



Don't hate. Persuade!

1 December 2021

Knowing each other from back to front

1. Ask someone to stick a sheet of paper on your back.
2. Walk around and choose a person.
3. Write down one question on the sheet on their back.
4. If someone is writing on your back, wait until they are finished.
5. When the music stops, sit down. Look at the sheet, answer the questions and get to know the others.

Getting to know each other online

1. Look at the list of participants on Mural.
2. Double-click next to a person's name to add a sticky note. Write down one question that you would like to ask the person before moving on to the next.
3. When the music stops, you can choose some of the questions next to your name that you would like to answer and share with the group.

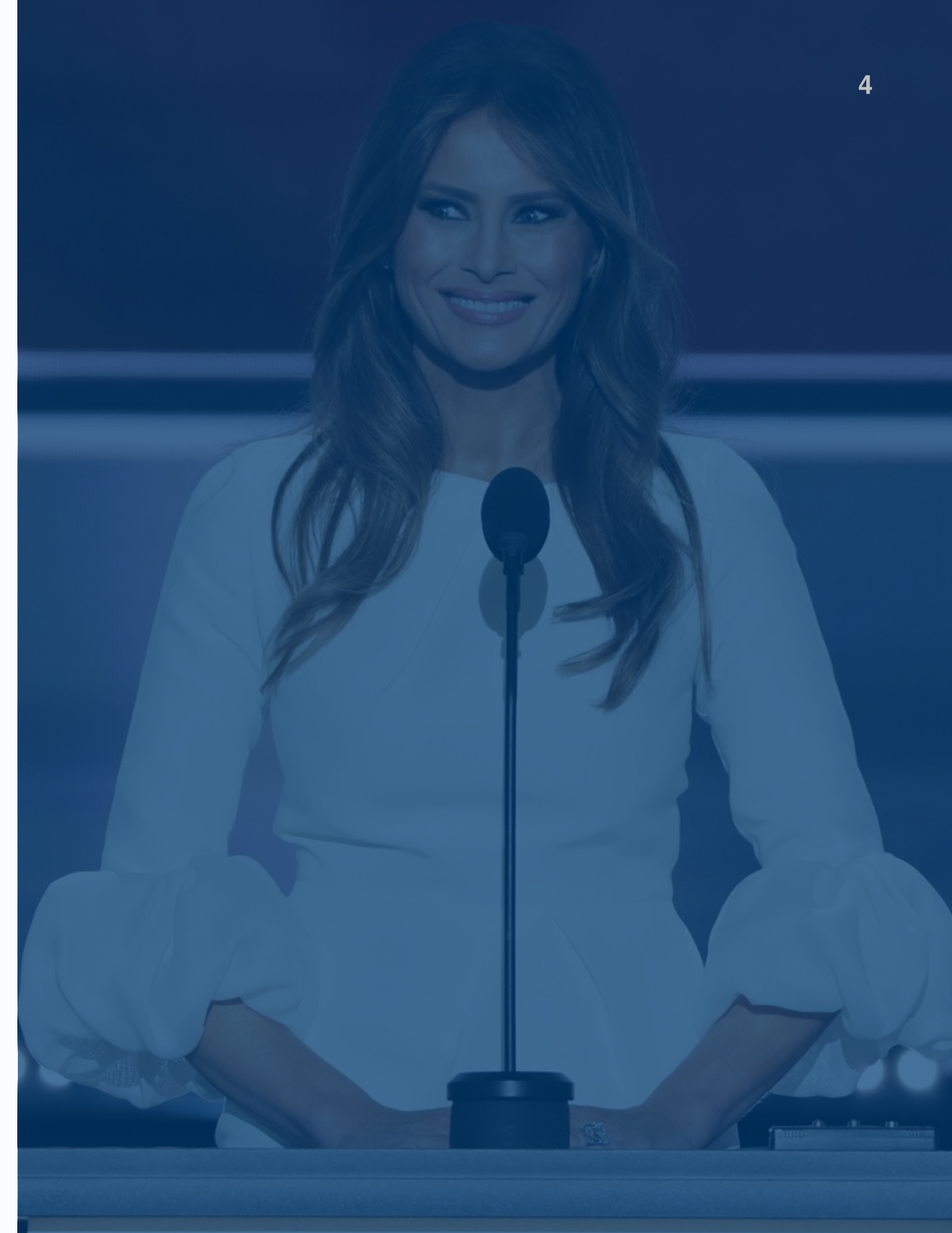


How would you rate the speech?

From a young age, my parents impressed on me the values that you work hard for what you want in life; that your word is your bond and you do what you say and keep your promise; that you treat people with respect.

They taught and showed me values and morals in their daily life. That is a lesson that I continue to pass along to our son, and we need to pass those lessons on to the many generations to follow.

Because we want our children in this nation to know that the only limit to your achievements is the strength of your dreams and your willingness to work for them.



The path to persuasion



Be credible



Be clear



Be captivating

Who's your P.E.R.S.O.N.A.?

Form groups of two and grab one sheet of paper. Create one profile of a person you want to persuade. Use the template below to sketch one profile on paper.

Personality:

Expectations:

Relationships:

Studies:

Occupation:

Name:

Age:



How would your PERSONA rate you?



Building credibility

Based on French & Ravens bases of power



Personal: Character and reward



Informational: Expertise and information



Positional: Authority and connection

Show your skills

Look at the evaluation of the person whose attitude you want to change.

Draft an instagram post either on paper or online showing to this person that you are altruistic and competent.

