Discussion Forum

1. Christian Hollingsworth is the owner of Smart Boy Designs. Christian is seen as a force in social media, has 181,000+ Twitter followers, and blogs about wide-ranging topics related to blogging and social media as a whole. Review Hollingsworth’s post called *Under the Influence* and answer the following questions:


   a. Hollingsworth speaks of influence with words like “responsibility,” “potential to reach,” and “control.” Does replacing the word “influence” with “power” alter the connotation of the accompanying words? Explain your rationale.

   b. Give two examples of a time that you did and did not use source credibility to influence a decision.

   c. Hollingsworth asks his readers, “Do you let others control and manipulate the influence you’ve been given through an online venue by their actions, choices and thoughts?” Give a specific example of a situation in which Hollingsworth’s question fit the elaboration likelihood model of persuasion.

2. Increase your ability to back up claims with good reasons. Instructions:
   a. Review text research on good reasons.
   b. Choose an action that you sincerely want your friend to do with or for you.
   c. Identify the “good reasons” that will have the greatest impact on your friend. Make sure the reasons are relevant to the claim and well-supported.
   d. Report the outcome. Did your friend go the way you wanted based on your reasoning?

3. Discuss your track record for judging people. How often have you been burned?

4. Try out a personal request that you would like to make (or would have liked to make in the past) on your classmates, based on the suggestions in the chapter. Ask for feedback on ways to make your request more assertive.

5. Describe a fictitious character who displays passive-aggressive behavior.