaign advertising successful? Who influences bureaucratic behavior? Why do citizens comply with a civilian draft? Who evades paying their taxes, and why?

Grading for this class will be based on class participation and a research paper. In addition, students will submit a short paper summarizing a research proposal, due on 25 February (two weeks before spring break). (The proposal will not be graded).

The following books are on order in the Duke University Textbook Store:

- Petty and Caccioppo, *Attitudes and Persuasion*
- Cialdini, *Influence*
- Popkin, *The Reasoning Voter*
- Milgram, *Obedience to Authority*

The bulk of the readings for this class are articles, in a coursepack on sale at the bookstore. The articles will also be on reserve in Perkins, in folders by weeks.

14 Jan	<u>What this course is about</u>
19 – 21 Jan	<u>Economic Approaches: Self-interest and persuasion</u> • Downs, *An Economic Theory of Democracy,* Ch. 11 (coursepack) • Popkin, *The Reasoning Voter,* Ch. 2–4 • Jones, *The Economics of Conformism,* Ch. 2 (coursepack)
26 Jan	<u>Psychological Approaches: Operant Conditioning</u> • Petty and Caccioppo, Ch. 2
28 Jan	<u>Message Learning, Credibility</u> • Petty and Caccioppo, Ch. 3
2 Feb	<u>Judgemental approaches, Relative Evaluations</u> • Petty and Caccioppo, Ch. 4
4 Feb	<u>Motivational approaches</u> • Petty and Caccioppo, Ch. 5
9 Feb	<u>Self-perception, self-persuasion</u> • Petty and Caccioppo, Ch. 6, 8
11 Feb	<u>Reciprocity</u> • Cialdini, Ch. 1, 2 • Axelrod, *The Evolution of Cooperation,* Ch. 5
16 Feb	<u>Commitment and Consistency</u> • Cialdini, Ch. 3
18 Feb	<u>Social Proof</u> • Cialdini, Ch. 4 • Smyth and Fuller, "The Effects of Group Laughter," (coursepack) • Phillips, "The Impact of Mass Media on U.S. Homicides," (coursepack)
23 Feb	<u>Liking</u> • Cialdini, Ch. 5 • Stewart, "Defendant's Attractiveness as a Factor in Jury Decisions (coursepack)
25 Feb	<u>Authority</u> • Cialdini, Ch. 6
2 Mar	<u>Scarcity</u> • Cialdini, Ch. 7 • Brehm, *A Theory of Psychological Reactance,* Ch. 1
4 Mar	<u>Central and Peripheral Routes to Persuasion</u> • Petty and Caccioppo, Ch. 9
9 Mar	<u>Political Problems: Obedience to Strong Authority</u> • Milgram (The book)

11 Mar	Disobedience • Gurr, *Why Men Rebel,* Ch. 7
	SPRING BREAK
23 Mar	Tax Evasion • Thurman, "General Prevention of Tax Evasion," (coursepack) • Mason and Calvin, "A Study of Admitted Income Tax Evasion (coursepack)
25 Mar	Political Advertising and Images • Popkin, Ch. 5 • Sabato, *The Rise of Political Consultants,* Ch. 5 (coursepack)
30 Mar	Negative Advertising • Hovland, Janis, and Kelley, *Communication and Persuasion,* Ch. 3 (coursepack) • Martinez and Delegal, "Negative Ads and Negative Attitudes," (coursepack)
1 Apr	Media and Agenda Effects • Iyengar, Peters and Kinder, "Experimental Demonstrations of the 'Not So Minimal..."' (coursepack) • Erbring, Goldenberg and Miller, "Front Page News and Real World Cues," (coursepack)
6 Apr	Endorsements • Rapoport, Stone, and Abramowitz, "Do Endorsements Matter?" (coursepack) • Lupia, "Busy Voters, Agenda Control, and the Power of Information," (coursepack)
8 Apr	Resistance to Political Messages • Converse, "Information Flow and the Stabillity of Partisan Attitudes," (coursepack) • Zaller, "Bringing Converse Back In," (coursepack)
13 Apr	Control of the Bureaucracy • Brehm and Gates, "Donut Shops and Speed Traps," (coursepack) • Brehm and Gates, "Policing Police Brutality," (coursepack)
15 – 22 Apr	Student Presentations