Behavioral Inoculation through Word-of-Mouth Communication: Is it Possible?

Inoculation theory seeks to explain how and why people reinforce their beliefs and attitudes to maintain them in the long term, even in the face of influences such as marketing and peer-pressure. According to this theory, people who are exposed in advance to weak versions of counterarguments can develop defenses against them. Behavioral inoculation has been effectively used in politics, marketing, and health.

Article for Discussion:


Please read the article before the presentation so that we may have a lively discussion afterwards!

Presenter: Courtney FitzGerald, MSSW, LMSW

Date: Tuesday, August 19, 2014

Time: 12:00 noon to 1:00 pm

Place: Research Incubator Building (RIB) Commons
UNM Campus, 2703 Frontier NE,
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