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Persuasive intelligence among kindergarten students

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Abstract---The current research aims to identify the persuasive intelligence among the students of the kindergarten department, and the significance of the differences in the persuasive intelligence among the students of the kindergarten department, according to the variable of the school stage. They verified the apparent validity and construction validity of the scale by applying it to the research sample of (400) female students from the Kindergarten Department in the College of Basic Education / Al-Mustansiriya University for the academic year (2021-2022) in a random manner and the researchers used the descriptive approach. The psychometric properties were extracted from the validity and reliability of the scale, and they used the appropriate statistical methods to extract them and extract the results. Thus, the persuasive intelligence scale in its final form consists of (57) items.

Keywords---persuasive intelligence, kindergarten students, increasing knowledge.

Research Problem

University students are the most important age group of society, or that the university stage is the most important stage of study because at this stage individuals develop from their information and ideas and can overcome life's difficulties, and this does not mean that university students do not face difficulties in the beginning where there are problems They face them during their study trip in terms of changing ideas, accumulating experience, increasing knowledge, increasing responsibility for them, difficulty in recognizing the laws under which the university environment operates and developing methods of dealing with them, as well as the difficulty of social adaptation and the difficulty

of forming relationships with classmates, as convincing those around and changing their ideas is not easy. It requires effort and patience, because trying to persuade others is usually accompanied by negative energies. Many people are difficult to persuade because they adhere to their ideas, opinions and principles. From this point of view, it is necessary for university students to possess a persuasive intelligence through which they can easily persuade others and accept the directed point of view. them, as the weakness of persuasive intelligence is a problem for the individual that negatively affects the social and psychological aspect through his behavior with family and peers Where he uses negative thoughts and sudden decisions and is hasty in his actions with others and has closed behavior. (Mills, 2001: 1).

On the other hand, persuasive skills are one of the most important things that university students face, because they enhance their ability to persuade others around them. The ability to persuade and the difficulty of possessing the skills provided by persuasion intelligence such as confidence and lack of communication skills with others are among the most important difficulties to achieve goals and reach lasting success in various life situations (Jassim, 2: 2018).

The research problem is summarized in the following:

1. The research problem consisted in answering the following questions:
2. Do the students of the kindergarten department have persuasive intelligence?
3. Are there differences in the variable of persuasive intelligence among female students of the Kindergarten Department in the College of Basic Education / Al-Mustansiriya University according to the academic stage?

Research important

Persuasion intelligence has a great importance in human life. Through persuasion intelligence, individuals understand each other to prove themselves in different situations, as persuasion has a major role in social life in terms of forming new social relationships with others (lakhani, 2016:3). Persuasion intelligence is very important for strengthening attitudes, as it increases people's confidence in their point of view, and research in this field has shown that persuasion appears in how we deal with situations, as intelligent people have the ability to deal with others and ease of persuasion (Raito, 2011: 22), where the importance of persuasive intelligence appears in How we perceive the situations in which we deal with others, and there are many keys to achieving success in life. The main key to success and happiness is the ability to persuade, which makes a person influential and persuasive to others. We refer to the so-called double profit is (profit / profit), this philosophy is based on the saying (You can get everything in your life only if you help enough numbers of people to get what they want) (Al-Abbasi, 2009: 3). Persuasion deals with different people, as it is not limited to dealing with philosophers and people of logic only, but rather deals with people of emotions and feelings. Dhar is an appropriate and good method for negotiation and persuasion (Hamo, 2002: 6).

Al-Zahrani's study indicated that showing love to others, sharing and helping them helps to convince them and build an atmosphere of cooperation and understanding with them. Persuasion is an important characteristic of social communication, in order to complete our daily work and learn skills in different activities through successful communication, listening skills, talking to people, improvisation, and using important skills. (Sari, 2014: 187).

The importance of research is summarized in what follows

1. The current research derives its importance through its association with one of the important groups on which nations depend a lot of hopes and aspirations for the advancement of their societies, which are represented by the students of the Kindergarten Department. The current study seeks to focus on an important positive aspect, which is persuasive intelligence.
2. The importance of the current study is the scarcity of such studies, as it contributes to enriching the Arab library with research and studies on persuasive intelligence among students of the Kindergarten Department and forming feedback for researchers and those interested.
3. The current research contributes to adding a theoretical framework that serves subsequent researchers.

