





Conscious

Subconscious



Reactance



Scepticism



Inertia

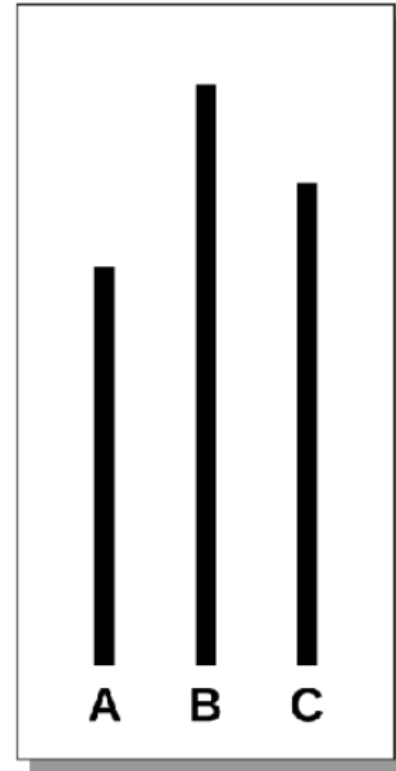
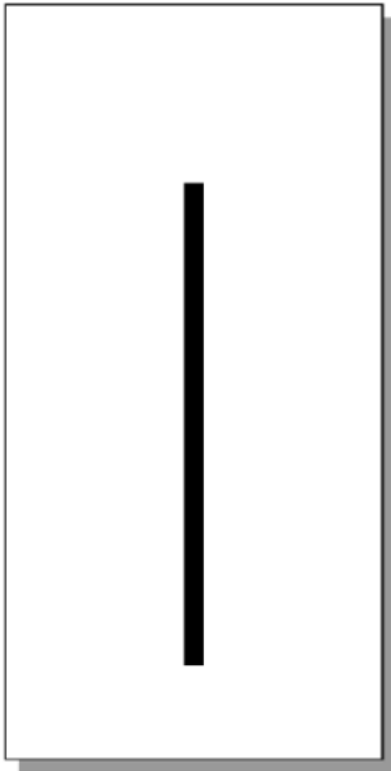






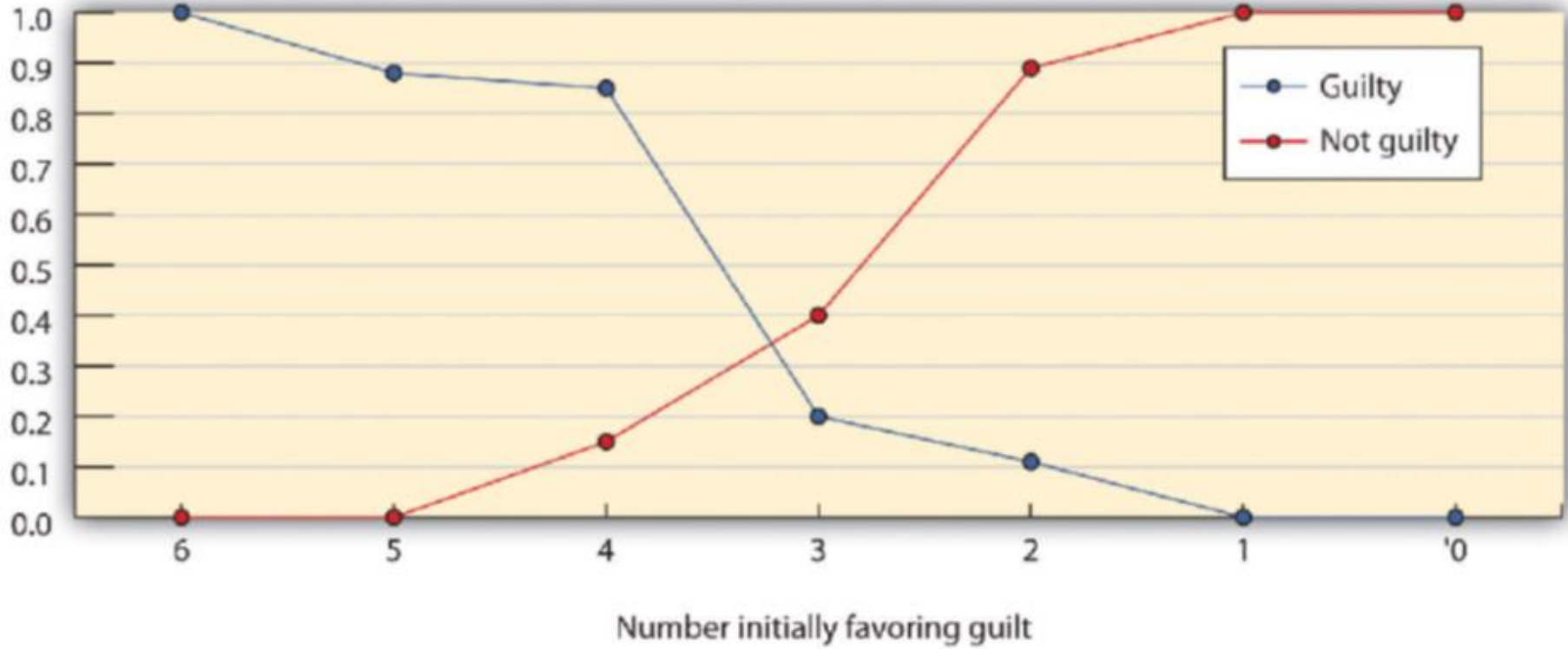
Conformity Studies

(Asch, 1951)





Probability that jury votes guilty











Solutions to avoid reactance

- Redefine the relationship
- Altercast
- Reciprocity
- Minimalise the request
- Give some options to choose from
- Acknowledge resistance
- But you are free (2 x)



Solutions to deal with sceptisme

- Looking ahead
- Fluency (4 essential vitamins 2 x a day. V8)
- Selfpersuasion



How to deal with inertia

- Alpha technics
- Intention for implementation (intentie-gedrag-gap)

