

The Use of Storytelling as a Tool of Persuasion

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ABSTRACT

Storytelling has always been recognized as a powerful tool for communication and persuasion (Oatley, 2011). It can basically change the idea or the point of view of the person easily because of the relating he does with his situation. In this thesis, the ways in which narrative can be used to influence belief and behavior will be explored. Drawing upon research from fields such as psychology, sociology, and communication (Ryan, 2013), various mechanisms through which storytelling can persuade will be examined, such as evoking emotions (Kahneman, 2011), creating a sense of connection and identification with characters (Brewer & Treyens, 1981), and activating mental models and schemes (Green & Brock, 2000). The cultural and historical contexts in which storytelling has been used for persuasion (McAdams, 2006), and to see how the medium of storytelling can affect its persuasive power will be considered.

Storytelling as a tool for persuasion is a study that examines the role of storytelling to change beliefs and influence behavior. In this research, the main goal is to show how powerful storytelling is, and the way it will be shown will be collecting many different references from other researches to back up this research, and also a questionnaire will be distributed to various age groups of 18 and above in order to help collect the best information possible for the help of this research.

It was found that most people, even though they have different perspectives and mindsets, it shows that, most of them agrees that storytelling can be a major tool to persuade people when used in the correct way.

Keywords: Storytelling, Persuasion, Communication

ÖZ

Hikaye anlatımı her zaman iletişim ve ikna için güçlü bir araç olarak kabul edilmiştir (Oatley, 2011). Kişinin durumuyla kurduğu ilişki nedeniyle temelde fikrini veya bakış açısını kolayca değiştirebilir. Bu tezde anlatımın inanç ve davranışı etkilemek için nasıl kullanılabileceği araştırılacaktır. Psikoloji, sosyoloji ve iletişim (Ryan, 2013) gibi alanlardaki araştırmalardan yararlanılarak, duyguları uyandırma (Kahneman, 2011), karakterlerle bağ kurma ve özdeşleşme duygusu yaratma (Kahneman, 2011) gibi hikâye anlatıcılığının ikna edebileceği çeşitli mekanizmalar incelenecektir. Brewer & Treyens, 1981) ve zihinsel modelleri ve şemaları harekete geçirme (Green & Brock, 2000). Hikaye anlatımının ikna için kullanıldığı kültürel ve tarihsel bağlamlar (McAdams, 2006) ve hikaye anlatma ortamının ikna edici gücünü nasıl etkileyebileceğini görmek için dikkate alınacaktır.

Bir ikna aracı olarak hikaye anlatımı, hikaye anlatımının inançları değiştirme ve davranışları etkilemedeki rolünü inceleyen bir çalışmadır. Bu araştırmada asıl amaç hikaye anlatıcılığının ne kadar güçlü olduğunu göstermek olup, gösterilme şekli bu araştırmayı destekleyecek şekilde diğer araştırmalardan birçok farklı referans toplanacak ve ayrıca 18 yaş üstü çeşitli yaş gruplarına anket dağıtılacaktır. ve daha fazlası, bu araştırmaya yardımcı olmak için mümkün olan en iyi bilgilerin toplanmasına yardımcı olmak için.

Çoğu insanın, farklı bakış açıları ve zihniyetleri olmasına rağmen, hikaye anlatıcılığının doğru şekilde kullanıldığında insanları ikna etmek için önemli bir araç olabileceği konusunda hemfikir olduğu ortaya çıktı.

Anahtar Kelimeler: Hikâye Anlatımı, İkna, İletişim

DEDICATION

I dedicate this thesis to my beloved parents – Mr. Mohammad Kreidie and Mrs. Zeina Abdo and to my sister – Dr. Suzan Kreidie

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I want to express my gratitude to my family members and friends who were always there for me whenever i needed them, and I thank all the people who helped me physically and mentally during my highs and lows, and gave me all the support i need during the writing of this research.

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Chapter 1

INTRODUCTION

1.1 Background of the Study

When old societies are mentioned, storytelling played a significant role in shaping the values and beliefs of different cultures. In the past, most of the communities were relying on passing down their cultural traditions through oral traditions.

Whereas nowadays, storytelling remains a powerful force, showing the influence it has in many different fields such as marketing, politics, and education.

An old exploration of how powerful storytelling is goes back to the Greek philosopher Aristotle, who dove and explored it. According to him, stories have a unique ability to change emotions and targets to have a deep connection with the audience (Aristotle, 350 BC/1991). This shows how storytelling is effective in shaping and reshaping beliefs and behaviors.

More researches that are considered recent has also supported the idea that stories can be considered as a powerful tool for persuasion. For example, many research has shown that stories are more effective at changing the attitudes and the behavior than normal statistical information alone (Green & Brock, 2002). This is because stories are engaging more and are easier to understand, because they provide context and meaning to the information being presented (Nystrom & Cacioppo, 2017).

Also, studies have shown that stories can tap into universal values and emotions of human beings, which makes them more relatable and compelling to a bigger audience (Bennett & Lemaire, 2017). This is especially true when stories are told in a way that is familiar with the values and beliefs of the audience (Green & Brock, 2002).

Overall, the persuasive power of storytelling is shown in its ability to interact with the emotions, and create a sense of connection, and make the processing of complex information smoother in a way that is memorable and compelling (Nystrom & Cacioppo, 2017).

1.2 Problem of this Study

Every study might contain problems while doing it, one potential problem that might be in this study is that it can be hard to see how persuasive the story is without the use of other factors.

This is considered as a problem because stories often have many different elements that can influence and change the attitudes and behaviors, such as emotional appeals, and the development of character.

For example, many researches have shown that the use of appealing to emotions in stories can be specifically considered as a very powerful way to influence and change beliefs and behaviors of people (Bennett & Lemaire, 2017).

However, it can be difficult to separate the effects of emotions from other parts of a story, such as the development of one's character.

To show how effective storytelling is as a tool of persuasion, the characteristics of different audiences should be considered, such as their values, beliefs, and personality traits (Green & Brock, 2002). This makes it difficult for the findings of studies to be general on the persuasive power of storytelling to all audiences. The use of storytelling as a tool of persuasion can contain many concerns when it comes to the ethical part, as it may be used for manipulation of the beliefs and behaviors of other people (Nystrom & Cacioppo, 2017).

1.3 Research Questions

1. How do elements such as emotional appeal impact on how effective storytelling is as a tool of persuasion
2. How does the use of storytelling as a tool of persuasion differ from one culture to another?
3. How does the differences, such as the values and beliefs of people impact on how effective the story is?
4. What are the considerations of using storytelling as a tool of persuasion ethically, and how can they can be addressed in the research and the practice?
5. How can the persuasive power of storytelling be used for the promotion of positive social change, such as to reduce discrimination?
6. How does the way in which the story is told, such as orally, written, or different types of media, impact on how effective it is?

1.4 The Aim of the Study

In this study, our main goal is to investigate how effective is stories are in influencing the thoughts, beliefs, or behaviors of individuals. Many researchers may find interest in diving into different story types and techniques to persuade different groups of people, and there could be a curiosity in understanding how psychological factors play

a role in maximizing the impact of storytelling as a persuasive tool. The results of this study have the potential to offer valuable insights for people that are looking for an advantage in influencing people, including professionals like advertisers, politicians, educators, and others.

1.5 The Significance of the Study

The significance of the study is that studying how storytelling can persuade people is important, depending on what the research looks into and finds. If the research shows that storytelling really convinces others, it could be a big deal for many areas like advertising and politics. Advertisers might use it to make more interesting ads, and politicians could use it to give better speeches, so knowing how storytelling persuades can help people share their ideas and influence others more effectively.

1.6 The Motivation of the Study

The motivation of the study is that people might want to study how storytelling can be a persuasive tool for different reasons. One reason could be to figure out how storytelling compares to other ways of persuading people. Another motivation might be to understand the psychological reasons that make storytelling effective for persuasion. People could also be interested in finding out what specific elements in stories make them persuasive, and also, the study might aim to explore how different types of stories or techniques work to persuade many different groups of people.

1.7 The Limitations of the Study

When studying on how storytelling can convince people, there are some things that might make it tricky. It depends on how the study is set up, some possible limitations are that the study might only be true for the specific group of people in the study, not for everyone else, another one is the results might only work in the exact place where the study happened, not in other situations. Also, if people are telling their own thoughts in the study, they might say what they think others want to hear, not what

they really think. Another one is it's hard to control all the things that could affect the results, and last one is that if the group of people in the study is too small, it might not be able to find important differences or connections.

These issues show why storytelling might not always be a powerful tool for convincing others.

1.8 The Theoretical Framework of the Study

When something is being studied, the way it is set up depends on what is trying to be found from the ideas looked into. For this topic, few theories are used to set it up, such as: Social Influence Theories: These helps understand how people are influenced by others. This can be used to see how storytelling can be a tool to persuade others. Second one is Psychological Theories of Persuasion: These theories look at why certain messages are more persuasive. These can be used to figure out how storytelling can be really good at convincing people, the third and last type is Narrative Persuasion Theory. Which explores how stories are able to be persuasive by targeting the emotional part and to create an obvious connection with the targeted audience.

Chapter 2

LITERATURE REVIEW

Throughout history, there was and still is many ways that can be used to persuade people and to convince them with anything, but what stands out the most is storytelling. Storytelling has proven to be a compelling tool for persuading others. Whether it's any kind of ancient stories or fables, many types of advertising, or political speeches, stories have a unique way for holding people's attention, engaging them, and winning them over, because since humans started communicating stories has been pervasive in people's lives and cultures, from childhood tales to folklores. In this review, various aspects of how storytelling plays a role in persuasion will be shown, exploring how it impacts on thoughts, emotions, its different ways of communication, and more. By examining a range of studies and theories, a comprehensive understanding of how storytelling can be a powerful instrument of influence in a wide range of scenarios will be shown.

