

DEGISION MAKING



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Abstract

The purpose of this study is describe and correlate rhetoric used in everyday society and mechanisms of rhetoric regarding the influences of decision-making.

Introduction

Rhetoric and Persuasive Mechanisms

- Rhetoric
- Pathos, Logos, Ethos
- Central and Peripheral Processing Route
- The Rule of Reciprocity
- Maslow's Hierarchy of Needs



Selfactualization

Realizing your full potential "becoming everything one is capable of becoming".

Aesthetic needs

Beauty - in art and nature symmetry, balance, order, form.

Cognitive needs
Knowledge and understanding,
curiosity, exploration, need for meaning and predictability.

Esteem needs

The esteem and respect of others and self-esteem and self-respect. A sense of competence.

Love and belongingness

Receiving and giving love, affection,trust and acceptance.

Affiliating, being part of a group (family, friends, work).

Safety needs
Protection from potentially dangerous objects or situations,
e.g. the elements, physical illness.
The threat is both physical and psychological. (e.g. "fear of the unknown").
Importance of routine and familiarity.

Physiological needs

Food, drink, oxygen, temperature regulation, elimination, rest, activity, sex.

Methods

Textbooks Survey

38 Respondents

SAMPLE

Male and Female Ages: 18-64

Database Articles

9 Survey Questions

#1-2 Classified Qualitative Question #3-9 Classified Polytomos Question

PROGEDURE

Link to survey on Facebook and Twitter Consensus voluntary

Less than 10 minutes to respond

Surveymonkey.com

MEASURES

Gathers results and provides them via graphs and numerical representations Qualitative and Quantitative Research Process

Design

R= Respondents who access the link at their convenience O= Survey Monkey

Questionnaire X= Their Decision Making **38 Respondents**

SAMPLE

Male and Female Ages: 18-64

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MEASURES

Gathers results and provides them via graphs and numerical representations