

FECRIS European Symposium

Social influences leading to changes of opinion on the web

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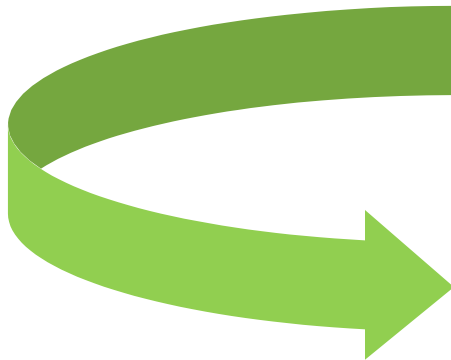
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Interpersonal relations and communication: basis of influences on websites, fluidification of social links, for example in the following fields:

- Complementary alternative medicines
- Psychotherapy and personal development
- Spirituality
- Quantum medicine, etc.
- Accompanied by pseudo-scientific terms.....
- New Age, etc.
- Vaccines, radicalisation, violence, etc.

A cognitive market that is hypersensitive to the structuring of the offer
(Bronner)

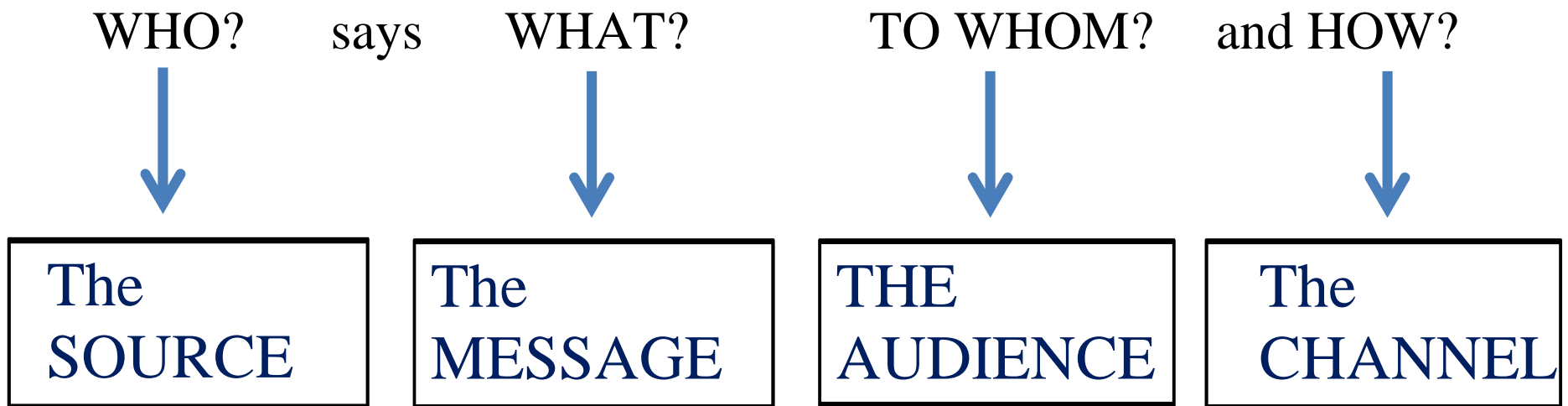


**WEBS OF
INFLUENCE**

Basic principles of persuasive influence



The variables of persuasion



The effect of simple exposure

Increasing the likelihood of having a positive feeling towards someone or something by simply repeatedly exposing them to that person or object



The more we are exposed to a stimulus:

- Person
- Consumer product
- Location

The more likely it is that we love him/her/it

	SOURCE	MESSAGE	CHANNEL	RECEIVER	PRESENTATION CONTEXT
1. Exposure to the message					
2. Attention					
3. Appreciation, interest					
4. Understanding					
5. Acquisition capabilities					
6. Change of opinion					
7. Storage in memory of the message content					
8. Searching and retrieving information in memory					
9. Decision on the basis of Information Retrieval					
10. Behaviour in accordance with decision-making					
11. Behaviour reinforcement					
12. Behaviour consolidation					

*Modèle des communications persuasives
(McGuire, 1989)*

Techniques of social influence

System 1

Uncontrolled
Effortless
Associative
Fast
Unconscious
Association
Without rules
Automatic

System 2

Controlled
Requires effort
Deductive
Slow
Conscious
Applies rules

"The failures of reason"
Techniques of social influence
based on heuristics

Cialdini's work

Social influence in 6 heuristics

The Social Proof (social proof)

Tendency to validate one's own behaviour according to the behaviour or judgement of others.