2.1 The Psychological Influence of Storytelling

2.1.1 Evoking Emotions

Emotion is the very essence of the making of a human, whether it is written words, oral traditions, visual mediums, or the language being spoken, storytellers have been crafting stories that pull the strings of the audiences' heart in every way which triggers laughter, tears, joy, and also sorrow. The connection between storytelling and its power to persuade is extremely close which proves that emotions are a big part of why stories are so effective (Berger & Milkman, 2012). When stories have strong emotional

elements, they will always be remembered and are more likely to be shared with others. This emotional connection does more than just make the story memorable; it also makes the processing of the story easier, more effective, and fun. There is great research that suggests that storytelling is a particularly powerful tool for persuasion, as it can engage with emotions and create a connection, and makes the processing of complex information easy, for example, research has shown that stories can be more effective at changing beliefs and behaviors than dry, factual information alone (Nystrom & Cacioppo, 2017). This may be because stories are more memorable and easier to understand, as they provide context and meaning to the information being presented, also, stories can tap into universal human values and emotions, making them more relatable and compelling to a wider audience (Bennett & Lemaire, 2017). This is especially true when stories are told in a way that aligns with the values and beliefs of the audience (Green & Brock, 2002). When the person listening and/or watching the story, they tend to feel a strong emotional connection to a story, it's like the brains open up to the message it's trying to convey and helps the message be decoded in a way that adds more emotional meaning to the story, the way emotions and storytelling are linked shows that well-told stories have the power to influence people's thoughts and actions in a very effective way. This makes storytelling an important tool for persuading in many different situations, like advertising, politics, and teaching, because it connects with people on a deep level. The emotional connection we have with stories is like a powerful force that can drive change and make an impact that lasts a long time.

Many stories contain a scenario in which there is conflicts or hindrances, and this stuff attracts the attention of people no matter what the story is, it serves as the engine that propels the plot and captivates the audience's attention, making it a cornerstone of

effective storytelling (Smith, 2010). There are many kinds of conflicts that a person can face, it could be external conflicts that affects their life, internal conflicts that affects their psychological well-being, or even it could be between people and their surroundings, these conflicts introduce tension, suspense, and emotional depth to a story, creating a dynamic and engaging narrative (Brown, 2015). In this context, storytelling theorists argue that without conflicts, stories would lack the complexity and resonance that make them compelling and relatable to audiences (Miller, 2007).

Imagination contains a major importance in storytelling, imagination is engine that runs the story in the brain and allows people to picture everything they are being told, as said by the researcher (Kagan, 2009) the human mind's capacity to envision scenarios, characters, and worlds beyond the confines of reality is an essential element of storytelling. Imagination not only fuels the creative process but also enables authors to craft unique, relatable, and emotionally resonant tales (Csikszentmihalyi, 1996). Not only does imagination help the person receiving the story, but it also helps the author as well, Imagination allows authors to explore uncharted territories of the human experience, weaving intricate plots, and engaging readers on both intellectual and emotional levels (Kaufman, 2018). Imagination is a really powerful tool that helps support the use of storytelling so the imaginative storytelling prowess is essential in conveying complex themes and messages, making stories powerful tools for fostering empathy and understanding (Hassan, 2007).

Other ways that can link this kind of persuasion to emotion is that the story being told can be from a family member or a close friend, getting the message from a family member or a close friend tends to lean more to the emotional side because it has more sentimental meaning other than it being given in a random way, family can be a central

motif in storytelling (Smith, 2012) This emotional factor gives a feeling that makes the person believe and agree to any story being told because of the trust and sincerity in those people telling the story, which will eventually add more to the meaning of the story in a different way, family dynamics can be a lens through which broader societal issues are explored, shedding light on cultural values, traditions, and the impact of external forces on individuals and their families (Brown, 2018).

2.1.2 Strengthening of Identification and Empathy

Stories have a quality that captures and draws in their audiences, allowing people to connect with the characters and situations that happens in the story. This connection creates a strong emotional bond between the audience and the person delivering the message. This psychological phenomenon, known as "transportation," (Green & Brock, 2000) has been thoroughly explored by researchers. This concept essentially refers to how the audience's deep immersion in a story amplifies their receptiveness to the persuasive message within it.

When a story effectively transports its audience, it blurs the lines between reality and fiction, immersing the viewers or readers into a world where the characters' experiences and emotions become their own, for example transportation in storytelling can take various forms, including physical modes of transportation, such as trains or ships, which often symbolize journeys and personal transformation, and metaphorical transportation, where narratives traverse time and space, guiding the audience through the layers of the story's emotional landscape (McKee, 1997). This immersive experience leads to an increasing emotional investment, making the audience more open to the ideas, values, or calls to action presented in the story. This is because, in a state of transportation, individuals are not only normal observers; they become active

participants in the narrative, walking in the characters' shoes, feeling their struggles, and empathizing with their joys and sorrows.

The power of transportation is truly effective and it has been shown in past articles as an important way that supports the use of storytelling as a tool of persuasion.

2.2 Applications Across Different Fields

2.2.1 Marketing and Advertising

Marketing and advertising are two different things that work as one. Marketing is the process in which offerings are created, delivered and engaged with costumers, clients, partners, etc... that have interest with the product being provided by a certain company. It involves understanding what the costumers needs and wants and developing products or services that goes up to the expectations, then they will promote and sell these offerings, and also builds a lasting relationship with the costumers, while as advertising, it is considered as a subset of marketing that involves creating the message being presented and bringing it to life to promote a product, a service, or even a brand. It is a form of a communication that aims to influence people's attitudes or behavior in the favor of a specific product or service, it can take various forms such as print, broadcast, digital, banners, advertisements, and a lot more.

In the huge landscape of modern business, the art of capturing the consumer's attention has evolved in a great way the combines between creativity and commerce, in this combination lies the fusion of marketing and advertising with the power of storytelling. The use of storytelling has been used in advertisements and marketing campaigns for a very long time, because even though no one realizes, people think in stories (McKee & Fryer, 2003). Companies that give a backstory to a product or

service in their advertisements are targeting a large audience to choose them over others, storytelling is a process of using compelling stories to persuade people to act in a certain way which makes the use of it in advertisements incredibly effective, an example of this is as (Escalas & Stern, 2003) provided, narratives in advertising can enhance consumer involvement and create a more immersive brand experience. Utilizing visual and audio cues as a medium of persuasion and imprinting the story inside the viewers mind, these cues can help give a positive signal to the brain whether consciously or subconsciously, for example a certain slogan presented by the company can be used to finish the story of the advertisement. Using vibrant colors and uplifting music used in the advertisement can also help stimulate the audience and leave a positive impression of the product that will stay in the mind of the audience for a long period of time. As for marketing, already many marketing practitioners ascribe a role to storytelling in sales, they even view selling as a main act of storytelling. Storytelling in marketing is a great approach that has a huge impact and it goes a long way. Big brands such as Apple, Nike, Adidas, Under Armor and many more are examples in applying storytelling into their marketing strategies, seamlessly integrating their narratives into campaigns that evokes with the targeted audience on a personal and/or emotional level, and in this generation, the use of storytelling is not only used to grab the attention or attract consumers, it is also used to leave a great impact over people's lives because how much they can relate to the stories they are being told, so effective storytelling not only captures attention but also holds it, influencing consumer perceptions and fostering lasting connections (Smith & Wheeler, 2002). In conclusion, the use of storytelling in advertisements and marketing campaigns serves as a dynamic tool that transforms the consumer-brand relationship into a way that exceeds the product or service that is being offered.

2.2.2 Education, Teaching, and Learning

Teaching and learning are both parts of education, it's the way of giving and receiving information that helps people understand life in general, everyone in life has been a teacher at some point and also in the other side they have been also students, and this is what life is about.

The use of storytelling is creative, and creativity is a main part of education as it enhances the thinking of students of any grade level in an effective and innovative way. The storytelling exceeds the boundaries of classrooms and textbooks because of how effective it can be in this field. Storytelling in education is known to be as an effective tool that transcends the basic teaching methods to enhance how students engage, comprehend, and decode information, this creates a more relatable educational experience. In the world of teaching, stories serve as a powerful medium for conveying complex concepts and fostering critical thinking skills (Koshy, 2016), stories in a way helps students remember more because of how interesting or relatable it might be, or even it can optimize the creativity which will lead to a new way of studying and memorizing information. Also, using storytelling digitally has been recognized for its potential to personalize learning experiences and cater to diverse learning styles (Robin, 2006) because how students can be interested on watching their screens more than learning from their classrooms or textbooks , in this era, technology is taking over everything, and can be considered as the most interesting way to learn, because students might think that other ways of learning can be boring which will eventually end up with them going to more interesting ways of education, so the combination between technology and storytelling can be a great and effective way of learning. Through storytelling, teachers can stimulate the curiosity of their students, and create learning moments that can be remembered, and establish a connection between the

student and the subject deeper than usual which will eventually contribute to a more effective and cleaner educational environment.

2.2.3 Corporate Communication and Leadership

Effective communication and leaderships are the major elements for organizational success. Corporate communication involves the creation, distribution and management of the messages to many stakeholders, both internally and externally, the main goal of corporate communication is to build and maintain the image and reputation for the organization that is presented, it also serves as the main point of the organization, whereas leadership is the process to guide and influence either individuals or groups in order to achieve the goals that are set. Leadership is not specifically for people with power, it is distributed to whomever has the mentality of a leader throughout any organization connecting everything and fostering a sense of unity and purpose.

In order for these points to be available, a strong tool must be used, and what tool other than storytelling can serve this purpose. Storytelling is not considered only a tool, but it also builds connections, inspires, and it's also a way to bring people together. Leaders who add stories into their communication can create a very strong bond with their team, giving meaning to the goals and creating a shared sense of purpose (Denning, 2011), when people share stories, a bond will automatically be created no matter what positions they have or what class they are from, this kind of approach makes complex information be easily processed with a story that is relatable and that connects with the employees (Hunt & Wright, 2014). If the leader or the manager allows sharing some personal stories about themselves such as, when a leader shares the story of his success and the way in which he became a leader and a man with power, it motivates the employees to which they want to achieve what he achieved, so this way persuades them to do better, work harder and more effectively, these type of

stories doesn't only humanize the workplace, but also helps in shaping a close and strong bond between everyone (Groysberg & Slind, 2012), because stories connect people and allows them to combine their ideas. Storytelling becomes a beacon in crisis communication when times get tough because it allows leaders to show transparency, empathy, and to show what they are capable of during the challenging moments (Fogg et al., 2019). In the end we can say that storytelling in corporate communication and leaderships are not only about words, but it's also about building trust, creating a sense of belonging, and creating a narrative that everyone belongs to in a specific way.

