Bandwagon

Definition: Suggesting that everyone is doing or believing something and that you should, too.

Examples:
- “Over 5 million people have called Colonial Penn Insurance.”
- The Alli weight loss product commercial starts with one computer blogger and ends with hundreds all talking about the product and how it works.
- “Join the thousands who have chosen to switch to the better network.”
- “It’s been number one three weeks in a row; check it out.”

1. Do these devices really work? Why or why not?

2. Polls and bandwagon techniques might have a bit in common. Do you think announcing the results of polls alters the opinions of undecided people? Explain your answer.

3. Are teens more susceptible than adults to this technique? Why or why not?

4. Sometimes the bandwagon technique is geographical: The West Coast is all about going green, so it’s the latest thing to do. Can you think of other geographical areas and their influence in starting the bandwagon moving?

5. You have been assigned to design the posters inviting everyone to attend the upcoming school dance. How will you use the bandwagon technique?