Editorial

In *Original Research* Thierry Debanne uses persuasion models to investigate techniques used by coaches in professional team handball to influence referees. Debanne uses the Elaboration Likelihood Model [1] and the Heuristic Model of Persuasion [2].

Persuasion has been defined as "human communication that is designed to influence others by modifying their beliefs, values, or attitudes" [3, p. 21, cited in 4, p. 121-122]. It has received scant attention in the sports coaching literature – other than "verbal persuasion" as one of the sources of self-efficacy in Bandura's [5] theory. It has also received little attention in the literature on leadership in sport. It tends to be mentioned in the latter in connection with influence, but without any reference to theories / models of persuasion; e.g., "The act of leadership attempts to influence and convert others into 'followers'…and may be achieved through a variety of mechanisms such as coercion, persuasion and manipulation" [6, p. 31].

Researchers and scholars in sports coaching have a wide variety of theories / models of persuasion that they could consider. For example, in a chapter entitled, "Explaining Theories of Persuasion, Dainton and Zelley [4] examine Social Judgment Theory, the Elaboration Likelihood Model (ELM), the Theory of Planned Behaviour, and Inoculation Theory. The authors summarise ELM as follows:

> The theory predicts that if listeners are motivated and able to consider an elaborate message, persuaders should rely on strong, factually based arguments. Arguments can backfire if they are weak or poorly presented, however. Conversely, persuaders should focus on emotionally based peripheral messages if receivers cannot or will not consider an elaborate message. Importantly, persuaders must recognize that using a peripheral route guarantees no long-term change. Instead, effects, if any, will be minimal and fleeting. [4, p. 130]

With the lack of coverage of theories / models of persuasion by researchers and scholars in sports coaching, it is no wonder that many coaches turn to NLP in which it is a major area of practice [7]. As Dainton and Zelley [4] indicate: "Since the mid-1930s when Dale Carnegie first published his best-selling book *How to Win Friends and Influence People*, the notion of how to persuade others has been both a popular and profitable subject" [4, p. 121].

REFERENCES

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