

# Elaboration Likelihood Model

(Petty, Cacioppo, 1986)

# Elaboration Likelihood Model

- *Elaboration* – the extent to which individual thinks about arguments contained in the communication
- *Likelihood* – the probability that an event will occur

Low elaboration

High elaboration



- ▶ The model tells us when people are likely to elaborate, or not elaborate, on message

# Elaboration Likelihood Model

- ▶ 2 distinct ways (routes) people process communication
  - The **CENTRAL ROUTE** is characterized by cognitive elaboration. Individual carefully evaluates arguments, considers implications of the communicator's ideas, and relate information to their own knowledge and values.
  - The **PERIPHERAL ROUTE** is very different. People examine message quickly and focus on simple cues. Key factors are physical appeal, speaking style, music, etc. People rely on mental shortcuts.



**Argument  
evaluation**  
⇒ detailed thinker

**Heuristics**  
(physical appeal, speaking  
style, music, etc)  
⇒ cognitive miser

# CENTRAL ROUTE

- ▶ The central route involves message elaboration, defined as the extent to which a person carefully thinks about issue-relevant arguments contained in a persuasive communication



# PERIPHERAL ROUTE



**AKCE**

~~339<sup>90</sup> Kč~~

**349<sup>90</sup> Kč**

**DVD+/-  
Emtec**

4 x speed, 25 ks, cake box

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# High elaboration ad (central route)

● DO YOU KNOW THAT MOST BEANS YOU CALL "BAKED BEANS" AREN'T BAKED? ● THEY'RE STEAMED OR BOILED!

## HEINZ BEANS ARE BAKED

"What!" you may exclaim. "Do you mean to say that most beans aren't really baked? I guess I know baked beans when I see them!"

But - do you? Just read the labels on the different brands of beans. Try to find the word "BAKED." Any beans not labeled "BAKED" aren't baked. Instead, they are steamed or boiled. And between such beans and Heinz Oven-Baked Beans there is the same difference as between a boiled potato and a crisp-fried, flaky, baked potato.

Perhaps you've been eating beans that are steamed or boiled. Perhaps you've been pretty well satisfied with them. But just compare them with the beans Heinz offers you - beans that are actually baked in oven, by the special Heinz method. This oven-baking makes beans lighter and more digestible - helps cut the full flavor - lets the sauce penetrate through and through, just as better permeates a baked potato. And once you've tasted Heinz Oven-Baked Beans - once you've smacked your lips over their luscious goodness - no other beans will ever do.

You can get Heinz Oven-Baked Beans in four tempting styles. Two styles with tomato sauce -



WHAT A DIFFERENCE BAKING MAKES!

ONE OF THE 57 VARIETIES OF HEINZ FOOD PRODUCTS

with pork and without. And what sauce! Made from ripe, red, fresh tomatoes - a delightful blend with the luscious flavor of the beans themselves. Then there is the Boston Style - with pork and a rich, molasses sauce. Lastly, Baked Red Kidney Beans in a savory sauce - ready to serve - a delicious vegetable for luncheon or dinner.

Get a can of Heinz Oven-Baked Beans - today - in the style that you like best. Serve them to-night - and watch the plates come back for more. No dish more appetizing - or more nourishing. The equivalent of meat and potatoes. Baked the Heinz way, they're easy to digest, too! But be sure that you get beans that are really baked - ask for Heinz Oven-Baked Beans!

● FOUR KINDS OF HEINZ BEANS • • • ALL BAKED!