Include in the post visuals and two expressions familiar to and appreciated by your target audience.



The path to persuasion



Be credible




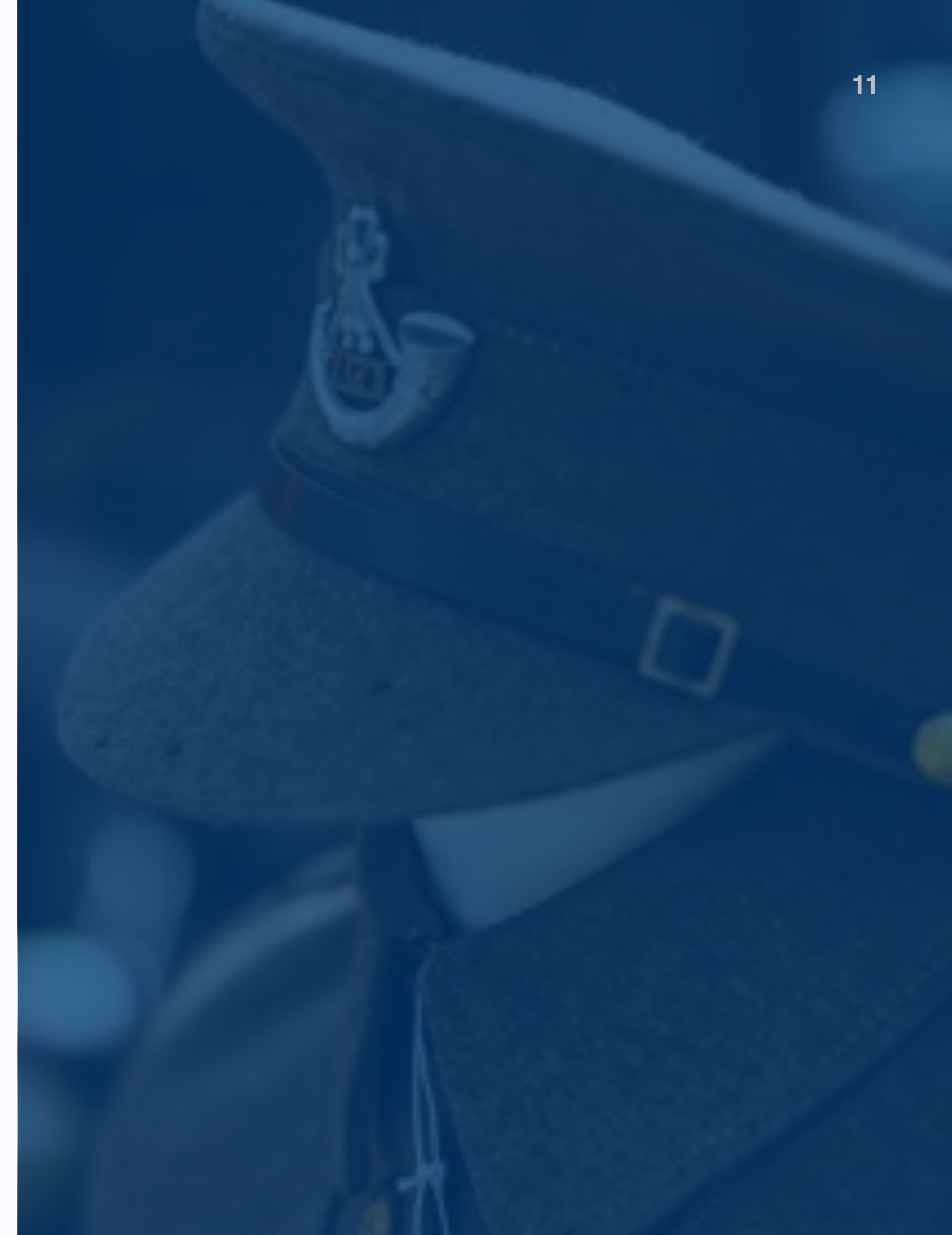
Be clear



Be captivating

Knowing the C.A.S.E.

