The Power of Persuasion

MIT ESP – HSSP
Syllabus for 2013

Basic Information

General Information
Program Sector: MIT ESP – HSSP
Class Title: The Power of Persuasion

Instructor Information
Instructor: Alec C. Lai
Contact Emails: aleclai@mit.edu

Date/Time Information
Class Period: 2013
Class Dates: 3/2 – 4/27, excluding 3/16 and 4/13
Class Times: 2:30pm-4:30pm
Class Location: 5-234

Seminar Overview
Unlock the door to a whole world of persuasion, influence, and manipulation. Through this seminar, you will gain a new perspective on human psychology and social interactions. Specifically, we’ll look at different tactics, key interpersonal situations, and special areas of focus. Perhaps more importantly, you will learn both the analytical science and the creative art of getting ANYTHING and ANYONE you want. During Splash and Spicy Delve, two of these classes were offered (termed Persuasion 101 and 202). HSSP will cover these completely and many more topics in a seven-class session. Students are encouraged to actively participate to gain the most out of this experience.

Seminar Schedule

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Class Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>3/2</td>
<td>Introduction to Seminar and Note on Gaming/Experimentation</td>
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<tr>
<td></td>
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<td>Tactics: Basic Tactics, Retreats, and Situational Tests</td>
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<tr>
<td>2</td>
<td>3/9</td>
<td>Tactics: Fundamentals of Persuasion and Advanced Tactics</td>
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<td></td>
<td>3/16</td>
<td>No Class – Spark</td>
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<tr>
<td>3</td>
<td>3/23</td>
<td>Style: Finding Your Stride and Building on Your Personality</td>
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<tr>
<td>4</td>
<td>3/30</td>
<td>Situations: Work/School and Family/Friends</td>
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<td>5</td>
<td>4/6</td>
<td>Situations: Relationships</td>
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<td></td>
<td>4/13</td>
<td>No Class – MIT CPW</td>
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<tr>
<td>6</td>
<td>4/20</td>
<td>Advanced Focus: Body Language and Lie Detection</td>
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<td>7</td>
<td>4/27</td>
<td>Advanced Focus: Neurolinguistic Programming (NLP)</td>
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<td></td>
<td>Conclusion to Seminar and Note on Ethics</td>
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Required Materials

Students are required to bring their own writing utensils and notebooks, as they will be useful for not just note-taking but also group work. In addition, they must have access to an email account (as registered through HSSP) and a computer, in order to maintain conversation and information flow.

Seminar Requirements and Policies

Communication: Participate actively in class.
Active participation as both a listener and a speaker, including participation in small-group exercises, class-wide reflections, topical discussions, and training workshops, is important in this process.

Communication: Listen openly but critically.
When listening to classmates’ comments and reflection, make sure to listen openly to differing opinions but do not be afraid to critique the logic or the conclusions. Be aware, your classmates will do the same!

Conduct: Respect your peers.
Students are expected to treat other students, the instructor, and the administrative staff with respect. This includes not only verbal discussion but also body language and out-of-class conduct/relationships. This also includes being confidential with all of your peers’ comments.

Conduct: Respect yourself, your opinions, and your beliefs.
Do not be afraid to stand up for your experiences, your opinions, and your beliefs. Provide your perspective and logic to help others understand. Don’t be disappointed if others debate your points; instead, delight in the discussion that will help you grow.

Coursework: Complete all readings and reflection prior to class.
Students should complete all the readings prior to class. Generally, they should be fast and easy to read, and students should search for the key points. Read twice, if possible.

Coursework: Do all homework exercises.
There will be close to no “real” homework exercises for this class. Instead, students are expected to complete small experiments and prepare notes for brief reflections on the exercise prior to class.

Other General Policies

The following are some other, lesser policies on conduct:
1. Students have no dress code but should dress comfortably yet respectfully.
2. Students are expected to silence or turn off their cell phones during class. Texting or any other form of chatting on phones is not permitted. Trust me; I will know if you are texting.
3. Students should not use laptops or tablets during class unless they are using it ONLY for note-taking. Once again; I will know if you’re doing more.
4. Students may not bring any visual or verbal recording devices, nor utilize them in the classroom. This is part of maintaining confidentiality.
5. Students may eat/drink in the classroom to maintain energy, but they may NOT leave a mess.
6. If students need to leave the room for any reason (including emergencies, early dismissal, and restroom usage), students must check out with the instructor first.