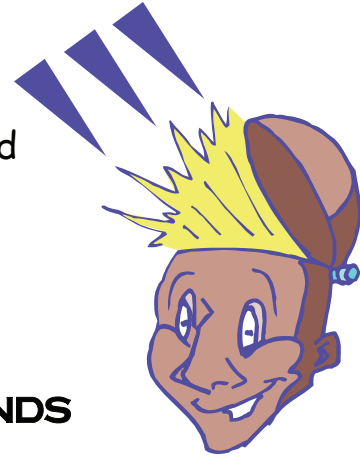


CHANGING MINDS

The Art and Science of Changing Our Own and Other People's Minds

Howard Gardner



7 FACTORS THAT WILL CHANGE MINDS

Reason – especially important to those who consider themselves educated. Rational approach of identifying relevant factors, weighing each factor, making an overall assessment. Involves logic, analogies, taxonomies.

Research – works with reason. Collection of relevant data.

Resonance – appeals to affect rather than the above two which appeal to cognition. Feels right, seems to fit the current situation, convinces that further considerations are unnecessary. Often happens because of feeling a relationship to a mind-changer; finds the person reliable or respects the person. Rhetoric is a principal vehicle for changing minds. Works best when it uses tight logic, draws on relevant research, and resonates with an audience

Redescriptions – A change of mind becomes convincing to the extent that it lends itself to representation in a number of different forms, with these forms reinforcing one another.

Resources and Rewards – Providing resources may help to change minds. From psych perspective, provision of resources is a form of positive reinforcement or reward. New thought unlikely to last beyond provision of resources if not accompanied by other criteria such as reason, resonance, research.

Real World Events – events that affect many people, not just those thinking about a mind change. Things like hurricanes and terrorist attacks.

Resistances – “Any effort to understand the changing of minds must take into account the power of various resistances. Define it, understand the reasons for it, point out its weaknesses, and then develop multiple ways of undermining that view and bolstering a more constructive one. In other words, *search for the resonance and stamp out the resistance.*”