Core message:		
Arguments		
/	//	///
Strategy <i>General</i> <i>Che</i>		
		
Examples		
/	//	///

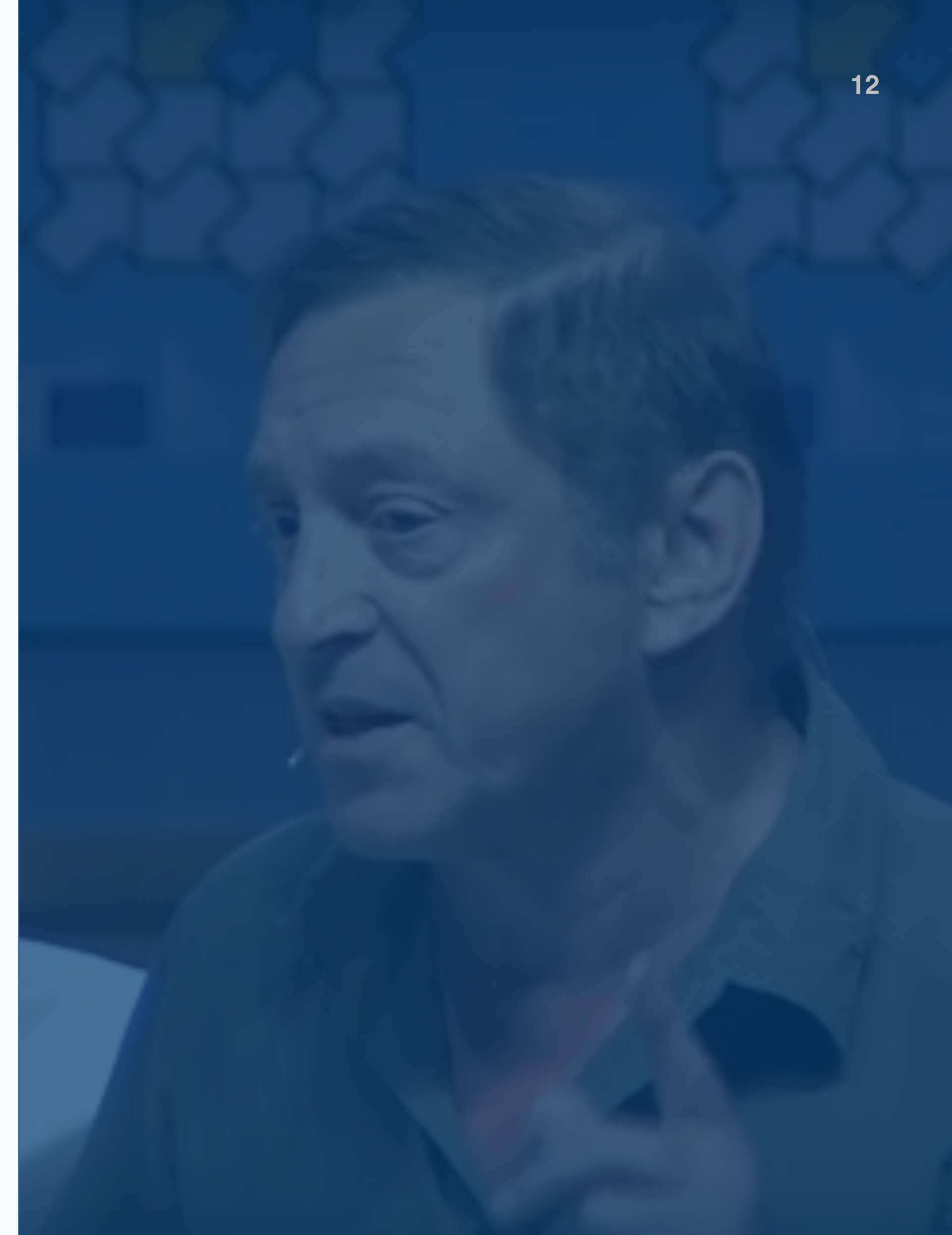


Identify their case

Guy Standing, a Professorial Research Associate at SOAS (University of London), advocates for a universal basic income.

Hilmar Schneider is Professor and Chief Executive Officer at the Institute of Labor Economics. He opposes a universal basic income.

Write down the case of each speaker and guess how the audience voted in the end.



Improving your case



Scheme



Order



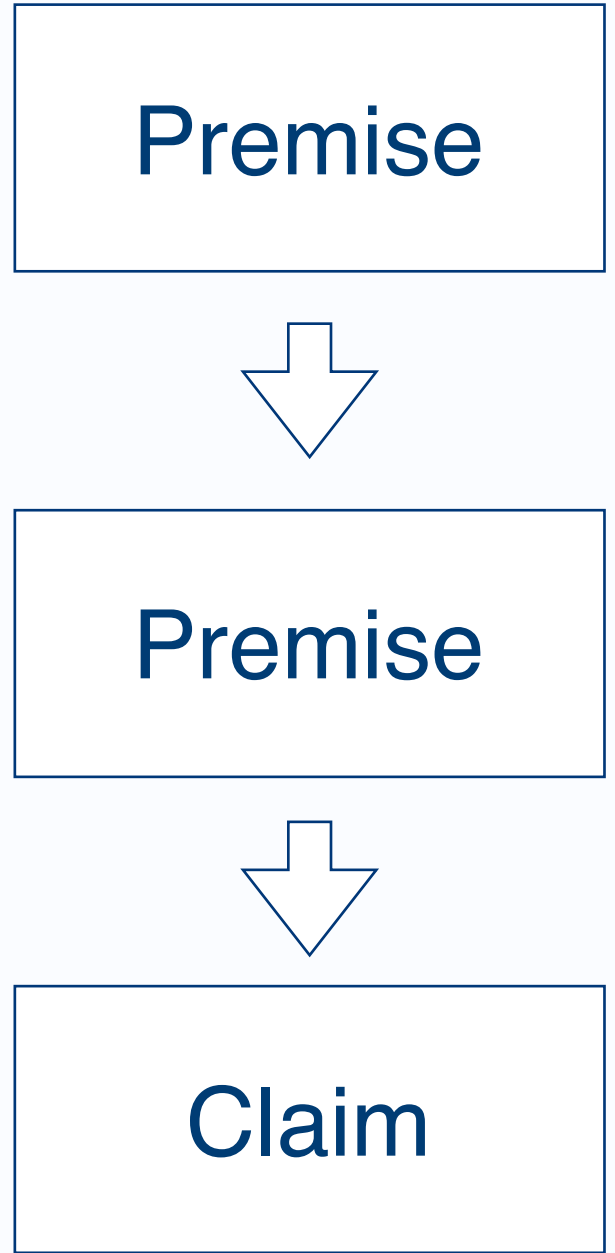
Warrant (= justification)