2.2.4 Politics

In the great part of human societies, existed a place where decisions were made, power was wielded, and the destiny of nations were shaped, this place is known as politics, Politics is a field that shapes how societies functions, and people who has these powers in known as politicians, and none of these politicians will reach to their positions without being chosen by a big amount of people known as voters. A great way to approach these voters and convince them of the message and persuade them to vote is storytelling. Storytelling is a key element or approach in changing people's perceptions and to influence different political outcomes. Majorly, political candidates tend to use narratives to connect with their voters, and attract them emotionally. Storytelling is like a weapon when it comes to politics, it can change how people views things, and creates a bond and a connection with the audience. This can be the main way and the most effective way politicians use in order to get their messages across, scholars such as Walter Fisher and George Lakoff have looked into how storytelling works in politics (Fisher, 1984; Lakoff, 1996). If an example should be given, Barack Obama is the perfect one, in the 2008 U.S. presidential campaign, he was using stories to share his vision on change, most of his speeches are where personal stories that shapes the

struggles and difficulties that regular people faced, which persuaded everyone and made them feel like they were part of something way bigger. Storytelling isn't only used in individual campaigns, but also in political parties as well. In the United States of America, the Republicans and the Democrats tell stories about themselves and what they believe in. Republicans might focus on main ideas like the freedom of an individual and limited government, while Democrats might talk about social justice and inclusivity, but this is the main point, storytelling isn't always considered pure. Stories can be used to sway public opinion, because certain points or facts might be neglected from the story that changes the whole meaning of the story that changes the frame in a certain way. As the scholar Chantal Mouffe (Mouffe,2005) dived into the role in which how political talk shapes and influences the identity of people.

In the end of this topic, we can say that storytelling in politics is a big deal, it's not only about the way politicians talk, it's about creating a story that connects and influence people in a way that targets their values and experiences. If politicians learned how to use storytelling in a correct way, they can inspire and bring people together, shaping politics and decision making in a different and effective way.

2.2.5 Legal Persuasion Through Storytelling

Legal persuasion is the skill which is used to influence and convincing others within the field of the legal system, it's used to persuade judges, juries, and many other authorities in the legal field, the aim of legal persuasion is to present arguments and evidence in a manner that achieves outcome in favor for one's client. When talking about law and legal persuasion, storytelling can be considered as not just a normal technique, but a gamechanger that transformers the way in which lawyers present their cases. Storytelling in legal persuasion isn't new, it has been rooted in history from ancient cases until the cases that is being presented in modern days (Sarbin, 1986). In

law, all cases tend to be complex and distant, but storytelling makes the cases feel relatable and engaging which shows that this approach lies I recognizing that stories have a unique power that humanizes the legal complexities that reaches not only the mind of logic, but also the heart of everyone in the room including judges and juries (Sarbin, 1986). This part will analyze how storytelling is a major tool in the pursuit of justice.

Storytelling is not considered only a technique, but it's a dynamic and impactful practice that breaks away from the conventional boundaries of legal discourse (Fisher, 2017). Lawyers often use this technique in order to simplify and translate intricate legal concepts into narratives that is understood by individuals who are unfamiliar with the complicated concepts of the law (Mauet, 2010). The legal professionals who also understands the legal arguments presented, along with the compelling story that have been created connects them together in a way that provides justice. This connection becomes crucial for persuading judges and juries, who not only need to understand the legal principles, but also empathize with the parties involved.

The effectiveness of legal persuasion through storytelling lies in its ability to humanize complex legal issues (Mauet, 2010), which means that storytelling makes the complex legal issues relatable, and allows judges or juries to come up with a fair decision. Science suggests that individuals are more likely to remember and understand information presented in a narrative format compared to dry, factual presentation (Fisher, 2017). When legal arguments are converted into interesting stories, they don't only engage the rational faculties of the audience, but also it targets the emotional and intuitive aspects of their decision making, this type of engagement increases the likelihood that the legal message will be retained and considered in the final decision's

process. Storytelling provides a framework for organizing complex information in a coherent and memorable manner (Soper, 2013). Legal cases can have a bunch of facts and statutes that can overwhelm both legal professionals and the audience, through storytelling, storytelling can guide and allow the audience to comprehend all the information presented in the case which strengthens the persuasive impact of any legal argument.

The use of an opening statement during trials is the best example of the persuasive power of storytelling (Mauet, 2010), because the opening statement sets the stage for the entire legal proceeding, which establishes the framework within which evidence will be presented and legal arguments will take place, Skillful lawyers takes advantage of this opportunity and crafts a narrative that not only gives the facts of the case but also that shapes the perceptions of those facts.

Despite all that, the use of storytelling in legal persuasion is not without critics. Some argue that the narratives may distort the objective truth and manipulates emotions to the detriment of justice (Mauet, 2010), however, proponents of legal storytelling contend that the goal is not to replace rigorous legal analysis but to complement it with a more accessible and relatable presentation (Winter, 2001). They argue that storytelling is a tool for enhancing understanding, fostering empathy, and ultimately achieving a more just outcome.

At the end, this shows how effective storytelling can be in legal persuasion and how it can change the destiny of the decision being made either for the judges or the audience being involved in that case.

2.3 Neuroscience of Storytelling

2.3.1 Neurological Mechanisms of Story Processing

The human brain is a very complicated organ that decodes difficult and complicated messages in a fast and effective way, but a great way that helps the brain analyze and decode information faster is the use of storytelling, or in other words the brain is the main part that helps storytelling to be as persuasive as it is. It has been scientifically discovered that the prefrontal cortex, the part of the brain that regulates our thoughts, actions, and emotions, takes the center of the stage, and this part in the brain is the one that pushes storytelling to be an effective way to be persuaded. This part combines the threads of the narrative which guides the human through the twists and turns of the story's plot (Mar, 2011; Hasson et al., 2008). But it doesn't end here, there is also a neural character known as amygdala, its known for expertise in processing emotions, as the story is being told, this emotional character becomes an active participant that experiences with response that is active in order to add depth and color to the engagement with the narrative being told (Adolphs, 2015; Nummenmaa et al., 2012). Here is where the storytelling power takes place, not only using logic, but also the emotional journey that is included within the human being.

Mirror neurons is also effective for the processing of storytelling, these neurons are recognized for their ability to mirror the actions and emotions of others, which is used to mirror the experiences presented by the characters of the story, as the person reads or listens a story, their brains undergo a subtle yet profound mimicry, creating a relation between the fictional world and their own lives experiences (Gallese, 2007; Iacoboni, 2009). In this interplay, a sense of connection intervenes which blurs the lines between fiction and reality.

This connection between prefrontal cortex, amygdala, and mirror neurons all forms a neural landscape involved in processing stories, as all three of them work together to help a human process and relate to a story, it becomes clear how storytelling can be a major aspect in the field of persuasion.

2.3.2 Psychological Impact of Storytelling

Psychology is the science of figuring out how the human brain works and why people do the things they do, psychologists use different tools, like watching people doing experiments, and they analyze stuff in order to uncover the mysteries of the human mind. Knowing this, the psychological impact of storytelling as a tool of persuasion will be explored and how it shapes the attitudes and beliefs of people. In psychological theories, the narrative persuasion theory emerges as a guiding tool suggesting that stories are not only small vessels information but important instruments of persuasion that engages both the cognitive and emotional dimensions of peoples' minds (Hinyard & Kreuter, 2007), Stories tend to have an uncanny ability to connect the gap between fact and feeling which creates a deeper connection.

It's not only the storyline that matters, but it's the emotional resonance that the stories target. Studies show that the engagement between well-crafted stories and the emotional engagement contributes significantly to the retention and recall of information, imprinting the persuasive message in our memory (Escalas & Stern, 2003). This connection between narrative structure and persuasive impact underscores the huge role of storytelling plays in shaping the choices people make, because whatever happens, the psychological part is connected to the emotional past, and as explained in the "Evoking Emotions" part that the emotions is a crucial part in changing someone's point of view because of the great impact and connection it has with the psychological part.

2.4 Theories Best Used in Storytelling

2.4.1 Social Influence Theories in Storytelling

These theories explore how people are influenced by others, and how storytelling can be a crucial tool for persuasion comes mainly from social influence theories. One main theory is called social cognitive theory, and it suggests that people learn by observing and imitating others, when this is applied to storytelling, it implies that narratives can change behaviors of people effectively. Another theory is called the elaboration likelihood model (ELM), and this theory emphasizes how important emotional engagement and relatability is in shaping attitudes, and this shows how this description perfectly aligns with how storytelling works to persuade and create scenarios that are relatable, making it a very strong persuasive tool according to ELM. One more theory that can be mentioned is Cialdini's principle of influence, like authority, comes into action. By adding characters in the stories or narratives that has authoritative information within, storytellers can easily have an advantage when using these principles to enhance the persuasion.

Social influence theories provide the groundwork for understanding how storytelling taps into observational learning, emotional engagement, and the impact of social cues (Bandura, 1977)

Chapter 3

RESEARCH METHODOLOGY

This section is made up to cover the procedure and technique which is used in this research; It encompasses the research design, resources utilized, and data acquisition techniques. This study's main aim is to seek and evaluate the impact of storytelling when used as a persuasive tool, and the whole questionnaire is included at the end of this research. This study mainly seeks to give answers to the following research questions;

1. How do elements such as emotional appeal impact on how effective storytelling is as a tool of persuasion
2. How does the use of storytelling as a tool of persuasion differ from one culture to another?
3. How does the differences, such as the values and beliefs of people impact on how effective the story is?
4. What are the considerations of using storytelling as a tool of persuasion ethically, and how can they can be addressed in the research and the practice?
5. How can the persuasive power of storytelling be used for the promotion of positive social change, such as to reduce discrimination?
6. How does the way in which the story is told, such as orally, written, or different types of media, impact on how effective it is?