BOSTON STYLE - WITH PORK

HEINZ PORK AND MOLASSES BEANS - WITH PORK

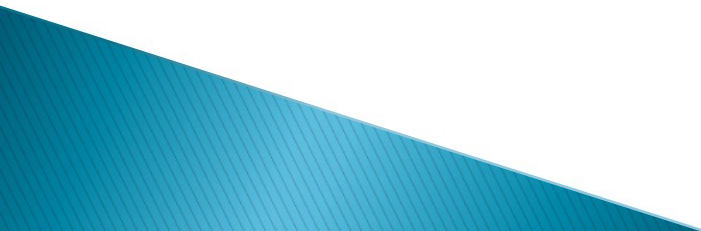
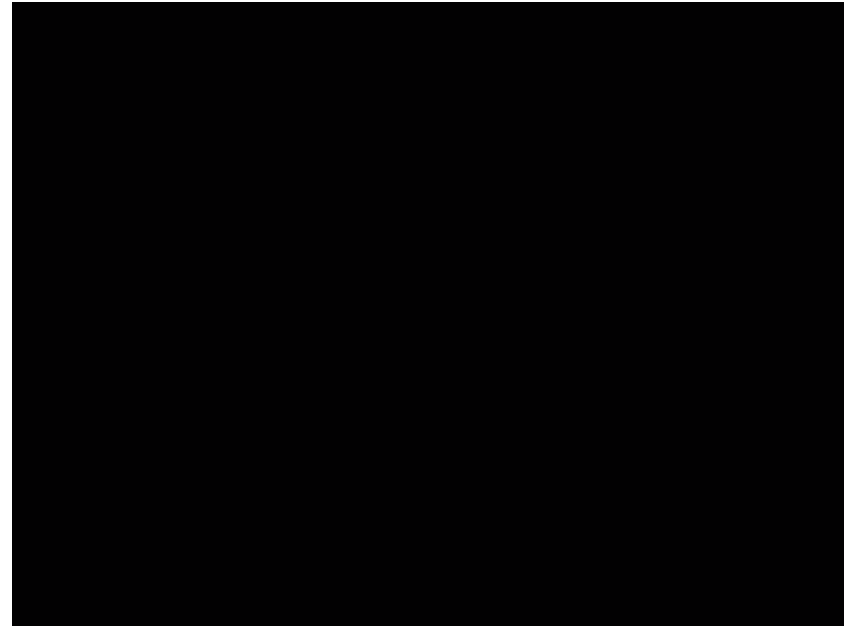
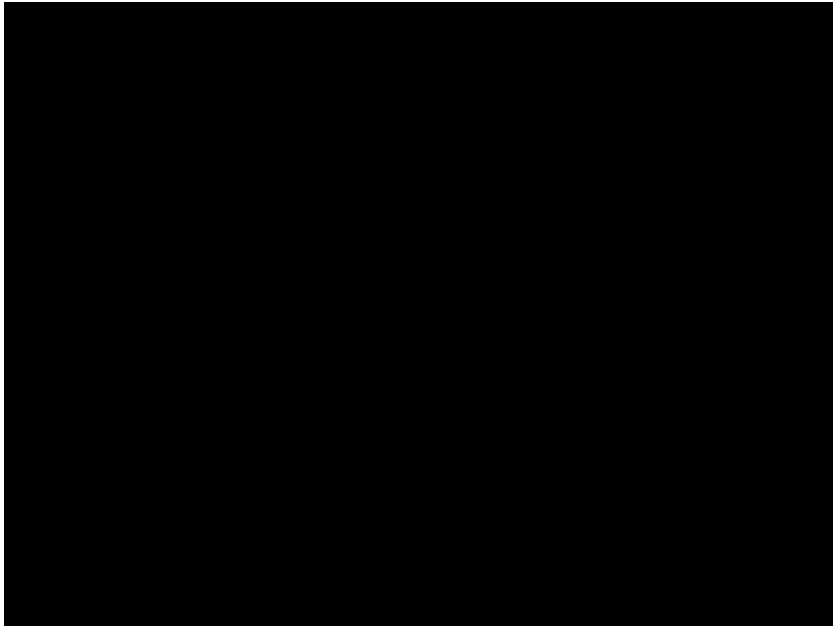
HEINZ BOSTON STYLE - WITH PORK

HEINZ RED KIDNEY BEANS - WITH PORK

UNLESS THE LABEL SAYS "BAKED" THEY AREN'T BAKED BEANS

Check the Pan-Back Label, only beans that really are baked are so labeled "BAKED."

# Low elaboration ad (peripheral route)





# High elaboration ad (central route)



...tyto jahodníky poskytují bez přestávky od konce dubna až do doby, než přijdou mrazy, jahody, které budete moci trhat ve výšce člověka.

Jeden evropský pěstatel vytvořil opravdu ojedinělou odrůdu jahod. Tato odrůda je schopna vyřezávat během 6 měsíců v roce do výše 1,30 m a více. Máte hezké jahody, které jsou čisté, zdravé a mají jedinečnou vůni.