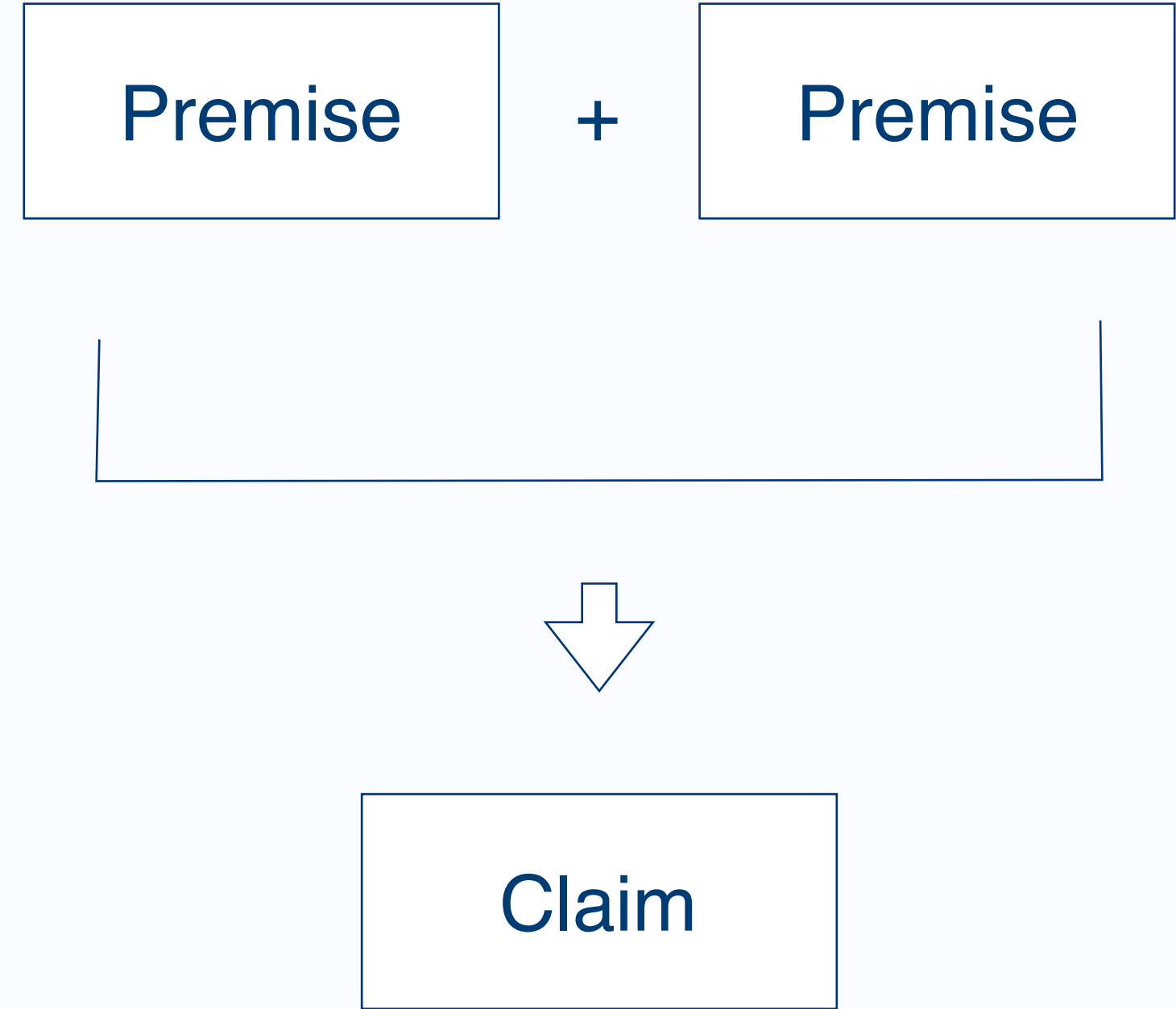
Evidence and examples

One shot is all it takes

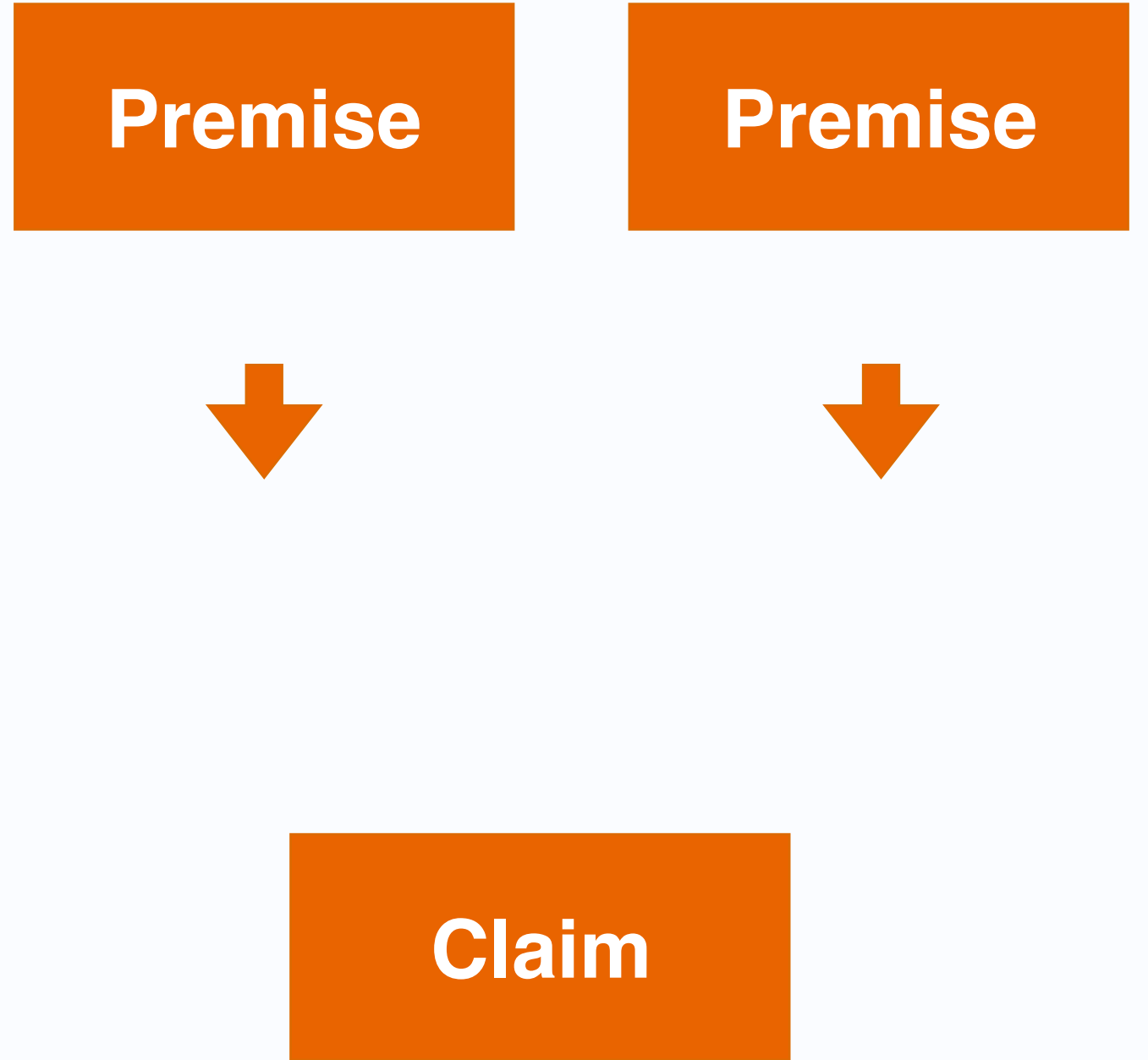
Serial



Linked



Multiple



Improving your case



Scheme



Order




Warrant (= justification)



Evidence and examples

Building a convincing C.A.S.E.

Core message:		
Arguments		
/	//	///
Strategy		
<i>General</i> <i>Che</i>		
		
Examples		
/	//	///



Convincing like Cicero



Exordium (Establish credibility)



Narratio (Present facts)



Partitio (Dispel doubts)



