I. Persuasion

A. Definition = the process by which attitudes are changed

B. Early attitudes research focused on separating out different factors involved in changing people’s attitudes

   1. Source

   2. Message

   3. Audience

II. Elaboration Likelihood Model (Petty & Cacioppo, 1981)

A. There are two routes to persuasion, and which route is taken will depend on the amount of elaboration (or thought) about the message

B. Two routes to persuasion

   1. Central route – persuasion is based on thoughtful processing of message arguments.

   2. Peripheral route – persuasion is based on processing that is not thoughtful processing.
C. Factors that affect the extent of elaboration

1. Motivation and ability are the key factors, but each of these broad categories can be further broken down into situational and personal factors.

2. Motivation

   a. Situational factors

      (1) Personal relevance

      Petty, Cacioppo, & Goldman (1981) comprehensive exams study

      (2) Accountability
b. personal factors in Motivation

(1) Need for Cognition (Cacioppo & Petty, 1982)

3. Ability

a. Situational factors

(1) Time pressure

(2) Message repetition

(3) Distraction

b. Personal factors

(1) Knowledge

(2) Fatigue
III. Consequences of using the central or peripheral route

A. Attitude strength - how strong the attitude is

1. Persistence

2. Resistance

B. Consequences of using the central route

C. Consequences of using the peripheral route

According to the ELM, the way persuasive information is processed is much more important than the factor that information comes from. Each factor can impact attitudes through either high or low elaboration processing. Thus each factor can take on different roles in persuasion.

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<tr>
<th>Audience</th>
<th>Processing</th>
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<tr>
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<td>High Elaboration</td>
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<tr>
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<td>Low Elaboration</td>
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IV. Emotion and Persuasion

A. Janis and Feshback (1953)

B. Recent fear research