We are particularly sensitive to this principle when we are in doubt and all the more receptive when the people we see resemble us.



Sympathy (liking)

We agree with the people we appreciate and are more likely to accept their request

Being kind can take many forms: you can appreciate your interlocutor because you feel that he/she is like you, that he or she is familiar to you, or because you are sensitive to his or her compliments or simply because his or her words inspire confidence.

The authority (Authority)

The weight of authority forces obedience in certain situations

Like it or not, we naturally respect authority.

This is why we rarely question a person presenting themselves as an expert in...

Rarity (scarcity)

Objects appear more attractive when they are rare.

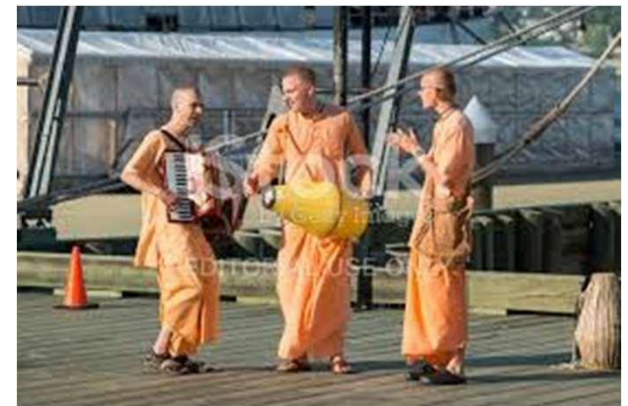
This principle means that the value of things seems to us to be more important if their availability is limited, or when we lose the possibility of acquiring them under particularly attractive conditions.

Reciprocity (reciprocity)

Do someone a favour and you don't have to wait for them to reciprocate most of the time.

This idea of reciprocity can lead us to feel obliged to make concessions to those to whom we have an obligation. That is why we are uncomfortable as soon as we feel indebted.

Krishna followers' strategy: before soliciting someone, give him or her a book or flower