Confirmation (Provide evidence for your points)



Refutation and conclusion

The path to persuasion



Be credible



Be clear



Be captivating

Your elevator pitch

What's the problem?

Who's responsible for it?

What's the solution?

What's the benefit?

What do we have to do?

What is beneficial

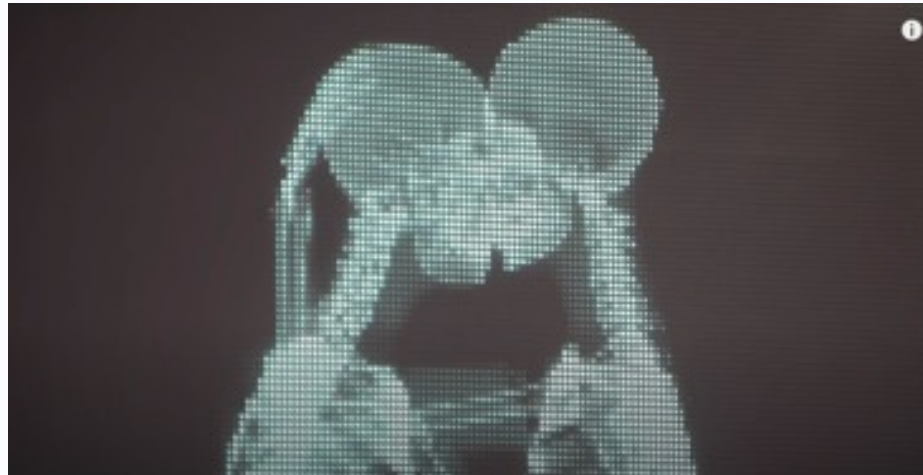


Logical (neocortex)

eurostat 



Emotional (limbic system)



Instinctive (lizard)



Elevating your elevator pitch

What's the problem?

Who's responsible for it?

What's the solution?

