

Elaboration Likelihood Model

(Petty, Cacioppo, 1986)

Elaboration Likelihood Model

- *Elaboration* – miera toho, ako veľmi človek premýšľa o argumentoch obsiahnutých v komunikácii
- *Likelihood* – pravdepodobnosť

Low elaboration

High elaboration



- ▶ Model nám hovorí, za akých podmienok je pravdepodobné, že človek bude alebo nebude o argumentoch hlbšie premýšľať

Elaboration Likelihood Model

- ▶ Dva spôsoby spracovávania informácií z persuzívnej komunikácie
 - **CENTRAL ROUTE** – osoba dôkladne zvažuje argumenty, premýšľa nad dopadom prezentovaných myšlienok a porovnáva tvrdenia so svojimi vlastnými vedomosťami a hodnotami.
 - **PERIPHERAL ROUTE** – osoba zvažuje obsah správy rýchlo a nerozvážne. Zameriava sa na jednoduché vodítka.





**Evaluácia
argumentov**
⇒ mysliteľ

Heuristiky
(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

- ❖ Presná definícia od tvorcu teórie
- ❖ odborný, akademický jazyk
- ❖ bez distraktorov
- ❖ atd'



PERIPHERAL ROUTE



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High elaboration (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 business 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 business 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!

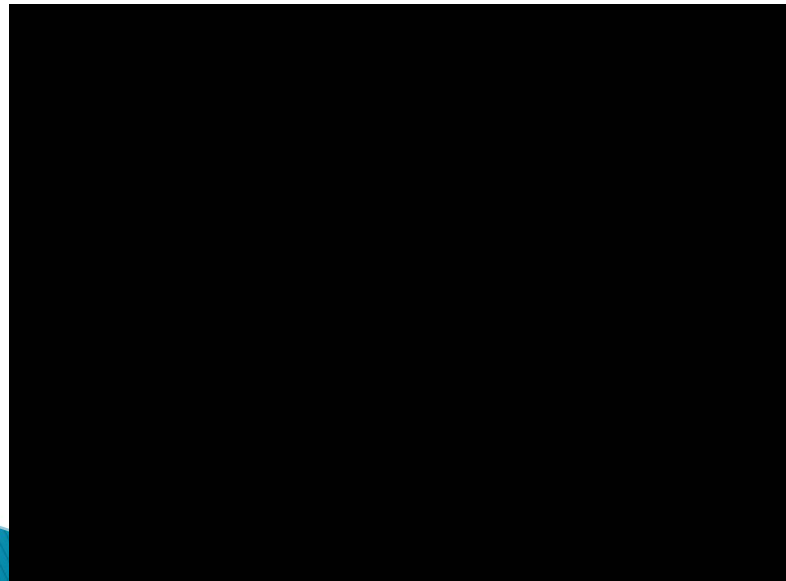
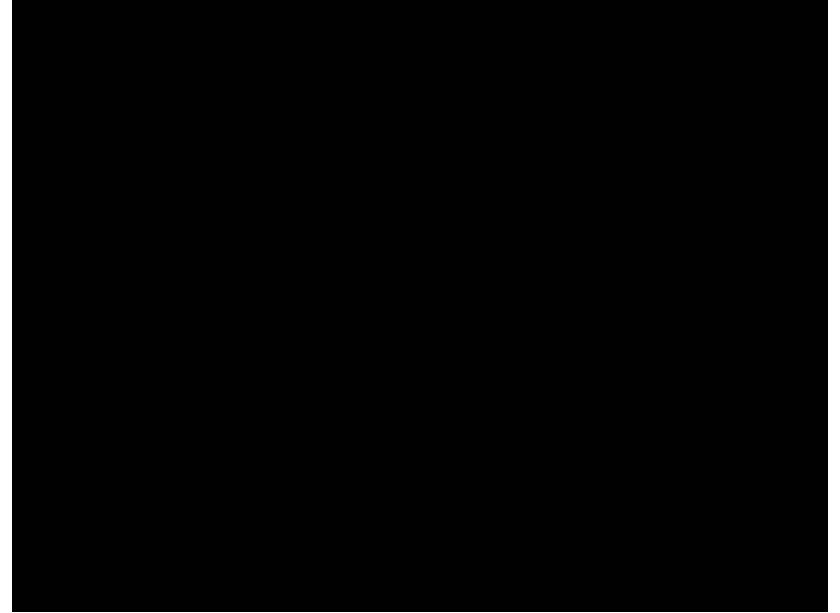
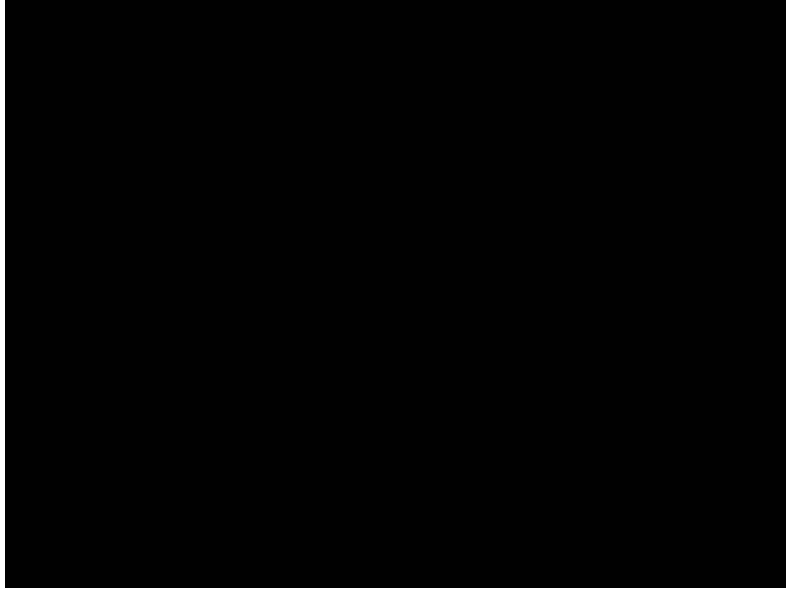


BOSTON STYLE - WITH PORK HEINZ PORK AND MOLASSES BEANS BOSTON STYLE - WITH PORK RED KIDNEY BEANS - WITH PORK

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

Check the Pure Food Laws, only beans that really are baked are labeled "BAKED."

