

# Persuasion in Parallel

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Changing minds about politics is difficult but not impossible. One body of theory suggests that people are motivated to reason to conclusions that they prefer, so persuasive information to the contrary will be ineffective or may even backfire.

I find evidence of persuasion in parallel: individuals who encounter persuasive information update their views in the direction of evidence. This effect holds for people from all backgrounds.



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コラボレーションルーム1

使用言語: 英語  
事前登録無し・聴講者歓迎

後援: FUTU (Friends of UTokyo, Inc.) & MacMillan Center,  
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