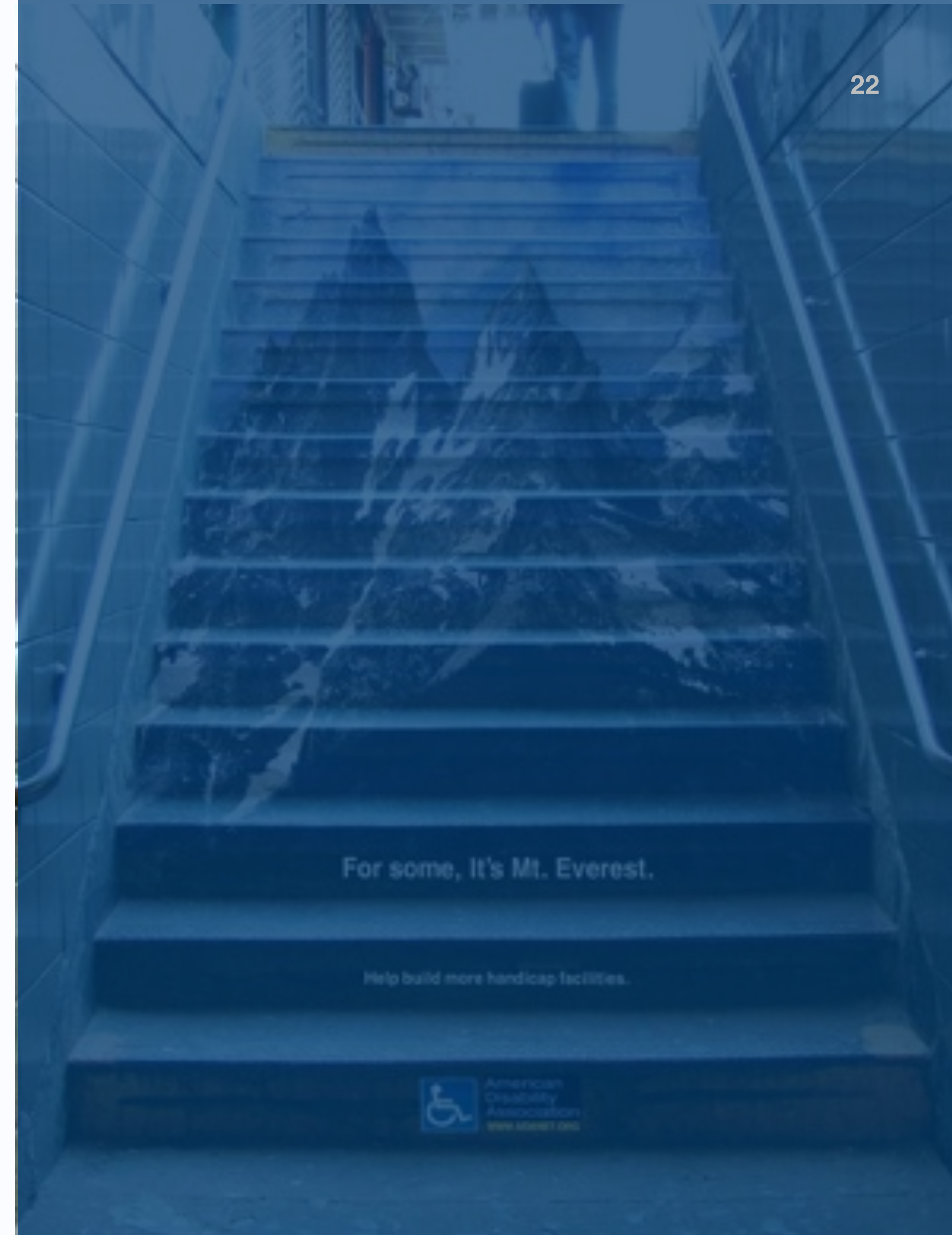
What's the benefit?

What do we have to do?

R.I.S.E. with a story

Congratulations! You got the attention of your interlocutor. Explain the solution with a story featuring

- a **relatable** main character,
- interesting** discoveries,
- a **specific** location, amounts and time, and use
- expressive** actions (e.g. gestures, moving around)



When rhetoric meets Cialdini



Reciprocity -> Phronesis



Liking / unity -> Code grooming



Commitment -> Multiple appeals to audience's values



Authority -> Allusion



Scarcity -> Lizard brain



Social proof -> Anecdotes





Don't hate. Persuade!