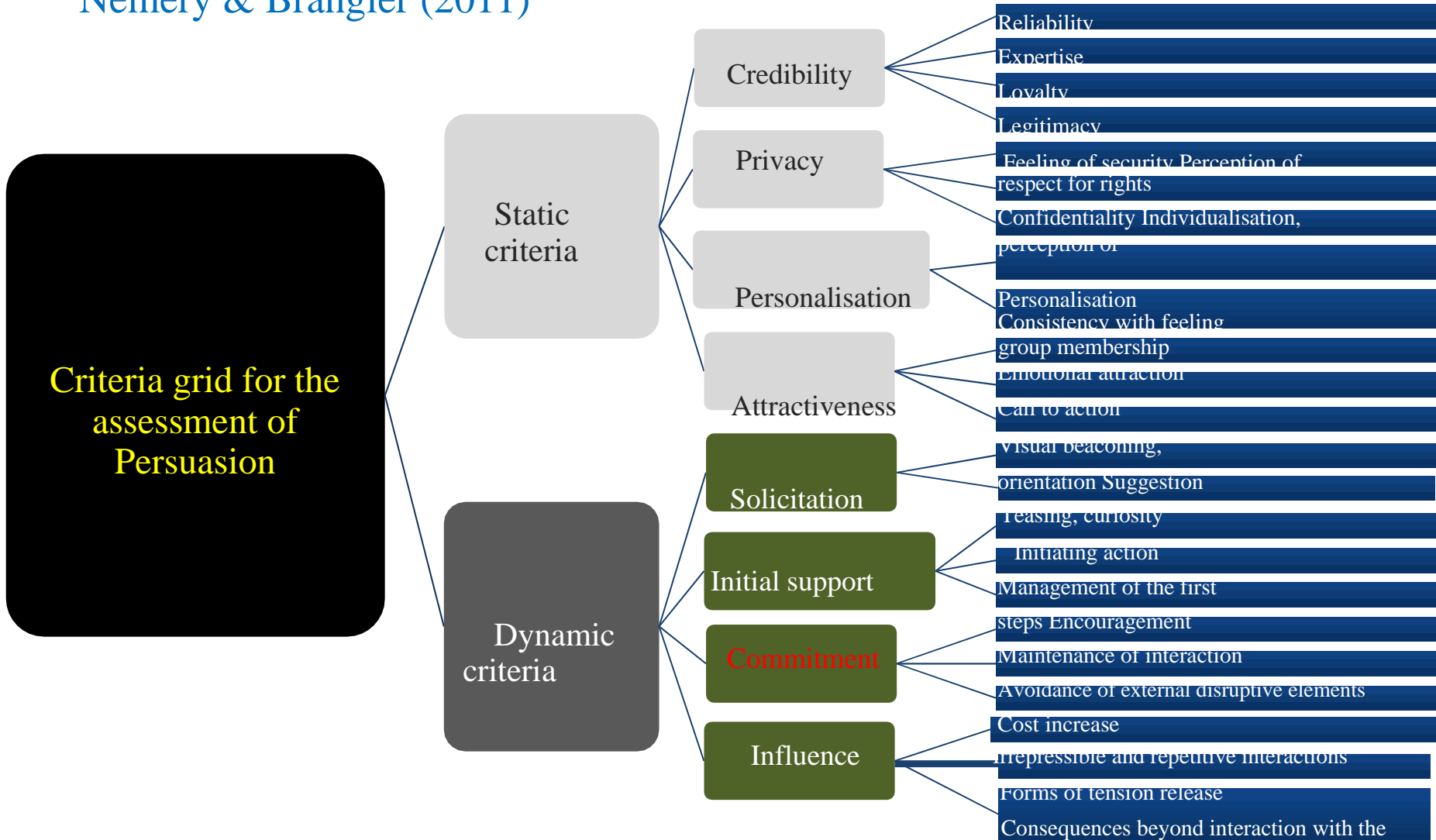


Commitment / consistency

People are driven by the desire to appear consistent to themselves and to others

One example: You would probably be in a better position to support a colleague's project if you had expressed interest a few days before when he told you about his intention to carry it out.

Nemery & Brangier (2011)



Selective exposure to information: seeking information in line with one's opinion and avoiding information that challenges it (Festinger, 1957).

On social networks (Facebook, etc.), false information and theories circulate easily (fake news, infox, conspiracy)

Assimilation process: confirmation bias

- Tendency to process information in a biased manner and selectively expose oneself to it, reduction of dissonance
- Minimisation of information that is contrary to one's point of view.
- Self-maintaining opinions and prejudices. Exclusion of what is not consistent with one's world view
- Acceptance only of information that supports one's beliefs

Bubble filter (Pariser, 2011): algorithms (Facebook, Google, YouTube, Instagram, etc.) filter content that may appear on news feeds

Consequences:

- **Progressive isolation of individuals** in circles of opinion and ideologies that "resemble" them and their lesser exposure to dissimilar cultural, political, religious or ethical content.
- **The bubble prevents everyone from being well informed** by enclosing them in almost watertight circles where more diverse information will have difficulty penetrating to challenge this information

"Echo chamber effect"

Internet communities have little contact with each other. Selection of information, confirming beliefs, formation of groups sharing the same beliefs (polarisation) and representations.