**ZASAŇTE SI JE BĚHEM SVÉHO VOLNA NA ZAHRADĚ NEBO DO KVĚTINÁCE NA BALKÓNĚ.**

Tyto popínavé jahodníky Most Everest

(chrástná značka) potřebují na zakořenění jen velmi málo místa. Přizpůsobí se jakémukoli půdě a jsou odolné vůči chorobám. Na zasazení stačí jen pár minut a potom je už budete moct pouze posklízet a obžít se. **VYTVÁŘEJÍ NA VAŠÍ ZAHRADĚ BAREVNOU OZDOBU A DVADEŠT PLODY ŘADU LET.**

Každý den budete sdílet s nimi, že už jak se šplhají stále výše a objevují se květy a posléze velké červené plody.

se budou zvedávat a bude jich stále více.

Pěstujte si radost. Válec 60cm, až jen dovolíte umřout si ve výšce půlky tyto velké sladké plody, úplně zraje, což a bez problému na Vašem „jahodním stromě“. Bude to je trhat až do konce října, dlouho po ostatních jahodních stromech. **POUZE 39,- Kč ZA JEDEN JAHODNÍK**



...tyto jahody 6 měsíců na výšce člověka



Vždycky káse džertýs jahodami s jedinečnou vůní

### Záruka 180 dnů

Popínavé jahodníky jsou zabalené ve speciálním obalu chránícím jejich kořeny. Můžete je zasadit okamžitě po přijetí. Pokud nerádkáte do 180 dnů velké chumáče červených plodů, které budete moci trhat ve výšce člověka, zavazujeme se Vám vrátit peníze za objednané jahodníky na poslé požádání a zcela bez diskuse poštovní poukázkou.

### ...TYTO JAHODNÍKY ŠPLHAJÍ K NEBI... ZÁRUKA

...tyto jahodníky poskytují bez přestávky od konce dubna až do doby, než přijdou mrazy, jahody, které budete moci trhat ve výšce člověka. **ZÁRUKA**

...tyto jahodníky poskytují bez přestávky od konce dubna až do doby, než přijdou mrazy, jahody, které budete moci trhat ve výšce člověka. **ZÁRUKA**

- 1 sadu 5 jahodníků za cenu 349,- Kč
- 1 sadu 10 jahodníků za cenu poslyých 569,- Kč (sleřím 129,- Kč)
- 1 sadu 20 jahodníků za cenu poslyých 789,- Kč (sleřím 416,- Kč)

Cena za objednávkou ubíráním při převzetí jahodníků zahrnuje dopravu

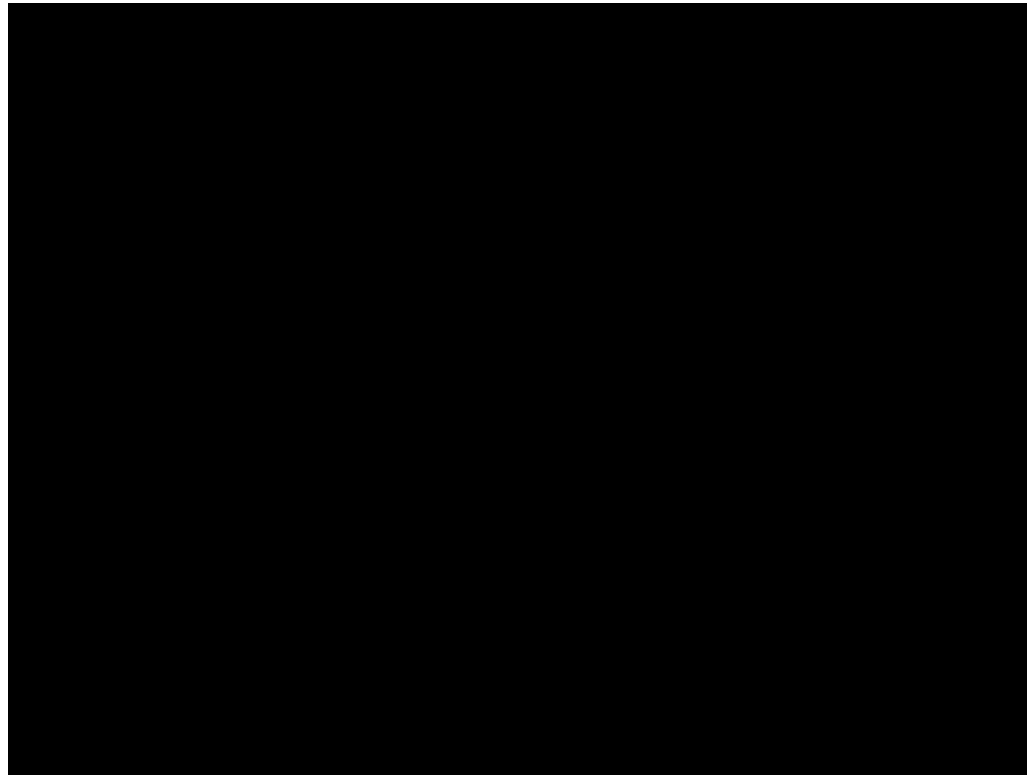
Zde jsou mé kontaktní údaje:

Příjmení: \_\_\_\_\_ Jméno: \_\_\_\_\_

Adresa: \_\_\_\_\_

Město: \_\_\_\_\_ PSČ: \_\_\_\_\_

# Low elaboration ad (peripheral route)



# What determines what route we use?

Central route

Peripheral route



**MOTIVATION & ABILITY**

# MOTIVATION

## ▶ Involvement

- Personally relevant issues are more likely to be processed on the central route; issues with little relevance take the peripheral route  
(High I – Central, Low I – Peripheral)

## ▶ Need for cognition

- Personality characteristic – a need to understand the world and to employ thinking to accomplish this goal
- Certain individuals have a need for cognitive clarity, regardless of the issue; these people will work through many of the ideas and arguments they hear.

# Involvement

- ▶ People given the same information can process it differently.
  - When personal relevance was high, people evaluated the merits of the presented information.
  - When personal relevance was low, people counted the number of arguments presented and made a simple inference: “more is better”

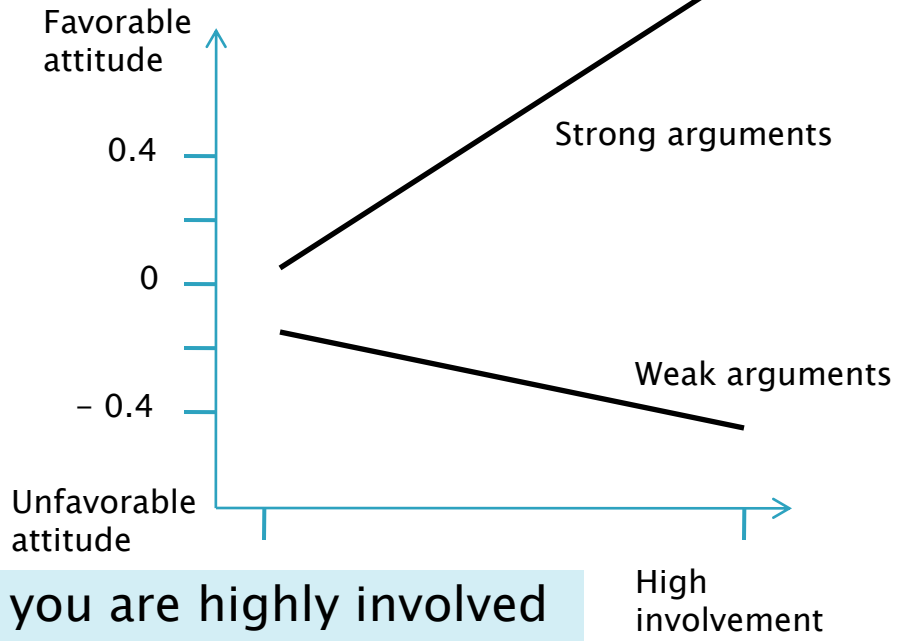
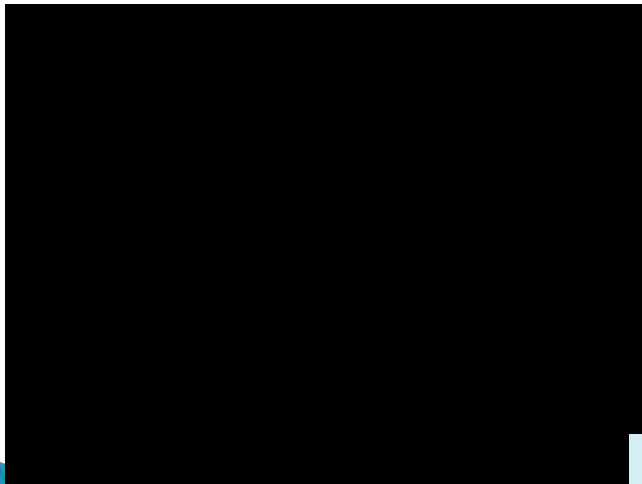
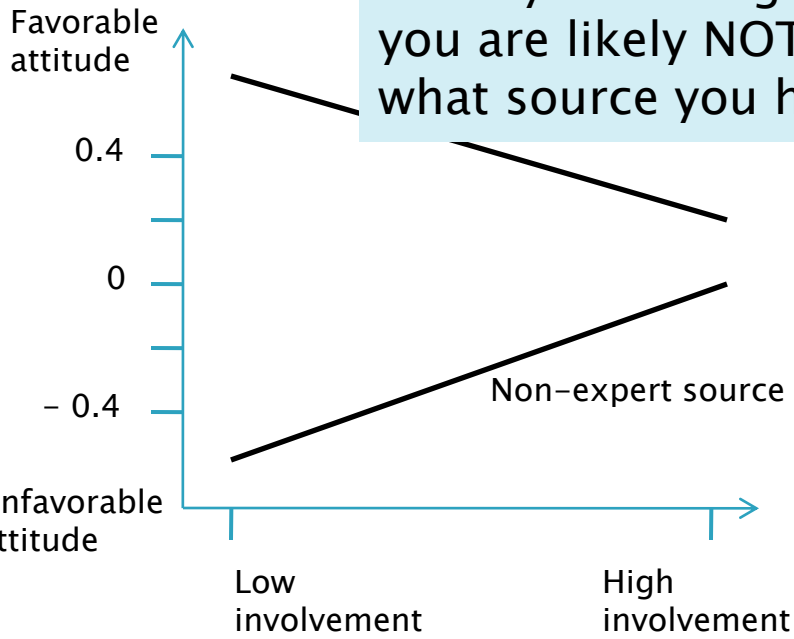
## “Comprehensive final exam” experiment