2 December 2021

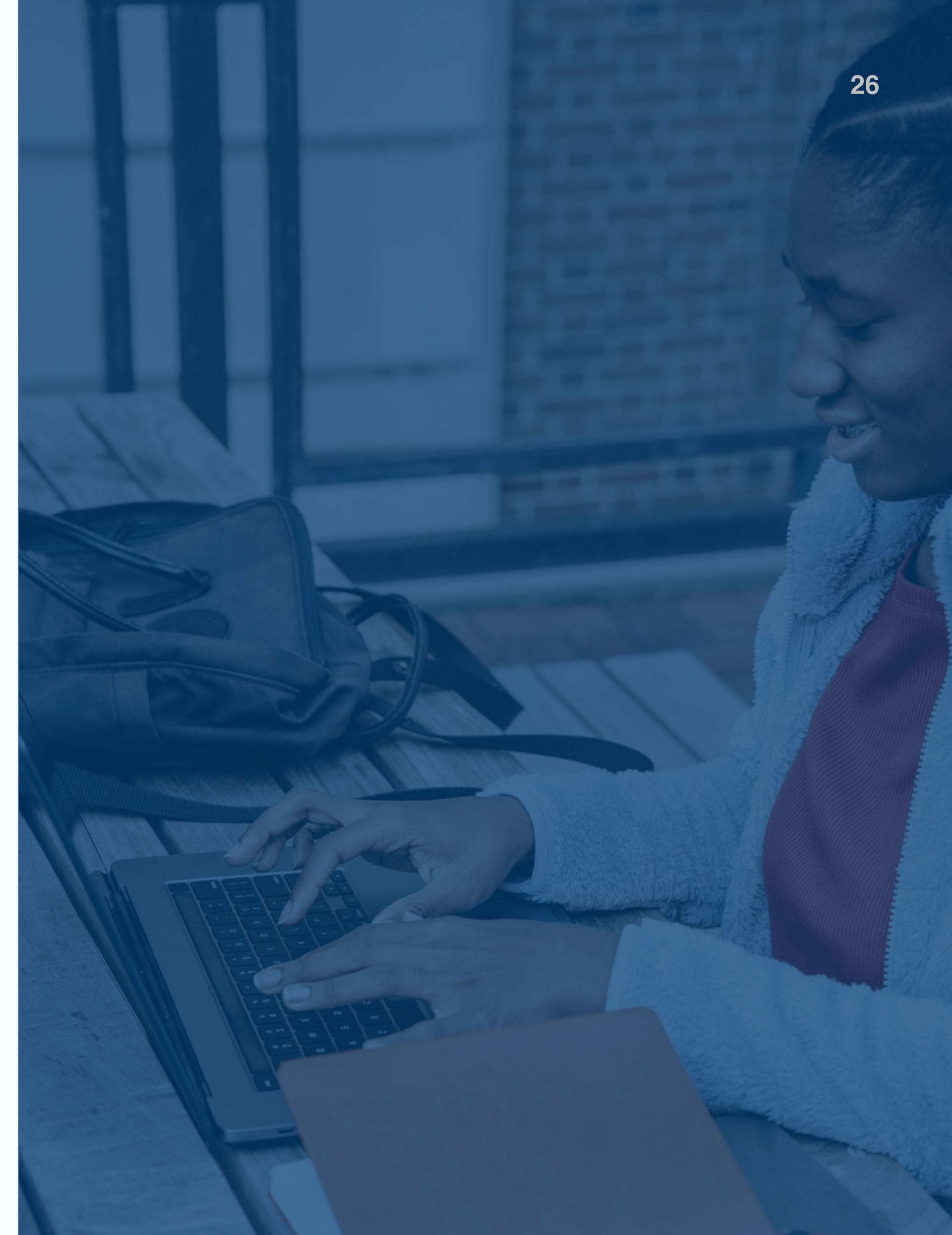
A dose of vitamin C

1. Think about a random object. It can be a fruit, a household item, an animal... basically anything.
Do not tell the others.
2. Choose a problem you encountered recently. It could be something trivial at work, a big disaster at home or anything else you feel comfortable sharing. You must not change the object or the problem!
3. For those online, go into groups of four. In alphabetical order, person #1 can now share their problem with person #2. Person #2 then presents their object theatrically and explains why it is the perfect solution.
4. After a big thank you, person #2 continues by sharing their problem with person #3, and so on.



Hey, what's wrong with you?

1. Recall a time where you encountered hate online. Write down what the person said. How did this make you feel? (2 minutes)
2. Another person will now join you. Share what the person did and discuss what the person wanted to achieve with their message(s)? (4 minutes)
3. You will now go into groups of four. Share your experiences and look out for similarities and differences. What could have been your worst response adding fuel to the fire? (8 minutes)
4. Share the posts one idea in the main room.



The masked slinger



May contain sadism,
psychopathy,
Machiavellianism,
negative social potency
and cognitive empathy



Critic



Cyberbully



Conspiracy theorist



Hater



Trolls

Winning arguments offline

Based on Graham's hierarchy of disagreement

Identify and refute central idea

Provide counterarguments

Point to contradictions

Respond to tone

Attack the person

How would you break the cycle?

Snooze / mute / hide / restrict

Record and report

Army of love

Rebut indirectly and reframe

Decompress (reward positive, prosocial behaviour)

Negotiate a common ground

Agree using a softer language

Ask questions

Shitstorm communication canvas

Reputation

Who is affected by the shitstorm?



What are the affected people and media saying that we should reframe?

Reactions

Main channel

Holding statement (ca. 250 characters)