Homogeneous communities sharing a very specific world view (social identity: "we", "them")

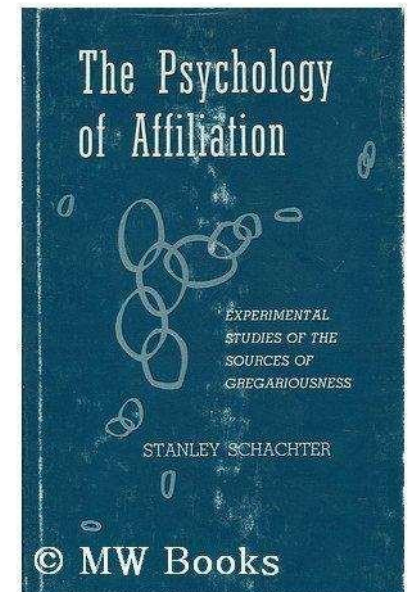
Role of emotions

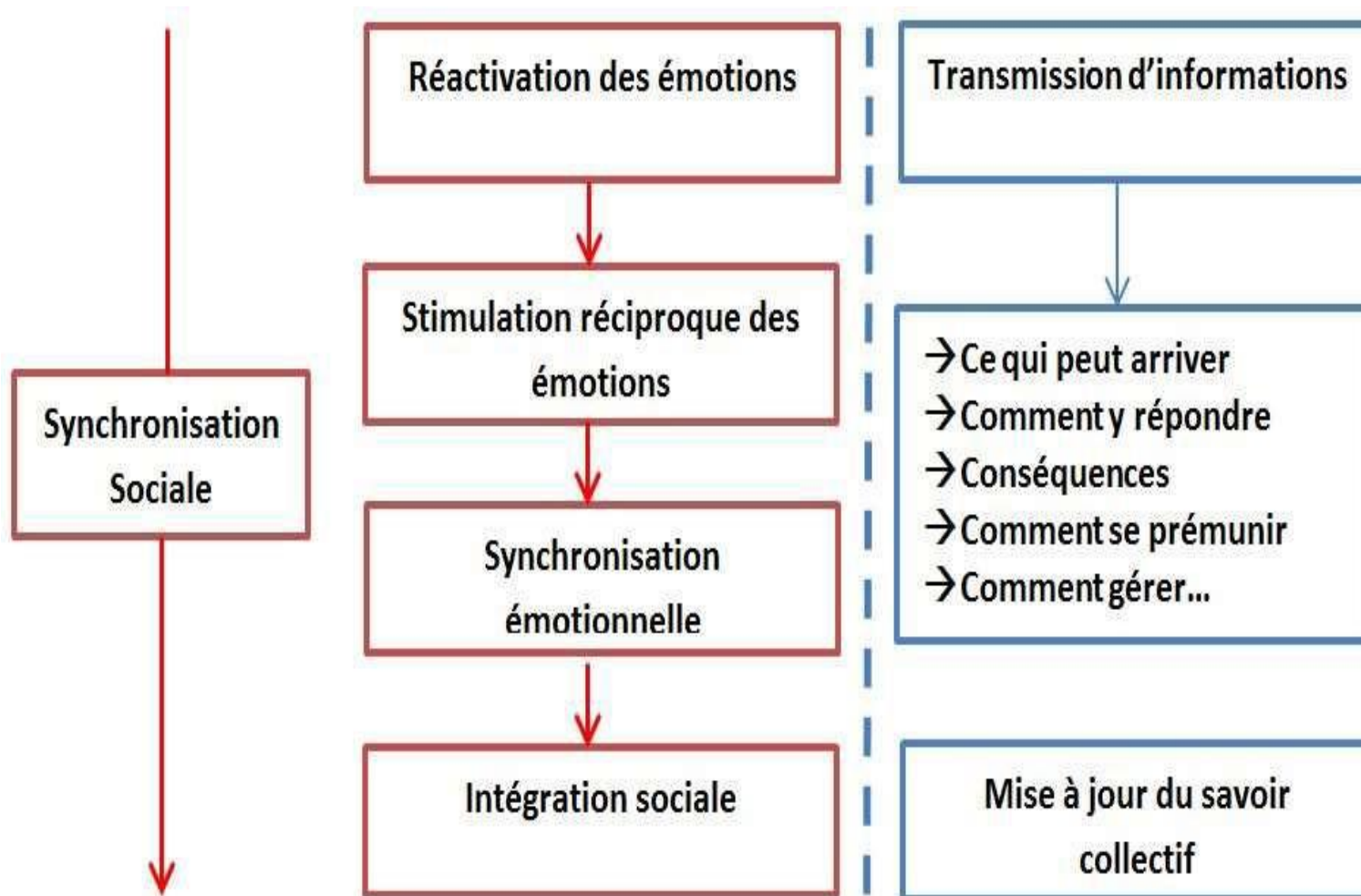


The **psychology of affiliation** or expressed need for the presence of others:

Any strong reaction of anxiety or fear leads individuals to want to affiliate with others, with people in the same situation as them, in order to reduce their state of emotional activation.

Anxiety is a strong motivation for aggregation and affiliation for sharing emotions.





Social synchronisation (Rimé, 2019)

Behavioural engagement and voluntary submission (Joule & Beauvois, 2014)

Behavioural induction techniques

- Foot-in-the-Door technique: ask for little to get more
- Door-in-the-Face technique: ask too much to get less
- Booting: hiding the cost of a decision
- ...


"A little treatise on
manipulation for honest
people"

Escalation in engagement

Carry out an engaging behaviour



Perform a new costly behaviour to justify the previous one (escalation): entry into a costly course of action



Free and progressive engagement
Impossibility of leaving the course of
action **Spiral of engagement and
rationalisation Dependency**

It is easy to "deal" with reality: change your perceptions, interpret events, find new and good reasons, etc.

Man is not rational, he rationalises

He subsequently justifies his behaviour by giving it a meaning, a reason

The justification for the effort "Changing reason to keep reason"

Exploring the link between effort and the desire to join a group

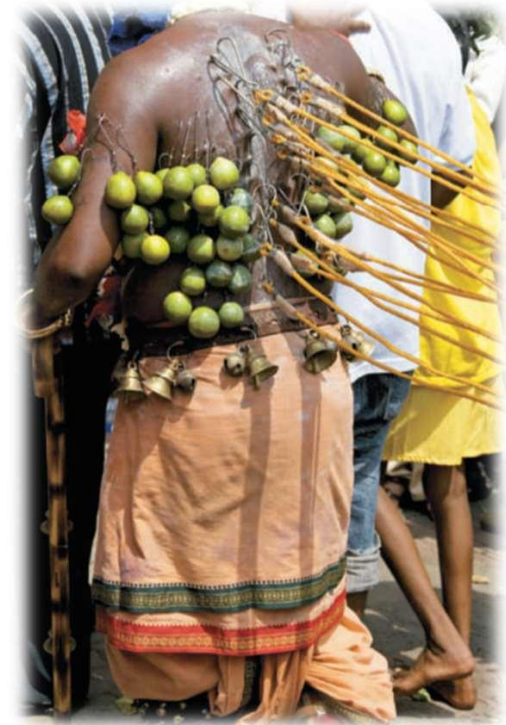
Justification of effort: tendency to value a coveted object more highly (group, individual, situation) when it is difficult to attain and even if it subsequently proves to be of low value or interest

Because... it's a way to reduce dissonance, to find a good reason after the fact for the effort we just made



Elements of explanation concerning certain group phenomena:

- Hazing
- Corporal and religious punishment
- Strengthening the sense of affiliation to a group
- Professional working group, team building



The persuasive influence will be all the stronger if:

- **On the motivational level:** the group addresses pressing human needs and proposes a way of salvation
- **On the intellectual level:** the group moves away from the criteria of scientific reason, doubt and citric debate, refers to transcendent truths and powers
- **On the organisational level:** the group moves away from the criteria of democratic functioning and sets up internal mechanisms to control information, beliefs and conduct

