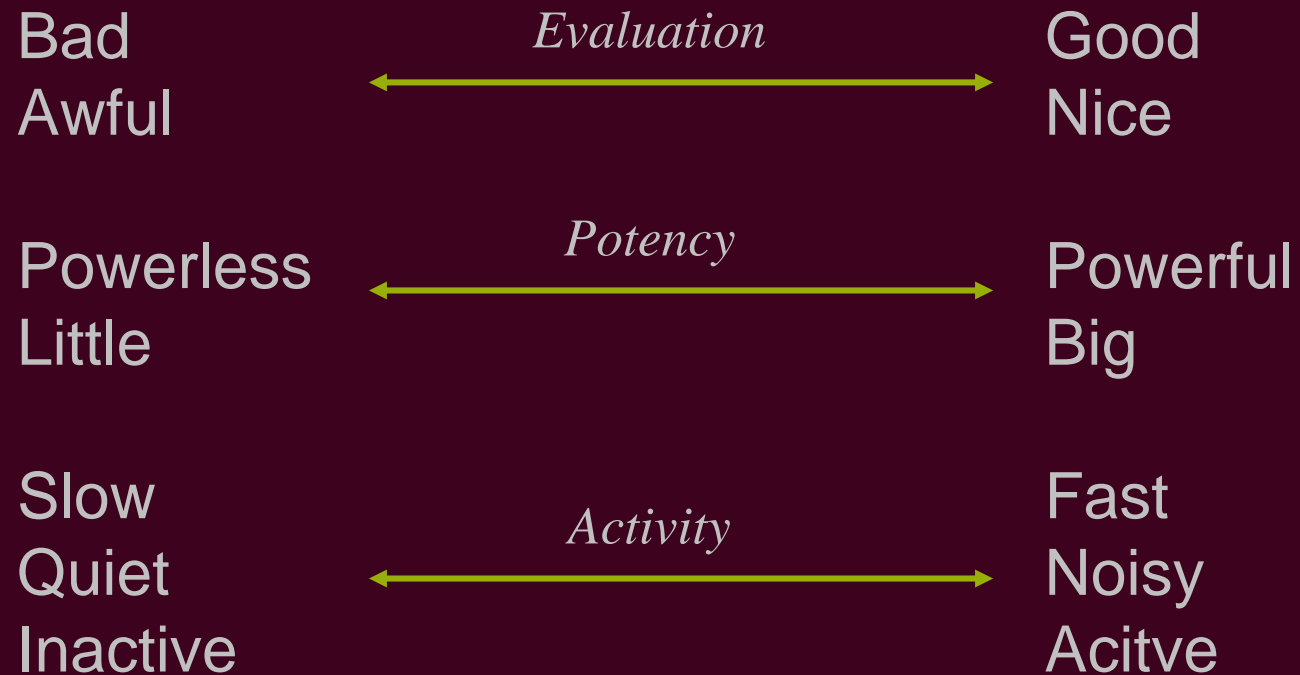


Seriously Socially Situated Agents

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Affective meaning (Osgood)



Behaviour options of a persuader

	persuader: „friend“			persuadee: „friend“		
	E	P	A	E	P	A
persuade	--		+	--	--	-
frighten	--		+	--	--	
criticize	--			-	-	
entice	--		+	-	-	
esteem				(-)	(-)	
encourage	+				(-)	
compliment	--		+	--	--	-

Behaviour options of a persuader

	persuader: „advisor“			persuadee „patient“		
	E	P	A	E	P	A
persuade	-		(+)	(+)	(+)	(+)
frighten	---	(-)	+			(+)
criticize	--	-	+	(+)		(+)
entice	--	-	+	(+)		(+)
esteem	(-)	-	(-)	+	(+)	+
encourage	(+)	-		+	+	+
compliment	+	-	(+)	+	(+)	(+)

Origin of social identities