Research aims

Knowing the persuasive intelligence of the kindergarten students.

Define terms

Persuasion Intelligence

Mills (2000) : "it is the intellectual and formal capabilities and processes in which one party tries to influence the other and subjugate him to an idea by influencing his attitudes, beliefs or behavior. (Milles, 2000:52).

Theoretical definition: The two researchers adopted the definition of (Milles, 2000) due to its reliance on his theory in constructing the persuasive intelligence scale.

Procedural definition: It is the total score obtained by the respondent student on the items of the persuasive intelligence scale prepared by the researcher for this purpose.

Kindergarten Department students

They are the students who have been accepted into the College of Basic Education, and this college works to provide them with the academic and professional knowledge and skills necessary to perform the profession through well-planned, studied and developed programs to prepare kindergarten teachers (uomustansiriya.edu.iq)

Since man began his first life, he has been practicing persuasion with the aim of influencing others while dealing with them to reach his goals, so it is natural that man has practiced it since ancient times without prior knowledge before it became a science, but without any doubt if instinct is the beginning, then

Repeating practice, observation, and then imitation towards others, man has gained the experience and knowledge to develop this behavior into a science that has its own ways and means of influence (Lacani, 2016: 13). Since the beginning of the history of the twenty-first century, there have been three tributaries of sciences always working in the common direction, namely, rhetoric, thinking, and persuasion, and although interest in these sciences was prominent in the Greek era, the first written reference recorded by history was in the year (3000) BC birth, and when the Greek philosopher Aristotle defined persuasion: that it is the use of all possible means to influence (Mortensen, 2008: 23), and from this definition other definitions were launched that emphasize the importance of this concept and its impact on stimulating the mental aspects (persuasion is an intentional and effective communicative effort in influencing aspects mentality in circumstances in which we can choose), is a concept that emphasizes the individual's motivation to use information, evidence, and emotional causes and influences toward changing beliefs and tendencies. and behavior (Rizk, 1994: 65). (Hovland and his colleagues) developed the scientific / psychological concept of persuasion, persuasion arises as a result of learning resulting from the process of reinforcement (Al-Abbasi, 2009: 27), as individuals acquire knowledge, they also learn the feelings associated with this knowledge, Hovland identified aspects that affect the persuasive communication process as an issue reinforcement, which are:

First: the source's experience: people's experience is related to the fact that if the source is highly experienced, the acceptance of his opinions is always related to the conditions of his reward, unlike the inexperienced source.

Second: The credibility of the source: Credibility has a greater impact on the persuasion process than a source who lacks credibility, because the latter raises doubts in the future about his opinions, which are usually associated with unequal conditions other than the source with high credibility, while rejecting opinions that are socially unacceptable. Hovland and his colleagues indicated that Three basic elements for the occurrence of persuasion are: Attention, Comprehension, and Acceptance, where the receiver must pay attention, listen and listen to the persuasive communication, understand it and then accept it or be rejected. Acceptance does not happen unless the first two conditions are met (Al-Abbasi, 2009: 29)

And the concept of human intelligence does not refer to something that falls directly under the senses. Rather, it is inferred by his inference and the conclusion of one of the results that was expressed in a remarkable behavior, and some scholars may say that intelligence is a moral concept versus tangible concepts and linking them to their origins, but other scholars say that intelligence is an overlapping concept that can only be subject to observation through the results that reach To it, and all people are fully convinced that the main work of the school is the training of the mind and the development of intelligence, which is the ability to solve problems as the human capacity to adapt to new situations (Shakshak, 2007: 7).

Theory (Mills, 2000) / Persuasion Intelligence

(Mills, 2000): sees in his theory the intelligence of persuasion through a set of models, methods and indicators available to persuade people, and explain how acquiring persuasion skills is necessary for success at work or public relations, or even at the family level. He looks at persuasion as a skill that can be learned and acquired if The individual is able to understand what others want according to the message he wants to convey, and he believes that there is a path to successful persuasion: they are the intellectual and non-intellectual method, which American psychologists Richard Petty and John Caibo called the central In the case of the central method, the person you are trying to persuade will think What you say analyzes all the rationale and evidence provided by persuasive meditation, but in the case of the peripheral method, the intended person doesn't just spend a little time thinking about the content you want to communicate, the mind makes a snap decision, and asks the receiver to say (yes or no) These decisions are often taken out of emotion, as the recipient relies on simple cues or suggestions. Theory of these two ways to reach successful persuasion (Mills, 2000: 14). The scientist (Charles Margudson 1987) identified four types of conversation that occur when people try to influence one another (Margudson 1987:17):