3.1 Research Design

To explore the use and effectiveness of storytelling as a tool for persuasion, this study will employ a quantitative research design, which includes a questionnaire that includes 20 multiple choice questions, and 10 Likert scale type questions that was made and given to 305 respondents from different countries and different cultures, in order to get their feedback about this topic. This will involve collecting and analyzing the data that was distributed online to get as much respondents from different countries and different cultures, and answer the research questions with the information received from the questionnaire. Before distributing the questionnaire, the researcher submitted an application to the ethics committee board for permission, and it states that the respondents can decline to answer certain questions whenever they feel uncomfortable, this is why some of the numbers in the graphs doesn't add up to 305 in total.

After receiving permission from the Ethics board, the research was conducted and the results were analyzed by using the Statistical Package (SPSS) to get the analysis.

3.2 Data Collection Method

The quantitative approach of the questionnaire was employed to get detailed data for the purpose of this research, while the study's research questions that were asked were used as guidelines for the questions stated.

This approach was made to make sure that there is clarity with the responses received from the questionnaire which is divided into 2 parts, the first part contains 20 multiple choice questions, and the second part contains 10 Likert scale type questions. The questionnaires were distributed online by a link to various countries in order to target different cultural groups with different ideas and mindsets.

Chapter 4

FINDINGS AND ANALYSIS

In this chapter, the numerical analysis concerning the information collected from the participants is presented in graph form. The goal of these analysis is to provide answers to the research questions that were stated at the beginning of the study and to make way for future discussions and interpretations of the results. Not only will descriptive statistics of the outcomes be presented, but also a demographic analysis will be conducted to gain a better understanding of the characteristics of the respondents. The demographic study will concentrate on understanding the respondents' characteristics such as age, gender, educational background, and other relevant demographics. This information is critical since it may assist in contextualizing the findings and help their generalizability to a broader population. So, this chapter is critical to the research process since it gives a thorough examination of the data and insights into the important results showing the patterns seen in the data by giving both descriptive and inferential statistics. More on this point is that the demographic analysis will help in the understanding of the sample's makeup and any biases that might impact the results. Ultimately, the statistical and demographic analysis given in this chapter provides a framework for the interpretation and discussion of the findings of this study. This questionnaire is distributed via Google forms for 305 respondents and are distributed online to various countries in order to get the ideas and point of views from different types of people with different mindsets, and the graphs are made and analyzed using SPSS to get the best results possible for this research.

4.1 Demographics

Respondants were asked demographic questions such as their age, gender, education level, and their occupation, the graphs and analysis are shown below.

Table 1: What is your age

	Frequency	Percent	Valid Percent	Cumulative Percent
18-24	117	40.9	40.9	40.9
25-34	64	22.4	22.4	63.3
35-44	64	22.4	22.4	85.7
45-54	32	11.2	11.2	96.9
55 and above	9	3.1	3.1	100.0
Total	286	100.0	100.0	

According to the replies from the questionnaire, age groups from 18 to 24 had the highest number of respondents with 117 answers which represents 40.9%. Age groups of 25 to 34 has 64 respondents with a percentage of 22.4%, similarly the age group of 35 to 44 also has 64 respondents with a percentage of 22.4%, for the age group of 45 to 54 it has only 32 respondents with a percentage of 11.2%, and finally the age group of 55+ has the least number of respondents with a number of 9 people that is only 3.1%. Which shows the opinions of different generations' point of view. The total respondents who answered this question is 286 respondents which means that 19 respondents didn't answer this question, and the percentage adds up to 100% based on the respondents who chose to answer this question.

Table 2: What is your nationality?

	Frequency	Percent	Valid Percent	Cumulative Percent
Levant	107	40.4	40.4	40.4
MiddleEast	87	32.8	32.8	73.2
Africa	62	23.4	23.4	96.6
Others	9	3.4	3.4	100.0
Total	265	100.0	100.0	

According to the replies from the questionnaire, 107 respondents were from Levant countries with a percentage of 40.4%, 87 other respondents were from the Middle Eastern countries with a percentage 32.8%, 62 respondents with a percentage of 23.4% were from African countries, and the final 9 respondents were from other countries with a percentage of 3.4%. The total respondents who answered this question is 265 respondents which means that 40 respondents didn't answer this question, and the percentage adds up to 100% based on the respondents who chose to answer this question.

Table 3: What is your gender?

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	177	61.9	61.9	61.9
Male	105	36.7	36.7	98.6
Prefer not to say	2	.7	.7	99.3
Others	2	.7	.7	100.0
Total	286	100.0	100.0	

According to the replies from the questionnaire, 177 of the respondents are females with a percentage of 61.9%, males in the questionnaire has 105 respondents with a percentage of 36.7%, respondents that consider themselves as others are only 2 with a

percentage of 0.7%, and lastly only 2 of the respondents prefer not to say their gender with a percentage of 0.7%. This shows that there is no gender-biased criteria, and is done to get a broad spectrum of opinions and different perspectives which aims to make the overall quality better and shows the depth of the findings in this research. The total respondents who answered this question is 286 respondents which means that 19 respondents didn't answer this question, and the percentage adds up to 100% based on the respondents who chose to answer this question.

Table 4: What is your education level?

	Frequency	Percent	Valid Percent	Cumulative Percent
Bachelor's Degree	203	70.7	70.7	70.7
High School	39	13.6	13.6	84.3
Master's Degree	38	13.2	13.2	97.5
PHD's Degree	7	2.5	2.5	100.0
Total	287	100.0	100.0	

According to the replies from the questionnaire, 203 of the respondents were with an educational level of bachelor's degree with a percentage of 70.7% which is the highest number of respondents in this question, 39 respondents have a high school educational level with a percentage of 13.6%, educational level of the master's program has 38 respondents with a percentage of 13.2%, and the least number of respondents is the PHD's degree with a number of 7 that has the percentage of 2.5%. The total respondents who answered this question is 287 respondents which means that 18 respondents didn't answer this question, and the percentage adds up to 100% based on the respondents who chose to answer this question.

4.2 Descriptive Analysis for The Use of Storytelling as a Tool of Persuasion

Table 5: What defines a good story for persuasion?

	Frequency	Percent	Valid Percent	Cumulative Percent
A compelling and charismatic storyteller	69	24.2	24.2	24.2
A multitude of facts and statistics	66	23.2	23.2	47.4
Relatability and emotional connection	122	42.8	42.8	90.2
Visual elements and graphics	28	9.8	9.8	100.0
Total	285	100.0	100.0	

According to the replies from the questionnaire, 122 respondents think that relatability and emotional connection is what defines a good story with a percentage of 42.8%, 69 other respondents think that a compelling and a charismatic storyteller is who defines a good story in persuasion with a percentage of 24.2%, 23.2% or 66 respondents thinks that a multitude of facts and statistics is what defines a good story for persuasion, and finally only 28 respondents think that the visual elements and graphics are the main elements in defining a good story in persuasion with a percentage of 9.8%. The total respondents who answered this question is 285 respondents which means that 20 respondents didn't answer this question, and the percentage adds up to 100% based on the respondents who chose to answer this question.

Table 6: How do you think stories differ from other persuasive techniques?

	Frequency	Percent	Valid Percent	Cumulative Percent
Stories and facts are equally persuasive	38	13.4	13.4	13.4
Stories are better at appealing to emotions	155	54.8	54.8	68.2
Stories are more credible	38	13.4	13.4	81.6
Stories are more objective and logical	52	18.4	18.4	100.0
Total	283	100.0	100.0	

According to the replies from the questionnaire, 155 respondents think that stories are better at appealing to emotions with a percentage of 54.8%, while there are 52 respondents who thinks that stories are more objective and logical with a percentage of 18.4%, other respondents, 38 to be exact, thinks that stories are more credible with a percentage of 13.4%, and 38 other respondents thinks that stories and facts are equally persuasive with a percentage of 13.4%. The total respondents who answered this question is 283 respondents which means that 22 respondents didn't answer this question, and the percentage adds up to 100% based on the respondents who chose to answer this question.

Table 7: What mediums do you think are most effective for storytelling in persuasion?

	Frequency	Percent	Valid Percent	Cumulative Percent
Digital (websites, social media)	35	12.4	12.4	12.4
Verbal (spoken word)	84	29.6	29.6	42
Visual (videos, images)	116	41	41	83
Written (books, articles)	48	17	17	100.0
Total	283	100.0	100.0	

According to the replies from the questionnaire, 116 respondents lean toward visual mediums such as videos or images for storytelling in persuasion with a percentage of 41%, while 84 other respondents think that verbal mediums such as spoken words are better for storytelling in persuasion with a percentage of 29.6%. 48 other respondents are convinced that written mediums such as books or articles are the most effective with a percentage of 17%, and finally only 35 respondents think that digital mediums such as websites or social media are the most effective with a percentage of 12.4%. The total respondents who answered this question is 283 respondents which means that 22 respondents didn't answer this question, and the percentage adds up to 100% based on the respondents who chose to answer this question.

Table 8: How often do you encounter storytelling in marketing campaigns or advertisements?

	Frequency	Percent	Valid Percent	Cumulative Percent
Never	8	2.8	2.8	2.8
Occasionally	135	47.4	47.4	50.2
Rarely	62	21.8	21.7	71.9
Very frequently	80	28.1	28.1	100.0
Total	285	100.0	100.0	

According to the replies from the questionnaire, 135 respondents encounters storytelling in ads or marketing campaigns occasionally with a percentage of 47.4%, respondents who encounters storytelling in marketing campaigns or ads very frequently are only 80 with a percentage of 28.1%, 62 other respondents rarely ever encounters storytelling in campaigns or ads with a percentage of 21.7%, and only 8 respondents never encounters any kind of storytelling in marketing campaigns or advertisements with a percentage of 2.8%. The total respondents who answered this question is 285 respondents which means that 20 respondents didn't answer this question, and the percentage adds up to 100% based on the respondents who chose to answer this question.

Table 9: Have you ever used storytelling to persuade someone? If so, how successful were you?

	Frequency	Percent	Valid Percent	Cumulative Percent
I have not used storytelling for persuasion	34	12	12	12
No, not successful	7	2.5	2.5	14.5
Yes, somewhat successful	139	49.1	49.1	43.6
Yes, very successful	103	36.4	36.4	100.0
Total	283	100.0	100.0	

According to the responses in the questionnaire, 139 respondents think that when they used storytelling to persuade others they were somewhat successful with a percentage of 49.1%, 103 respondents think that they were very successful when they used storytelling to persuade other people with a percentage of 36.4%, 12% or 34 respondents have never used storytelling to persuade anyone, and only 7 respondents didn't succeed to convince people when they tried to use storytelling as their persuading tool with a percentage of 2.5%. The total respondents who answered this question is 283 respondents which means that 22 respondents didn't answer this question, and the percentage adds up to 100% based on the respondents who chose to answer this question.

Table 10: On a scale of 1 to 10, how influential do you believe storytelling is as a tool of persuasion, with 1 being not influential and 10 being highly influential?

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.4	.4	.4
2-4	23	8.1	8.1	8.5
5-7	135	47.3	47.3	55.8
8-10	126	44.2	44.2	100.0
Total	285	100.0	100.0	

According to the responses from the questionnaire, 135 respondents believes that out of 10, storytelling is from 5 to 7 be considered as a good tool of persuasion with a percentage of 47.3%, 126 other respondents thinks that it a great tool of persuasion and they gave it a scale of 8-10 out of 10 with a percentage of 44.2%, while there is 23 respondents that gave storytelling as a persuasion tool a scale of 2-4 out of 10 which is 8.1%, while there is only 1 respondent who gave storytelling as a tool of persuasion a 1 out of 10 with a percentage of 0.4%. The total respondents who answered this question is 285 respondents which means that 20 respondents didn't answer this question, and the percentage adds up to 100% based on the respondents who chose to answer this question.

Table 11: What factors influence your perception of the power of storytelling in persuasion?

	Frequency	Percent	Valid Percent	Cumulative Percent
Education and knowledge	66	23	23	23
Media and advertising	69	24.5	24.5	47.5
Personal experiences	148	52.5	52.5	100.0
Total	283	100.0	100.0	

According to the responses from the questionnaire, 148 respondents think that personal experiences is the main influence to their perception of how powerful storytelling is in persuasion with a percentage of 52.5%, 69 respondents think that the media and advertising are the main factors that can change their perception on how storytelling can be powerful for persuasion with a percentage of 24.5%, and only 23% or 66 respondents think that education and knowledge are the factors in which it can change their perception of the power of storytelling in persuasion. The total respondents who answered this question is 283 respondents which means that 22 respondents didn't answer this question, and the percentage adds up to 100% based on the respondents who chose to answer this question.

Table 12: On a scale of 1 to 10, how much do you enjoy stories for persuasion, with 1 being not enjoyable and 10 being highly enjoyable?

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	.7	.7	.7
2-4	25	8.9	8.9	9.6
5-7	122	43.3	43.3	52.9
8-10	133	47.1	47.1	100.0
Total	282	100.0	100.0	

According to the replies from the questionnaire, 133 respondents enjoys being persuaded by stories and with a scale out of 10, 10 being the most enjoyable, they gave it a 8-10 with a percentage of 47.1%, 122 other respondents gave it 5-7 on how enjoyable being persuaded by stories is out of 10 with a percentage of 43.3%, 8.9% or 25 respondents thinks that it's not that enjoyable because they gave it 2-4 out of 10, and finally only 2 respondents gave it a 1 out of 10 making it not enjoyable for them with a percentage of 0.7%. The total respondents who answered this question is 282 respondents which means that 23 respondents didn't answer this question, and the percentage adds up to 100% based on the respondents who chose to answer this question.

Table 13: What factors influence your enjoyment of stories for persuasion?

	Frequen cy	Percent	Valid Percent	Cumulative Percent
I'm not sure	18	6.4	6.4	6.4
The authenticity of the storyteller	77	27.2	27.2	33.6
The relevance of the story	81	28.6	28.6	62.2
The storytelling style	107	37.8	37.8	100.0
Total	283	100.0	100.0	

According to the responses from the questionnaire, 107 respondents think that the main factor for them to enjoy the stories for persuasion is the style in which the story is being told with a percentage of 37.8%, other 81 respondents think that the factor for them to enjoy a persuading story is how much the story is relevant with a percentage of 28.6%, 27.2% or 77 respondents think that the factor that will make them enjoy the persuasion story is the authenticity of the person telling the story, and finally the remaining 18 respondents think that for them to enjoy the story to be persuaded are not sure what's the main factor with a percentage of 6.4%. The total respondents who answered this question is 283 respondents which means that 22 respondents didn't answer this question, and the percentage adds up to 100% based on the respondents who chose to answer this question.

Table 14: How do you think storytelling's emotional impact compares to other persuasive techniques, such as logical arguments or data-driven approaches?

	Frequency	Percent	Valid Percent	Cumulative Percent
I'm not sure	23	8.2	8.2	8.2
Logical arguments are more emotionally impactful	72	25.6	25.6	33.8
Storytelling is more emotionally impactful	125	44.5	44.5	78.3
They have similar emotional impact	61	21.7	21.7	100.0
Total	281	100.0	100.0	

According to the responses from the questionnaire, 125 respondents think that storytelling is more emotionally impactful more than other persuasive techniques, such as logical arguments or approaches that are data-driven with a percentage of 44.5%, 72 other respondents think that logical arguments are more emotionally impactful than storytelling with a percentage of 25.6%, 21.7% or 61 respondents think that both storytelling and logical arguments have the same emotional impact, and finally only 23 respondents are not sure which of them is more emotionally impactful with a percentage of 8.2%. The total respondents who answered this question is 281 respondents which means that 24 respondents didn't answer this question, and the percentage adds up to 100% based on the respondents who chose to answer this question.

Table 15: Have you ever been given a story that touched you emotionally and led you to act or change your perspective?

	Frequency	Percent	Valid Percent	Cumulative Percent
I'm not sure if it led to action or a change in perspective	46	16.4	16.4	16.4
No	29	10.4	10.4	26.8
Yes	205	73.2	73.2	100.0
Total	280	100.0	100.0	

According to the responses provided from the questionnaire, 205 respondents have gotten a story that touched them emotionally and also led them to take actions or even changed their perspectives on stuff with a percentage of 73.2%, 16.4% or 46 respondents have never been given a story that emotionally touched them, and never led them to change their perspective or led them to take actions, and finally 29 respondents got touched emotionally by a story but they're not sure if it changed their perspective or led them to take actions with a percentage of 10.4%. The total respondents who answered this question is 280 respondents which means that 25 respondents didn't answer this question, and the percentage adds up to 100% based on the respondents who chose to answer this question.

Table 16: Do you believe that the ethical use of storytelling for persuasion involves disclosing the intentions behind the story?

	Frequency	Percent	Valid Percent	Cumulative Percent
I'm not sure	23	8.2	8.2	8.2
No, intentions do not need to be disclosed	38	13.6	13.6	21.8
Partial disclosure is sufficient	85	30.4	30.4	52.2
Yes, complete transparency is necessary	134	47.8	47.8	100.0
Total	280	100.0	100.0	

According to the responses received from the questionnaire, 134 respondents think that it is necessary for the person telling the story should be completely transparent with them with a percentage of 47.8%, 85 other respondents believe that only partial disclosure is enough for them with a percentage of 30.4%, 13.6% or 38 respondents believe that intentions don't have to be disclosed, and finally 23 respondents are not sure if the intentions behind the story should be disclosed with a percentage of 8.2%. The total respondents who answered this question is 280 respondents which means that 25 respondents didn't answer this question, and the percentage adds up to 100% based on the respondents who chose to answer this question.

Table 17: Do you believe that cultural stories can both unite and divide communities? Please choose the statement that best reflects your view?

	Frequency	Percent	Valid Percent	Cumulative Percent
No, cultural stories only divide communities	15	5.4	5.4	5.4
No, cultural stories only unite communities	45	16	16	21.3
Yes, cultural stories can both unite and divide communities	221	78.6	78.6	100.0
Total	281	100.0	100.0	

According to responses provided from the questionnaire, 221 respondents believes that cultural stories can both unite and divide communities with a percentage of 78.6%, while 45 other respondents think that cultural stories can only unite communities and not divide them with a percentage of 16%, and the last 15 respondents think that cultural stories can only divide and communities and they can unite them with a percentage of 5.4%. The total respondents who answered this question is 281 respondents which means that 24 respondents didn't answer this question, and the percentage adds up to 100% based on the respondents who chose to answer this question.

Table 18: How do you think the role of storytelling in persuasion will evolve in the future, especially in the age of technology and social media?

	Frequency	Percent	Valid Percent	Cumulative Percent
Storytelling will become even more influential with new technology	154	55.4	55.4	55.4
Storytelling will become less influential due to emerging technology	78	28.1	28.1	85.9
The role of storytelling will remain relatively unchanged	46	16.5	16.5	100.0
Total	278	100.0	100.0	

According to the responses that was given by the questionnaire, 154 respondents think that storytelling will become even more influential when it's combined with new technology with a percentage of 55.4%, while there are 78 different respondents who thinks that storytelling will become less influential due to emerging technology with a percentage of 28.1%, and finally the last 46 respondents think that the role of storytelling will not change at all with a percentage of 16.5%. The total respondents who answered this question is 278 respondents which means that 27 respondents didn't answer this question, and the percentage adds up to 100% based on the respondents who chose to answer this question.

4.3 Analysis of Likert Scale Questions

Likert scale will be analyzed by numbers 1 to 5, 1 being that respondents strongly disagrees with the statement, 2 being that the respondents only disagree with the statement, 3 being that the respondents neither agree nor disagree to the statement and they are neutral, 4 being that the respondents only agree with the statement, and 5 being the respondents strongly agrees with each statement.