Personally relevant issue vs. Personally irrelevant issue

*Variables:*  
Speaker's expertise  
Arguments strength



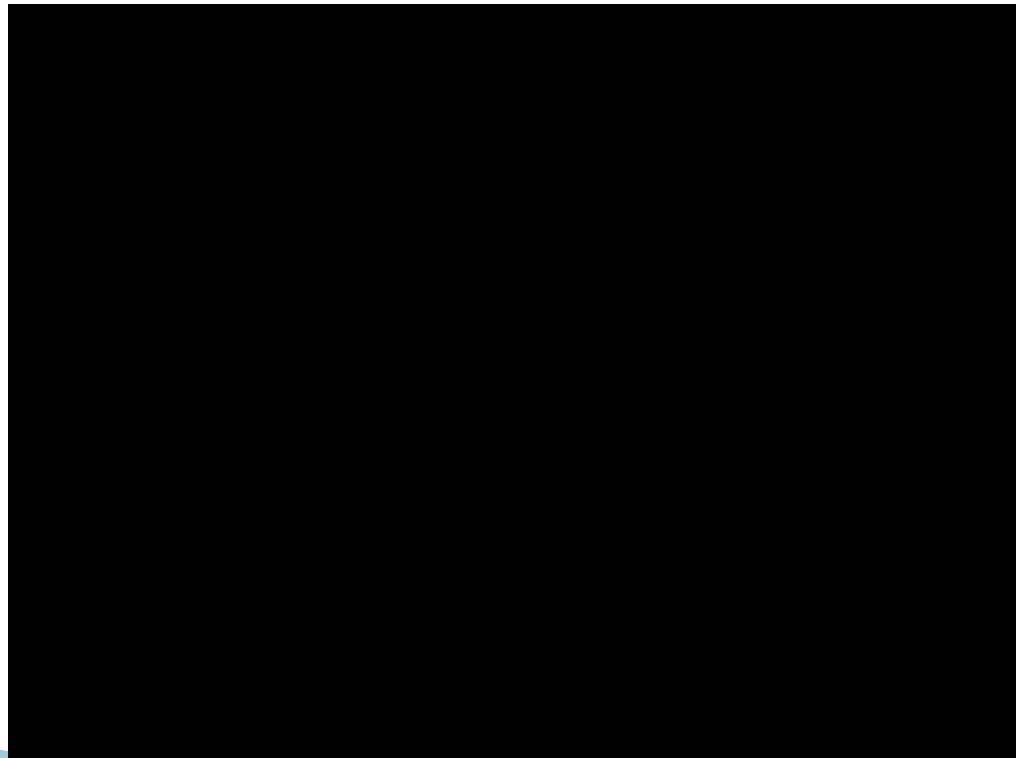
When you are highly involved you are likely NOT to care what source you have



