3. Target Audience & Persuasive Appeal: who is receiving message?

- Age
  - Children more easily persuaded due to being gullible, impressionable and listening to others
- Gender
  - Are women easier to persuade?
  - Gender bias in studies i.e. use more coercive tactics and make researchers; men have inherent sociability, women have little interest to engage personally
  - Self Esteem
  - Very low self esteem; unengaged and anxious; so difficult to persuade
  - Very high self esteem; self assured and believe they are right so also difficult to persuade

"Because"

- Persuasion is increased when a person is given a good reason.

Compliance

- Willing to follow the request or advice.

Norm of Reciprocity

- Individuals feel the need to repay favours
- Related to bartering i.e. willing to raise price if seller drops theirs

Give and Take

- General rule of trying to repay
- Cultural systems of reciprocation
  - Countries with aid and trade systems
  - Buying a round of drinks
- Negative labels for those who violate rules; reobserver, ingrate