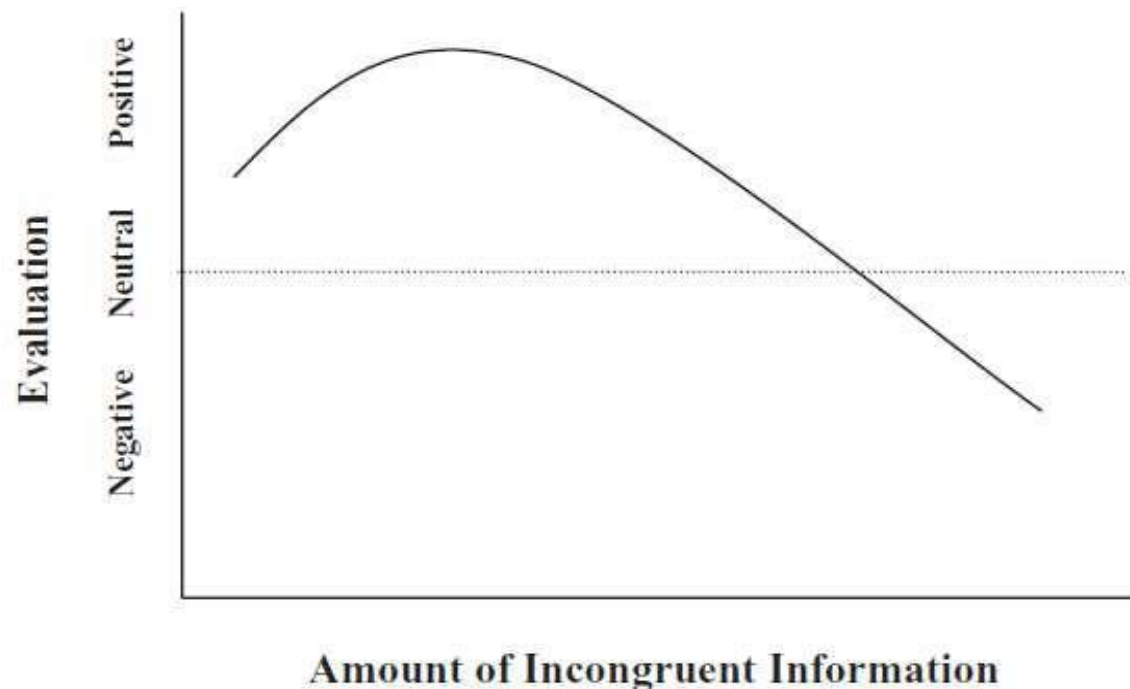
(Dépret, 2001)

- The appropriation of digital tools to counter misinformation is not developed
- Mastery of the weapons of infox marketing
- Work on digital crisis communication

Work on a counter-speech

The polarising effect of social networks can be reversed (Redlawsk, Civettini, & Emmerson, 2010)

Backfire effect: When activists are exposed to negative information about a person who shares their beliefs, it initially reinforces their sympathy for that person. But after a certain amount of negative information, they eventually change their minds



Resist false information or "fake news"

Inform the public of scientific facts before misinformation arrives

By exposing Internet users to small doses of false information while demonstrating how ridiculousness it is, it is possible to develop a kind of immune system:

The principle is similar to the medical world: inoculation of a small amount of false information so that the individual, the Internet user, develops antibodies

➔ The theory of inoculation



Advance notice to the public (inoculation) of future misinformation attempts protects public beliefs



Précis de réfutation



John
Cook Stephan
Lewandowsky

Precision of rebuttal

- What matters is not so much what people think as how they think
- When you refute, you create a gap in the other person's mind. To be effective, the rebuttal must fill it

One example:

- Explicit warning to the reader that incorrect information will be provided and the nature of this information
- Quote the wrong information, refute it
- Fill in the absence of misinformation by quoting true information

Critical thinking education: disseminating and teaching

- Spread the critical spirit in a playful way via YouTube
- Intellectual self-defence course

Sous la direction de
Nicolas Gauvrit et Sylvain Delouée

Des têtes bien faites

Défense
de l'esprit
critique



puf

r, l - 1
ca, u - v 1 ois
r2

INFINITÉS
ÉCHOS
Précis des manipulations ordinaires
SOCIÉTÉ

Petit de
honnôte:

