Abstract:

This bachelor’s thesis is focused on social psychological topic of attitude change through persuasion. It brings certain theoretical background of the topic with its key points and processes. Mainly it is the definition of persuasion, what are the subjects of persuasion, the main conditions, influences, goals and other variables, that step into the process. It is also trying to capture the most important mechanisms, that play role in the process of persuasion. In the whole text the practical implications are mentioned. In the applied part the attention is focused on the field of forensic psychology – mainly the criminal interviewing practice. The plan of empirical study also focuses on persuasion and its role and impact in criminal investigation.

Keywords:

attitude change, persuasion, false confessions, interrogation