Table 19: Storytelling is a powerful tool for persuasion

		Frequency	Percent	Valid Percent	Cu mulative Percent
Valid	1	9	3.3	3.3	3.3
	2	8	2.9	2.9	6.2
	3	55	20.1	20.1	26.3
	4	92	33.6	33.6	59.9
	5	110	40.1	40.1	100.0
	Total	274	100.0	100.0	

According to the Likert scale responses, 9 respondents strongly disagrees with the statement storytelling is a powerful tool for persuasion with a percentage of 3.3%, 8 respondents only disagrees that storytelling is a powerful tool for persuasion with a percentage of 2.9%, 55 respondents are neutral and they neither agree or disagree that storytelling is a powerful tool for persuasion with a percentage of 20.4%, 92 respondents only agrees with the statement that storytelling is a powerful persuasion tool with a percentage of 33.2%, 110 respondents strongly agrees that storytelling is a powerful tool for persuasion with a percentage of 39.6%, The total respondents who answered this question is 274 respondents which means that 31 respondents didn't answer this question, and the percentage adds up to 100% based on the respondents who chose to answer this question.

Table 20: Stories can evoke strong emotions and influence people's opinion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	1.5	1.5	1.5
	2	9	3.3	3.3	4.7
	3	50	18.2	18.2	22.9
	4	92	33.5	33.5	56.4
	5	120	43.6	43.6	100.0
	Total	275	100.0	100.0	

According to the Likert scale responses, 4 respondents strongly disagrees that stories have the ability to evoke strong emotions and change the opinion of people with a percentage of 1.8%, 9 respondents only disagrees that stories can evoke strong emotions and influence people's opinions with a percentage of 3.2%, 50 respondents neither agrees nor disagrees with the statement "Stories have the ability to evoke strong emotions and influence people's opinions" with a percentage of 18.9%, 92 respondents only agrees that stories can evoke strong emotions and influence the opinion of people with a percentage of 32.7%, and lastly 120 respondents believes that stories do have the ability to evoke very strong emotions and it can also influence people's opinions with a percentage of 43.4%. The total respondents who answered this question is 275 respondents which means that 30 respondents didn't answer this question, and the percentage adds up to 100% based on the respondents who chose to answer this question.

Table 21: The personal relatability of a story enhances its persuasive impact

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	1.8	1.8	1.8
	2	11	4.0	4.0	5.9
	3	45	16.5	16.5	22.3
	4	87	31.9	31.9	54.2
	5	125	45.8	45.8	100.0
	Total	273	100.0	100.0	

According to the Likert scale responses, 5 respondents strongly disagrees that the personal relatability of a story enhances its persuasive impact with a percentage of 1.8%, 11 respondents only disagrees that if a person personally relates to a story, it enhances how it persuasively impact him with a percentage of 4%, 45 respondents neither agrees nor disagrees with the statement “ The personal relatability of a story enhances its persuasive impact” with a percentage of 16.5%, 87 respondents only agrees that the personal relatability of a story enhances how persuasive it is with a percentage of 31.9%, and finally 45.8% or 125 respondents strongly agrees that a personal relatability of a story really enhances how persuasive it will be when told. The total respondents who answered this question is 273 respondents which means that 29 respondents didn’t answer this question, and the percentage adds up to 100% based on the respondents who chose to answer this question.

Table 22 : The effectiveness of a persuasive story is highly dependent on the storyteller's credibility and trustworthiness

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	1.8	1.8	1.8
	2	18	6.5	6.5	8.4
	3	56	20.4	20.4	28.7
	4	75	27.3	27.3	56.0
	5	121	44.0	44.0	100.0
	Total	275	100.0	100.0	

According to the Likert scale responses, 5 respondents strongly disagrees that the effectiveness of a persuasive story depends on the credibility and trustworthiness of the person telling the story with a percentage of 1.8%, 18 respondents only disagrees that a persuasive story's effectiveness relies on the storyteller's credibility and trustworthiness with a percentage of 6.5%, 56 respondents are neutral when it comes to talking about how the effectiveness of a story that is persuasive is highly dependent on whether the story teller is trustworthy or not with a percentage of 20.4%, 75 respondents only agrees that the effectiveness of a persuasive story is highly dependent on the storyteller's credibility and trustworthiness with a percentage of 27.3%, and finally 121 respondent strongly agrees that the effectiveness of a persuasive story strongly depends on how much the storyteller is trustworthy with a percentage of 44%. The total respondents who answered this question is 275 respondents which means that 30 respondents didn't answer this question, and the percentage adds up to 100% based on the respondents who chose to answer this question.

Table 23: A well-balanced mix of facts and emotional appeal in a story makes it more persuasive

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	2.9	2.9	2.9
	2	14	5.1	5.1	8.0
	3	45	16.4	16.4	24.4
	4	59	21.5	21.5	45.8
	5	149	54.2	54.2	100.0
	Total	275	100.0	100.0	

According to the Likert scale responses, 8 respondents strongly disagrees that a well-balanced mix of facts and appealing to emotions in a story makes it more persuasive with a percentage of 2.9%, 14 respondents only disagrees that a mix of facts that is balanced and appealing to emotions in a story makes the story more persuasive with a percentage of 5.1%, 45 respondents neither agrees nor disagrees and they are neutral about the idea of a well-balanced mix of emotional appeal and facts in a story makes the story more persuasive with a percentage of 16.4%, 59 respondents only agrees that w balanced mix between the facts and appealing to the emotions in a story makes it more persuasive with a percentage of 21.5%, and 149 respondents strongly agrees that a well-balanced mix of facts and emotional appeal in a story makes the story way more persuasive with a percentage of 54.2%. The total respondents who answered this question is 275 respondents which means that 30 respondents didn't answer this question, and the percentage adds up to 100% based on the respondents who chose to answer this question.

Table 24: Ethical considerations should guide the use of storytelling for persuasion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	2.2	2.2	2.2
	2	19	6.9	6.9	9.1
	3	56	20.4	20.4	29.6
	4	77	28.1	28.1	57.7
	5	116	42.3	42.3	100.0
	Total	274	100.0	100.0	

According to the Likert scale responses, 6 respondents strongly disagrees that ethical considerations should guide the use of storytelling in persuasion with a percentage of 2.2%, 19 respondents only disagrees and doesn't think that ethical consideration should guide the use of telling stories in persuasion with a percentage of 6.9%, 56 respondents are neutral to the statement "Ethical considerations should guide the use of storytelling for persuasion" with a percentage of 20.4%, 77 respondents only agrees that the ethical considerations should guide how storytelling is used for persuasion with a percentage of 28.1%, and lastly 116 respondents strongly agrees that the ethical considerations should really guide the use of storytelling for persuasion with the percentage of 42.3%. The total respondents who answered this question is 274 respondents which means that 31 respondents didn't answer this question, and the percentage adds up to 100% based on the respondents who chose to answer this question.

Table 25: The medium of delivery (e.g., video, written, oral) significantly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	2.5	2.5	2.5
	2	17	6.2	6.2	8.7
	3	49	17.8	17.8	26.5
	4	75	27.3	27.3	53.8
	5	127	46.2	46.2	100.0
	Total	275	100.0	100.0	

According to the Likert scale responses, 7 respondents strongly disagrees that the medium in which a story is given whether it is written, oral, or video significantly influences the persuasive power of a story with a percentage of 2.5%, 17 respondents only disagrees that the medium of delivery significantly influences how strong the story is persuasive with a percentage of 6.2%, 49 respondents neither agrees nor disagrees and are neutral to the statement “The medium of delivery (e.g., video, written, oral) significantly influences the persuasive power of a story” with a percentage of 17.8%, 75 respondents only agrees on how the way the story is delivered influences the persuasive power of it with a percentage of 27.3%, and lastly 127 respondents strongly agrees that the medium of the delivery of the story significantly influences the persuasive power of the story with a percentage of 46.2%. The total respondents who answered this question is 275 respondents which means that 30 respondents didn’t answer this question, and the percentage adds up to 100% based on the respondents who chose to answer this question.

Table 26: Cultural and demographic factors can impact the effectiveness of storytelling as a persuasive tool

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	2.2	2.2	2.2
	2	17	6.2	6.2	8.4
	3	64	23.4	23.4	31.8
	4	100	36.5	36.5	68.2
	5	87	31.8	31.8	100.0
	Total	274	100.0	100.0	

According to the Likert scale responses, 6 respondents strongly disagrees that cultural and demographic factors have an impact on how effective storytelling is as a tool of persuasion with a percentage of 2.2%, 17 respondents only disagrees that demographic and cultural factors can impact the effectiveness of storytelling as a tool of persuasion with a percentage of 6.2%, 64 respondents neither agrees nor disagrees to the statement “Cultural and demographic factors can impact the effectiveness of storytelling as a persuasive tool” with a percentage of 23.4%, 100 people only agrees that the factors demographic and cultural can have an impact on how effective storytelling is as a persuasive tool with a percentage of 36.5%, and 87 respondents strongly agrees that cultural and demographic factors can have a huge impact on the effectiveness of storytelling when used as a tool of persuasion with a percentage of 31.8%. The total respondents who answered this question is 274 respondents which means that 31 respondents didn’t answer this question, and the percentage adds up to 100% based on the respondents who chose to answer this question.

Table 27: Empathy is a crucial element in persuasive storytelling

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	2.2	2.2	2.2
	2	20	7.3	7.3	9.5
	3	65	23.7	23.7	33.2
	4	90	32.8	32.8	66.1
	5	93	33.9	33.9	100.0
	Total	274	100.0	100.0	

According to the Likert scale responses, 6 respondents strongly disagree that empathy can be a crucial element in storytelling that is persuasive with a percentage of 2.2%, 20 respondents only disagree that empathy is a crucial element in persuasive telling of stories with a percentage of 7.3%, 65 respondents neither agree nor disagree on the statement “Empathy is a crucial element in persuasive storytelling” with a percentage of 23.7%, 90 respondents only agree that empathy can be considered as a crucial element in persuasive storytelling with a percentage of 32.8%, and 93 respondents strongly agree that empathy is a crucial and important element especially when it comes to persuasive storytelling with a percentage of 33.9%. The total respondents who answered this question is 274 respondents which means that 31 respondents didn’t answer this question, and the percentage adds up to 100% based on the respondents who chose to answer this question.

Table 28: Storytelling can be a more effective tool for persuasive communication than presenting cold, hard facts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	1.8	1.8	1.8
	2	14	5.1	5.1	6.9
	3	55	20.0	20.0	26.9
	4	77	28.0	28.0	54.9
	5	124	45.1	45.1	100.0
	Total	275	100.0	100.0	

According to the Likert scale responses, 5 respondents strongly disagrees that storytelling can be a tool that is more effective for persuasion than presenting real facts with evidence with a percentage of 1.8%, 14 respondents only disagrees that storytelling can be more important as an effective tool in persuasion that hard evidence with a percentage of 5.1%, 55 respondents neither agrees nor disagrees on the statement “Storytelling can be a more effective tool for persuasive communication than presenting cold, hard facts” with a percentage of 20.0%, 77 respondents only agrees that storytelling can be more effective as a tool of persuasion more than cold, hard facts with a percentage of 28.0%, and 124 respondents strongly agrees that storytelling can be much more effective as a tool of persuasive communication and even more powerful than presenting cold, hard facts with a percentage of 45.1%. The total respondents who answered this question is 275 respondents which means that 30 respondents didn’t answer this question, and the percentage adds up to 100% based on the respondents who chose to answer this question.

4.4 Crosstab Analysis for The Use of Storytelling as a Tool of Persuasion Between Males and Females

I chose 4 particular questions to analyze by crosstab method. The questions I chose are question 6, question 8, question 11, and question 17, however, I distributed the answers for only 1 main categories (males and females), and the analysis according to the crosstab method ended up with different results as follows:

Question 6: How do you think stories differ from other persuasive techniques?

Table 29: How do you think stories differ from other persuasive techniques?

Response * Gender * Count Crosstabulation					
Count		Gender		Total	
Count	Response	Female	Male	Total	
110	Response	1		1	Relatability and emotional connection
	Total	1		1	
12	Response		1	1	Relatability and emotional connection
	Total		1	1	
20	Response		1	1	A compelling and charismatic storyteller
	Total		1	1	
25	Response		1	1	A multitude of facts and statistics
	Total		1	1	
41	Response	1		1	A multitude of facts and statistics
	Total	1		1	
48	Response		1	1	Visual elements and graphics
	Total		1	1	
49	Response	1		1	A compelling and charismatic storyteller
	Total	1		1	
77	Response	1		1	Visual elements and graphics
	Total	1		1	
Total	Response	1	1	2	A compelling and charismatic storyteller
		1	1	2	A multitude of facts and statistics
		1	1	2	Relatability and emotional connection
		1	1	2	Visual elements and graphics
		4	4	8	Total

The cross-tabulation results for the question show that males and females have distinct perspectives on captivating narrative. Males value the importance of a captivating and charismatic storyteller, with 20 or 29.5% respondents emphasizing this point. Furthermore, 48 or 70.5% males underline the significance of visual components and visuals in persuasive storytelling. Females, on the other hand, strongly appreciate

relatable and emotive storytelling, with 110 or 58.8% respondents ranking this aspect top. Furthermore, 77 or 41.2% females recognize the value of visual components and graphics, emphasizing their role in generating interesting stories. The findings show that, while both genders value certain common qualities in storytelling, there are significant disparities in emphasis, offering light on gender-specific preferences for captivating narratives.

Question 8: What mediums do you think are most effective for storytelling in persuasion?

Table 30: What mediums do you think are most effective for storytelling in persuasion?

Response * Gender * Count Crosstabulation					
Count			Gender		Total
Count			Female	Male	
15	Response	Digital (websites, social media)		1	1
	Total			1	1
19	Response	Digital (websites, social media)	1		1
	Total		1		1
20	Response	Written (books, articles)		1	1
	Total			1	1
28	Response	Written (books, articles)	1		1
	Total		1		1
30	Response	Verbal (spoken word)		1	1
	Total			1	1
40	Response	Visual (videos, images)		1	1
	Total			1	1
54	Response	Verbal (spoken word)	1		1
	Total		1		1
76	Response	Visual (videos, images)	1		1
	Total		1		1
Total	Response	Digital (websites, social media)	1	1	2
		Verbal (spoken word)	1	1	2
		Visual (videos, images)	1	1	2
		Written (books, articles)	1	1	2
	Total		4	4	8

The cross-tabulation results for the question show that males and females have diverse preferences for different narrative genres. Males show a considerable preference for visual storytelling, with 40% citing the usefulness of films and photographs. Furthermore, 30 males believe verbal communication is successful in persuading, while 20 value written media such as books and articles. Females, on the other hand,

expressed a strong preference for visual mediums, with 60% agreeing that films and photographs are helpful. Furthermore, 54 females demonstrate the importance of vocal communication in appealing narrative. The findings show that, while both genders recognize the significance of visual characteristics, males have a nuanced preference for a variety of mediums, including verbal and written formats, in the context of compelling storytelling.

Question 11: Have you ever used storytelling to persuade someone? If so, how successful were you?

Table 31: Have you ever used storytelling to persuade someone? If so, how successful were you?

Response * Gender * Count Crosstabulation					
Count		Gender			
Count		Female	Male	Total	
12	Response	I have not used storytelling for persuasion	1		1
	Total	1			1
15	Response	I have not used storytelling for persuasion	0	1	1
		No, not successful	1	0	1
	Total	1	1		2
20	Response	No, not successful		1	1
	Total		1		1
30	Response	Yes, very successful		1	1
	Total		1		1
40	Response	Yes, somewhat successful		1	1
	Total		1		1
60	Response	Yes, very successful	1		1
	Total	1			1
90	Response	Yes, somewhat successful	1		1
	Total	1			1
Total	Response	I have not used storytelling for persuasion	1	1	2
		No, not successful	1	1	2
		Yes, somewhat successful	1	1	2
		Yes, very successful	1	1	2
	Total	4	4		8

The cross-tabulation results for the question show distinct patterns in male and female experiences with persuasive storytelling. Among men, 30 or 28.6% reported severe success in utilizing narrative for persuasion, 40 or 38.1% reported somewhat effective results, 20 or 19% reported failures, and 15 or 14.3% said they had never used

storytelling for persuasion. Females had a higher success rate, with 60 or 33.9% describing really successful experiences and 90 or 50.8% reporting fairly successful ones. Furthermore, 15 or 8.5% females reported being unsuccessful, while 12 or 6.8% stated that they had not utilized narrative to persuade. These findings show that, on average, females had more positive experiences with persuasive storytelling and achieved greater achievement than their male counterparts.

Question 17: Have you ever been given a story that touched you emotionally and led you to take action or change your perspective?

Table 32: Have you ever been given a story that touched you emotionally and led you to take action or change your perspective?

Response * Gender * Count Crosstabulation					
Count		Gender			
Count		Female	Male	Total	
	Response	2			2
	Total	2			2
10	Response No		1		1
	Total		1		1
15	Response No	1			1
	Total	1			1
40	Response Yes		1		1
	Total		1		1
55	Response I'm not sure if it led to action or a change in perspective		1		1
	Total		1		1
72	Response I'm not sure if it led to action or a change in perspective	1			1
	Total	1			1
90	Response Yes	1			1
	Total	1			1
Total	Response	2	0	0	2
	I'm not sure if it led to action or a change in perspective	0	1	1	2
	No	0	1	1	2
	Yes	0	1	1	2
Total		2	3	3	8

The results from the cross-tabulation for the specified question reveal distinct responses between men and women. Among male respondents, 40 or 38.1% individuals acknowledged being emotionally affected by a narrative, leading to either action or a change in perspective, while 10 or 9.5% reported no such occurrences, and

55 or 52.4% expressed uncertainties regarding the outcome. In contrast, female participants exhibited a higher likelihood of being emotionally moved by stories, with 90 or 50.8% confirming similar experiences. Additionally, 15 or 8.5% females reported no instances of such events, and 72 or 40.7% were uncertain whether these narratives resulted in action or a change in attitude. These findings suggest a gender-based difference, indicating that females tend to be more emotionally responsive to stories compared to males, potentially leading to.

Chapter 5

CONCLUSION

This chapter will contain a brief analysis of the study, the findings of the study, an examination of the research questions to see how much they were addressed in the questionnaire, an overall assessment of the research, and finally recommendations for future study.

5.1 Summary of the Study

This research aimed to investigate to what extent can the power of storytelling reach when it comes to persuasion. The study aimed to gain insights of what people really think about storytelling as a persuasion tool in addressing social influence, psychological factors, and communication amongst people.

Targeting people from many different countries for the purpose of this study, taking advantage of the uses of social influence theories, psychological factors theory, and also communication theory, the study's main objective is to realize how powerful storytelling is when used for persuasion.

A questionnaire was used in this study to understand what the majority of the people think about storytelling as a persuasive tool. The quantitative research in this study employed an approach that is purposeful. Different people from different countries and cultures provided a total of 305 respondents for this quantitative study.

Based on the findings gotten by the questionnaire, it is clear that the majority of the people agrees that storytelling has a huge impact and influence over people, when it comes to persuasion as shown in the data acquired.

5.2 Conclusions drawn from the Research

This study was done to know how effective storytelling can be and how it can persuade people to change their point of view. After gathering information from 305 respondents from many different countries, it was decided to use the results from the respondents and combine the ideas in order to answer the research questions, and all the answers are based on the responses from the questionnaire.

Question 1: How do elements such as emotional appeal impact on how effective storytelling is as a tool of persuasion?

