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Psihologie socială – tehnici de manipulare / Social Psychology – Manipulation Techniques

Abstract:

How can we determine people change their opinion on their behaviour? Through force, orders, persuasion. But these are not the only means, there are more hidden ones, although as simple as the former, which, are based, as we will see, on commitment psychology. The paper achieves a synthetic analysis of these manipulation techniques which demonstrate that we can induce people without the need of exerting any pressure and without the need of persuasion. How? ... By obtaining from them a commitment, that will induce another way of thinking and acting from these point forwards. The end of the paper emphasizes some ideas about the way we can withstand manipulation.