

Egyéni különbségek a meggyőzés sikerességében: személyiségváltozók és információ hatása

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Abstract

Success in persuasion is dependent on the traits, motivations of the participants, but also on the context and the characteristics of the persuasive message.

Our study investigates the relationship between personality traits, amount of information and persuasion, more specifically we wanted to examine if there is a difference between those who are easily persuaded by others, or resist persuasion, respectively between good and bad persuaders.

We hypothesized that success or failure in persuading others is determined by one's personality traits, respectively, by the commitment to one's point of view, whether that is right or wrong. Furthermore, we assumed that the perceived amount of information has an impact on the perceived correctness of one's point of view and resistance to persuasion.

The study was conducted on 125 Transylvanian students. They were all administered the Eysenck Personality Questionnaire, and they had to solve a one correct solution problem independently. Afterwards, 2 member groups were asked to debate upon the problem's correct answer, while the other participants listened to their debate, and then changed their opinion or not. Successful and unsuccessful persuaders were then identified, and susceptibility or resistance to persuasion was also measured.

The results of the study confirmed our hypotheses, respectively successful persuasion is determined by the commitment to one's point of view, whether that is right or wrong, the psychoticism personality dimension is related to higher commitment to opinion, while neuroticism is related to easily changing opinions and susceptibility to persuasion. Furthermore, the perceived amount of information influences the persuasive process's success, but doesn't influence the correctness of an opinion. Further research is needed in order to generalize these results.

Keywords

persuasion, commitment to one's point of view, resistance to persuasion, personality traits

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