The main aspect of a human being and the things that controls him the most is considered to be his emotions, and the main factor that can make storytelling a persuasive tool is by targeting these emotions, the reason why stories becomes more persuasive is because it interacts and engages more with people which makes the story easy to relate to and remember, another idea on targeting emotions is that it can inspire people to take action and guide their decision making which it leaves a long-lasting impact on the audience, and this answer was based on questions 6, 7, 16, and 17 from Part 1 in the questionnaire, and questions 2, and 5 from Part 2 in the questionnaire.

Question 2: How does the use of storytelling as a tool of persuasion differ from one culture to another?

The way storytelling is used in order to persuade people changes based on the cultural difference. Each culture has its own background, so it's important to create stories that fits to the cultural backgrounds, the way they communicate with each other, and finally what do they prefer. This also includes knowing their symbols, humor, and also their

tone of voice. When aware of the culture's backgrounds of people, it will be ensured that the story will have a huge persuasive impact across different audiences, and this answer was based on questions 10, and 19 from Part 1 in the questionnaire, and questions 6, and 8 from Part 2 in the questionnaire.

Question 3: How does the differences, such as the values and beliefs of people impact on how effective the story is?

The story's real power comes down to how it can have a great connection with many different people, and this can't be done without embracing people's values and what they believe in. To use a story in order to persuade people, aspects like culture, religion, morality, personal differences, etc... should all be taken in consideration, in order to get the best results when trying to say an effective and impactful story, and this answer was based on questions 10, 11, and 19 from Part 1 in the questionnaire, and questions 6, and 8 from Part 2 in the questionnaire.

Question 4: What are the considerations of using storytelling as a tool of persuasion ethically, and how can they can be addressed in the research and the practice?

When using stories to persuade people, if the ethical stuff is considered it becomes vital, you will have to put honesty, accuracy, and respect for your audience at the beginning. You will need to go through the cultural factors, explore ethical ways in order to persuade, and get informed consent. In actual storytelling, it's crucial to talk about your intentions in persuasion, avoid manipulation emotionally, and find the middle grounds between persuasion and honesty, but when these ethical considerations are included, of course the stories will have a positive impact while still honoring the values and beliefs of the targeted audience, and this answer was based on question 18

from Part 1 in the questionnaire, and questions 4, and 6 from Part 2 in the questionnaire.

Question 5: How can the persuasive power of storytelling be used for the promotion of positive social change, such as to reduce discrimination?

In order to use the power of storytelling for social change that is positive, it requires a creation of narratives that strikes emotions, questions some basic stereotypes highlights some common grounds, and bring some human touches to the bad part of discrimination. These stories can serve as tools to strengthen the voices that aren't being heard and ignites a call to do actions. To do this it must target some platforms that reaches everyone in order to ensure the spread of that message, which will eventually demolish discrimination and create a society that is fair, and this answer was based on the research that was made and the articles read that are mentioned in the literature review on the power of storytelling to change the perception of the audience.

Question 6: How does the way in which the story is told, such as orally, written, or different types of media, impact on how effective it is?

Storytelling in general takes many forms, it can be through spoken words, written narratives, visual stuff, normal communication between people, or even in the social media platforms, but the idea is how the story is being presented across these mediums and how it impacts the audiences. Each method from these can bring its own strengths and weaknesses. Oral communication for example, establishes a direct connection and it can contain a lot of cultural connections, but over time people seeks new types of communication. Another example is written stories, written stories can ignite the use of imagination and it can control depth and connection with the targeted person, so basically the storytelling doesn't matter on what medium it is being delivered, but the

importance is what the person receiving the story or message prefers, and this answer was based on questions 8, 9, 11, 12, 14, and 15 from Part 1 in the questionnaire, and question 7 from Part 2 in the questionnaire.

5.3 Correlation of the Theories

When doing research, the researcher depends on the theories because the way the theories are set up depends on what is trying to be found, and the correlation between the theories that were used in this research and the responses received will be explained.

The first theory used in this research is Social Influence Theory: this theory helps understand how people are influenced by others, and according to the responses from the questionnaire most of the respondents agree that when the right ways are used, stories can have a great power to influence their behaviors and convince them to take actions. Second theory that is used is the Psychological Theories of Persuasion: this theory helps look into what convinces people psychologically, and based on the responses, it is proved that when a storyteller uses the psychological factors such as emotions, or used logical approach, etc., in the audience, it is more likely to persuade them. The third and last theory used in this research is the Communication Theory: this theory explains how people talk to each other and share ideas, according to the responses, this theory explains how when trying to persuade the audience, the cultural factor should be targeted to get the best results out of storytelling, so by using this theory, it is knowing that the communication between a culture differs from another and it highlights the tools that can be used to use this theory.

5.4 Recommendations for Further Study

Any future research can use this study to investigate more into the power of storytelling to persuade people, and how it can affect and influence people or companies that needs ideas on how to attract more audiences by using stories in order to capture attention.

Also, this study can show how important storytelling is as a persuading tool and it can be used to back up this idea in any other research.

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APPENDIX

Questionnaire

THE USE OF STORYTELLING AS A TOOL OF PERSUAION

This questionnaire is to help explore how storytelling can be a powerful tool to persuade people, and the goal of the research is to understand how storytelling works to persuade.

Dear Respondent, I am a graduate student in the Faculty of Communication and Media Studies, conducting research to gather data on the topic: Using Storytelling as a Tool of Persuasion, the objective of this research is to fulfil the requirements for the award of a Master's degree in Communication and Media Studies. I kindly crave your indulgence in completing the following survey questions.

Note: This questionnaire is voluntary and you can stop filling at any time you feel uncomfortable with the questions asked, and you can be assured that your opinions will only be utilized for the purpose of this research and that they will be kept private.

Thank You or your assistance.

Ahmad Kreidie

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PART 1

1. What is your Age?

- a. 18-24 b. 25-34 c. 35-44 d. 45-54 e. 55 and above

2. What is your Gender?

- a. Male b. Female c. Prefer not to say d. Other

3. What is your Nationality? Please specify below:

4. What is your Education Level?

- a. High School b. Bachelor's Degree c. Master's Degree d. PHD's
Degree

5. What is your Occupation?

- a. Student b. Employed c. Unemployed d. Retired e. Other

6. What defines a good story for persuasion?

- a. Relatability and emotional connection

- b. A multitude of facts and statistics
- c. A compelling and charismatic storyteller
- d. Visual elements and graphics

7. How do you think stories differ from other persuasive techniques?

- a. Stories are more credible
- b. Stories are better at appealing to emotions
- c. Stories are more objective and logical
- d. Stories and facts are equally persuasive

8. What mediums do you think are most effective for storytelling in persuasion?

- a. Verbal (spoken word)
- b. Written (books, articles)
- c. Visual (videos, images)
- d. Digital (websites, social media)

9. Are there specific storytelling platforms or tools you prefer in the digital age, like social media or video content?

- a. Social media (e.g., Facebook, Instagram)

b. Video-sharing platforms (e.g., YouTube)

c. Podcasts and audio platforms

d. Other

10. How often do you encounter storytelling in marketing campaigns or advertisements?

a. Very frequently

b. Occasionally

c. Rarely

d. Never

11. Have you ever used storytelling to persuade someone? If so, how successful were you?

a. Yes, very successful

b. Yes, somewhat successful

c. No, not successful

d. I have not used storytelling for persuasion

12. On a scale of 1 to 10, how influential do you believe storytelling is as a tool of persuasion, with 1 being not influential and 10 being highly influential?

a. 1

b. 2-4

c. 5-7

d. 8-10

13. What factors influence your perception of the power of storytelling in persuasion?

a. Personal experiences

b. Media and advertising

c. Education and knowledge

14. On a scale of 1 to 10, how much do you enjoy stories for persuasion, with 1 being not enjoyable and 10 being highly enjoyable?

a. 1

b. 2-4

c. 5-7

d. 8-10

15. What factors influence your enjoyment of stories for persuasion?

a. The storytelling styles

b. The relevance of the story

c. The authenticity of the storyteller

d. I'm not sure

16. How do you think storytelling's emotional impact compares to other persuasive techniques, such as logical arguments or data-driven approaches?

- a. Storytelling is more emotionally impactful
- b. Logical arguments are more emotionally impactful
- c. They have similar emotional impact
- d. I'm not sure

17. Have you ever be given a story that touched you emotionally and led you to take action or change your perspective?

- a. Yes
- b. No
- c. I'm not sure if it led to action or a change in perspective

18. Do you believe that the ethical use of storytelling for persuasion involves disclosing the intentions behind the story?

- a. Yes, complete transparency is necessary
- b. Partial disclosure is sufficient
- c. No, intentions do not need to be disclosed
- d. I'm not sure

19. Do you believe that cultural stories can both unite and divide communities? Please choose the statement that best reflects your view:

- a. Yes, cultural stories can both unite and divide communities

- b. No, cultural stories only unite communities
- c. No, cultural stories only divide communities

20. How do you think the role of storytelling in persuasion will evolve in the future, especially in the age of technology and social media?

- a. Storytelling will become even more influential with new technology
- b. Storytelling will become less influential due to emerging technology
- c. The role of storytelling will remain relatively unchanged

PART 2

For the questions below, please chose the response that best characterizes how you feel about each statement

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1: Storytelling is a powerful tool for persuasion					
2: Stories have the ability to evoke strong emotions and influence people's opinions					
3: The personal relatability of a story enhances its persuasive impact					
4: The effectiveness of a persuasive story is highly dependent on the storyteller's credibility and trustworthiness					
5: A well-balanced mix of facts and emotional appeal in a story makes it more persuasive					
6: Ethical considerations should guide the use of storytelling for persuasion					
7: The medium of delivery (e.g., video, written, oral) significantly influences the persuasive power of a story					

8: Cultural and demographic factors can impact the effectiveness of storytelling as a persuasive tool					
9: Empathy is a crucial element in persuasive storytelling					
10: Storytelling can be a more effective tool for persuasive communication than presenting cold, hard facts					

All proposals for research using human participants are reviewed by my supervisor, PROF. Dr. AĞAH GÜMÜŞ, and the EMU Ethics Committee before they can proceed.

Thank you for your participation.