



Persuasion expert comes to UF

A world-class persuasion expert is coming to UF to discuss how attitudes can change behaviors.

The UF College of Dentistry Dean's seminar Series presents "Metacognitive processes in persuasion: Self-validation of thoughts and attitudes," with distinguished Ohio State University Psychology Professor, Dr. Richard E. Petty, Wednesday, Feb. 9, 2011 at noon, in the McKnight Brain Institute's DeWeese Auditorium.

The distinguished professor, Dr. Petty, will offer the basic mechanisms by which attitudes are changed. His interests include researching current societal health problems, such as smoking and consuming unhealthy diets, and how to change unwanted behaviors. The professor will describe ways to overcome these non-optimal behaviors. He will provide information about how to change human attitudes, with examples of persuasion and thought processes.

The first half of Petty's lecture will give the audience an overview of social psychological research on changing attitudes and how people's thought processes can influence their ability to be persuaded.

The professor's presentation will also include how confidence becomes a factor. During the second half of his talk, Petty will focus on whether any attitude changes are consequential or have made the subjects confident in their decisions. He will discuss how research uncovers possible causes of attitude confidence, and show when attitude can change behavior, and when it will not.