Key messages

- #1
- #2
- #3

Roles

Spokesperson

Social media

Press

Internal experts

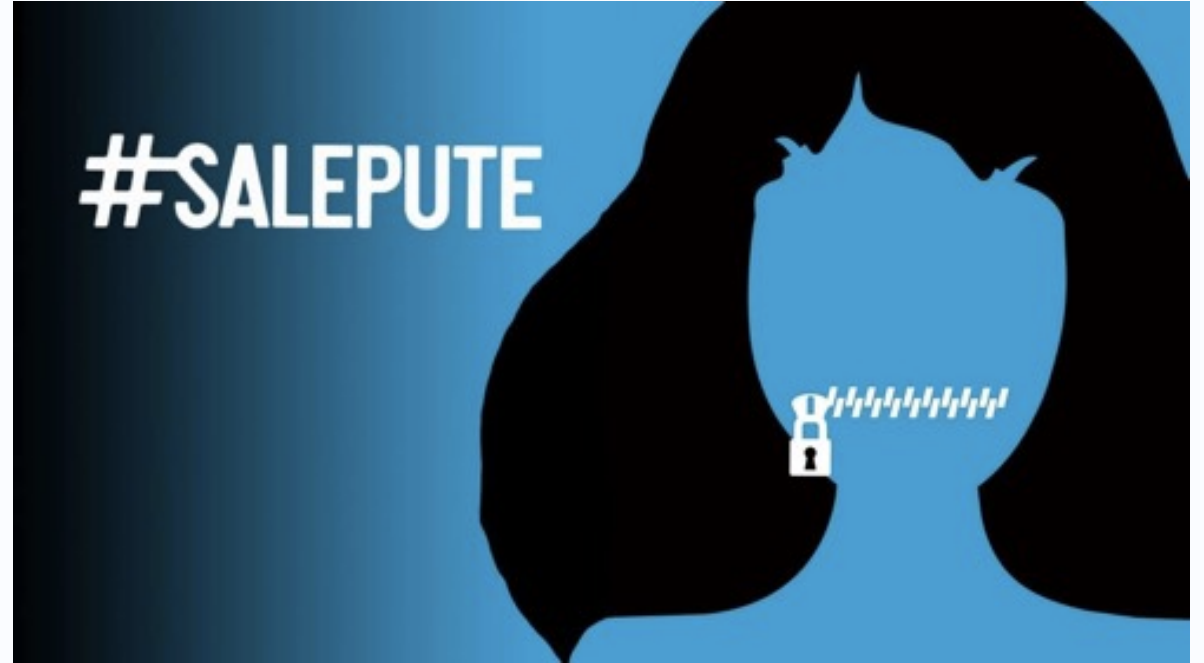
Key stakeholders

Equal enterprise

1. Think about your talents, and pick one that is not related to work.
2. Present your talent to the others and co-found a company. Develop a useful business idea together building on your skills.
3. Try to find a clear name and logo for your enterprise. Be creative!



Firefighting



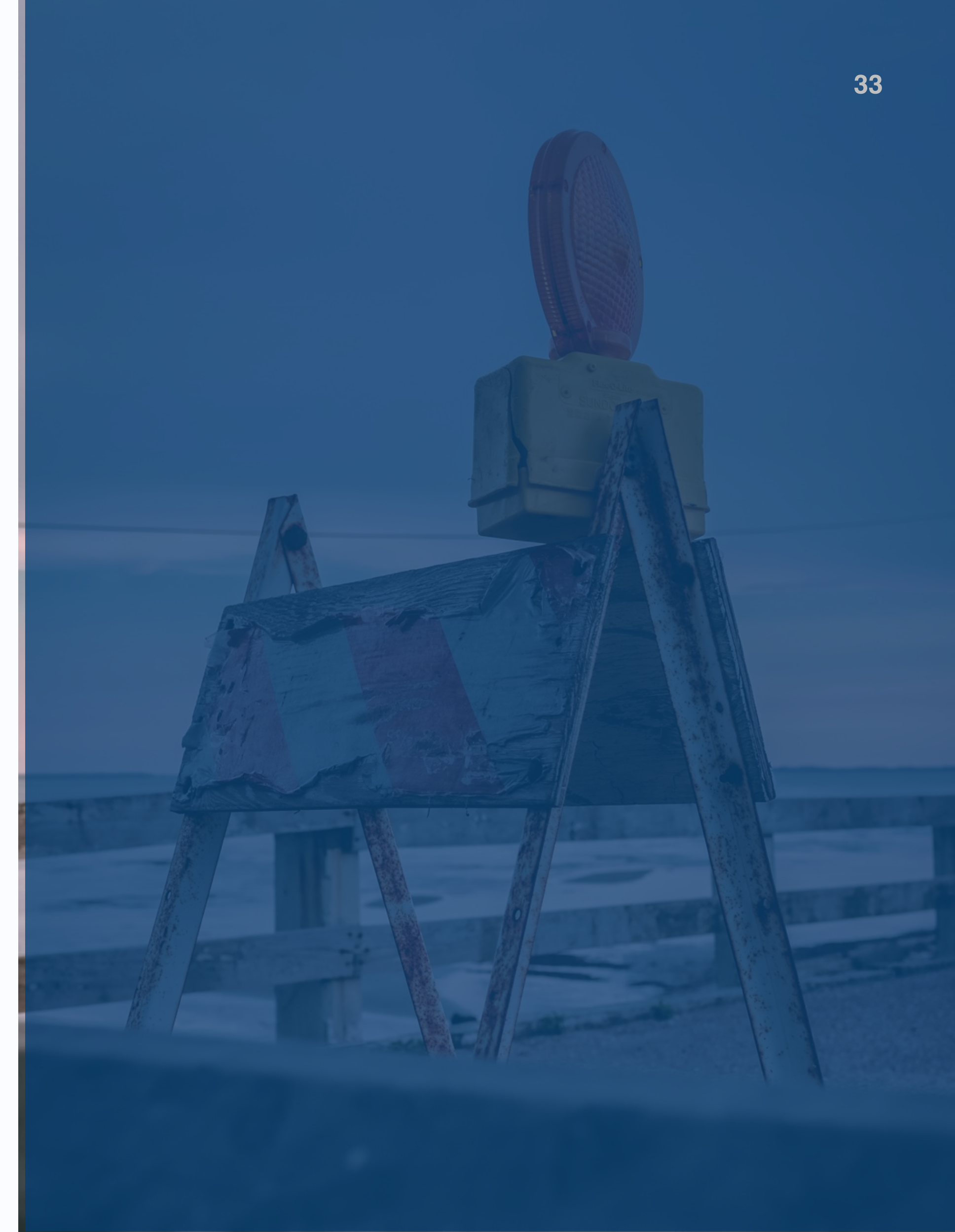
Obstacle sprint

We will now work in groups of four.

Grab ten sticky notes or create ten post-its online.
Write down ten obstacles you face when you have to deal with online hate speech.

When the time is up, read each one out and put them on the wall.

Cluster them into focus areas.



Co-creating ideas

We will now continue in the same groups and create solutions together.

Grab a pen and a sheet of paper, which you can fold into six equally-sized parts.

Each one of you now got 3 minutes to draw six solutions on your sheet. The sky is the limit so money, time etc. do not matter.

Present your ideas to each other. You may ask clarifying questions but do not comment otherwise. Then run a second round of 3 min. where each one of you can improve, change or steal ideas.

At the end, agree on 3-4 ideas that are either very feasible or extremely impactful.





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