When you are highly involved you care about the arguments

# ABILITY

- ▶ Distractions (disrupt elaboration)
- ▶ Knowledge

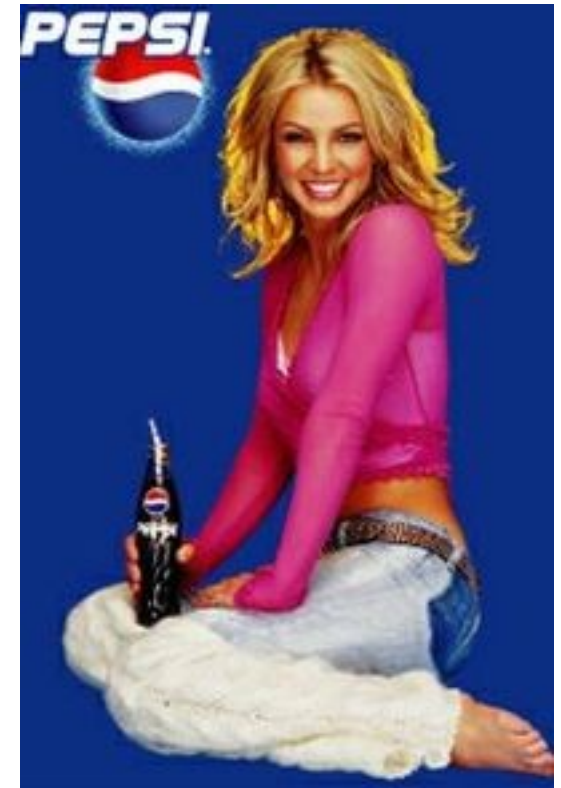


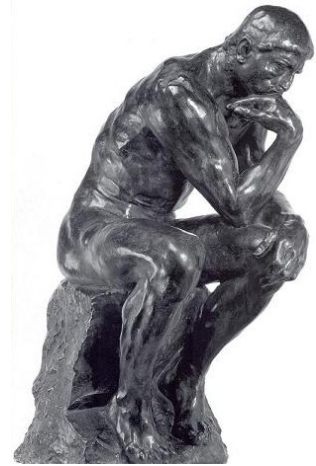
# Central processing and arguments strength

- Thoughtful consideration of strong arguments will produce positive shifts in attitude
  - The change is persistent over time
  - It resists counter-persuasion.
  - It predicts future behavior.
- Thoughtful consideration of weak arguments can lead to negative boomerang effects
- Mixed or neutral messages won't change attitudes and in fact reinforce original attitudes.

# Peripheral route

- ▶ Speaker's credibility
- ▶ Celebrity endorsers
- ▶ But...short-lived attitude change





# Elaboration continuum

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Low personal relevance.....High personal relevance  
High distraction.....Low distraction  
Low accountability.....High accountability  
Low repetition.....High repetition  
Low knowledge.....High knowledge  
Low need for cognition.....High need for cognition



# Consequences

- ▶ Stability of the attitude
- ▶ Resistance to counter-persuasion
- ▶ Attitude-behavior consistency

Central route to persuasion	Peripheral route to persuasion
Long-lived	Short-lived
Hard to change	Easy to change
Attitude more consistent with behavior	Attitude less consistent with behavior

# Practical applications

- ▶ If listeners are motivated and able to elaborate a message, you should rely on factual arguments
- ▶ If listeners are unable or unwilling to elaborate a message, you should rely on packaging rather than content

WHAT ARE FUTURE TRENDS???



# Future trends

- ▶ More peripheral processing
- ▶ Focus on emotions
- ▶ The role of credibility, mental shortcuts, etc...


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 Dostupnost více než týden

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# Celebrity endorsers + arguments



<http://www.youtube.com/watch?v=jjXyqcx-mYY&feature=PlayList&p=D94F4A0FBC23F0F5&index=0&playnext=1>

<http://www.youtube.com/watch?v=ghSjsEVf0pU&feature=related>

# Inoculation theory (McGuire, 1961)



- ▶ Resistance to persuasion can be induced by exposing individuals to a small dose of arguments against particular idea, coupled with appropriate criticism of these arguments





# Inoculation theory



- ▶ *Forewarning*
  - Individuals generate a large number of counterarguments, strengthening their opposition to the advocated position

# One-sided or two-sided arguments?



- ▶ Two-sided is better...  
...but **never use it when you are not able to refuse it!**