1. The persuasion model: Margdson, 1987 called the first of these models the name of the persuasion model, in which one party tries to persuade the other to follow him, or agree to his position.
2. Negotiation model: Mills, 2000 indicates that if we cannot convince the other party to fully accept our position, then we can start negotiating, and it is usual in negotiation that this party compromises a little and that a little, which makes finding a compromise in the end easy.
3. The model of intolerance: This intolerance occurs after each of the two parties adopts fixed positions, or refuses to move without regard to what the other party requires. But each of them sticks to his position.
4. Polarization model :This happens when the gap widens as the conversation continues, and polarization always occurs when each side attacks the other side's position without integrity, refusing to listen to the argument of the other side, When each side tries to prove its position, polarization occurs, which is a successful model for making the opposite person inclined to agree with our views (Mills 2000 :22).

The two researchers used the descriptive approach to achieve the main objectives of this study.

Psychometric properties of the scale

Honesty

Virtual honesty: The apparent honesty was verified by presenting the persuasive intelligence measure to a group of arbitrators in the field of educational and psychological sciences. As a result of the virtual examination by the arbitrators, the test was considered honest in terms of form and content.

Construction validity: The two researchers verified this type of honesty through several indicators, including the discrimination of paragraphs, the correlation of the paragraph's degree with the total score of the scale, the relationship of the paragraph's degree with the total degree of the domain to which it belongs, and the correlation of fields among them

Stability

Retest method: In order to find the stability of the persuasive intelligence scale by re-testing, the two researchers applied the scale to a sample of (40) female students from the Kindergarten Department of the four stages and they were chosen randomly, and two weeks after the first application and under conditions similar to the conditions of the first application. The two researchers repeated the test on the same sample, and the Pearson correlation coefficient was calculated between the degrees of the first application and the second application, as the reliability coefficient was (0.871), which is an acceptable stability factor.

Alpha-Cronbach equation method: To calculate the stability, the persuasive intelligence scale was applied to the statistical analysis sample of (400) students from the kindergarten department. Acceptable.

The final scale

The persuasive intelligence scale in its final form consists of (57) items, and the two researchers have put five alternatives in front of each of the scale's paragraphs (to a very large degree, they apply to me to a great extent, they apply to me to a moderate degree, they apply to me to a small degree, they do not apply to me at all, and with weights (1,2,3,4,5) respectively. After completing the preparation of the persuasive intelligence scale, and the availability of psychometric properties, it was ready to be applied to the research sample, which included (4) study stages. A student in the stratified random method from the students of the Kindergarten Department at the College of Basic Education / Al-Mustansiriyah University for morning and evening studies. 01/2021 After two weeks, the required number of responses were obtained.

To verify the current goal, the researcher used the one-sample t-test in order to find out the significance of the difference between the average grades of the kindergarten students and the hypothetical average of the persuasive intelligence scale, where the results were as shown in Table (1).

Table (1)

The results of the T-test to know the persuasive intelligence of the students of the kindergarten department

Indication level 0.05	T value		degree of freedom	hypothetical mean	standard deviation	Arithmetic average	Sample volume	variable
	tabular	calculated						
function	1,96	14,116	399	171	39,233	198,6900	400	persuasive intelligence

It is evident from Table (1) that the calculated t-value of (14,116) is greater than the tabular t-value of (1.96), which indicates that there are statistically significant differences between the mean scores of the sample and the hypothetical average of the scale, and this difference is in favor of the average of the sample scores, which means that The kindergarten students are distinguished by persuasive intelligence.

Recommendations

Holding scientific and cultural symposiums and conferences that include guiding and educational guidelines and obligating the kindergarten students to attend them in order to enlighten them about the importance of their role in building the future generation and to strengthen their concept of persuasive intelligence.

Suggestions

Conducting a study similar to the current study on different samples and comparing its results with the results of the current study .Studying the relationship between persuasive intelligence and other variables: achievement motivation, social intelligence, creative intelligence, mental alertness, and working memory capacity .Building a measure of persuasive intelligence for middle and middle school students to conduct comparative studies between different ages and stages in schools and universities.

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