Low elaboration (peripheral route)



High elaboration (central route)



Ktorá cesta bude využitá?

Central route

Peripheral route



MOTIVÁCIA & SCHOPNOSŤ

Motivácia

▶ Zainteresovanosť (involvement)

- čím viac sme osobne zainteresovaní v danej téme, tým väčšia je pravdepodobnosť, že využijeme centrálnu cestu.

▶ Need for cognition

- Je to osobnostná charakteristika, ktorá vypovedá o potrebe jedinca rozumieť svetu a zapojovať myslenie pre dosiahnutie cieľov.
- Existujú ľudia, ktorí majú väčšiu potrebu pre kognitívne uchopenie problémov bez ohľadu na oblasť.

Zainteresovanosť (Involvement)

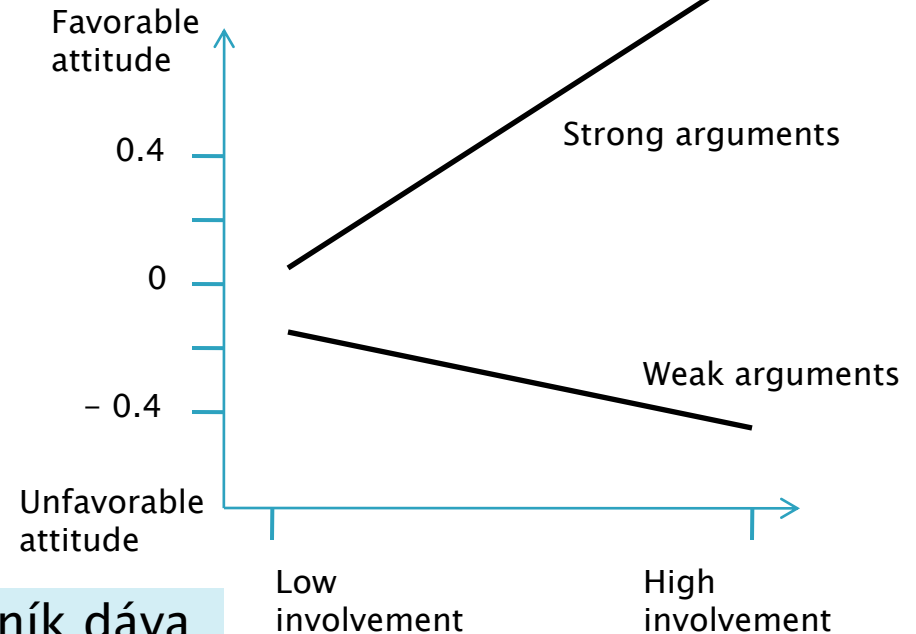
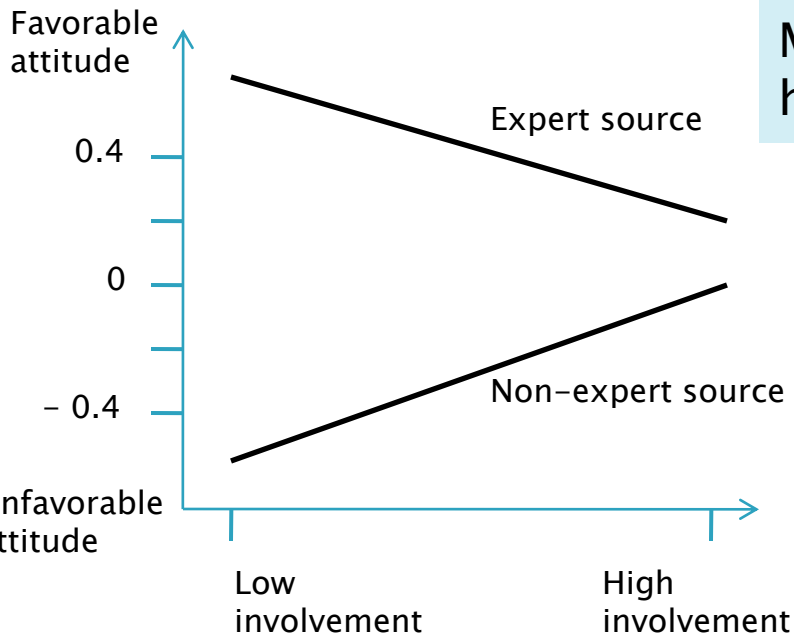
- ▶ Rovnaké informácie = rozdielne spracovanie
PREČO???
- Ak je osoba zainteresovaná do problému, zameriava sa na prezentované informácie
- Ak sa osoby problém netýka, necháva sa ovplyvniť periférnymi vodítkami, ako je napríklad množstvo argumentov



“Comprehensive final exam” experiment

Zainteresovaní vs. Nezainteresovaní

Zainteresovaný účastník dává MENŠÍU váhu tomu, KTO to hovorí.



Zainteresovaný účastník dává pozor na argumenty.

SCHOPNOST

- ▶ Prítomnosť distraktorov
- ▶ Znalosti

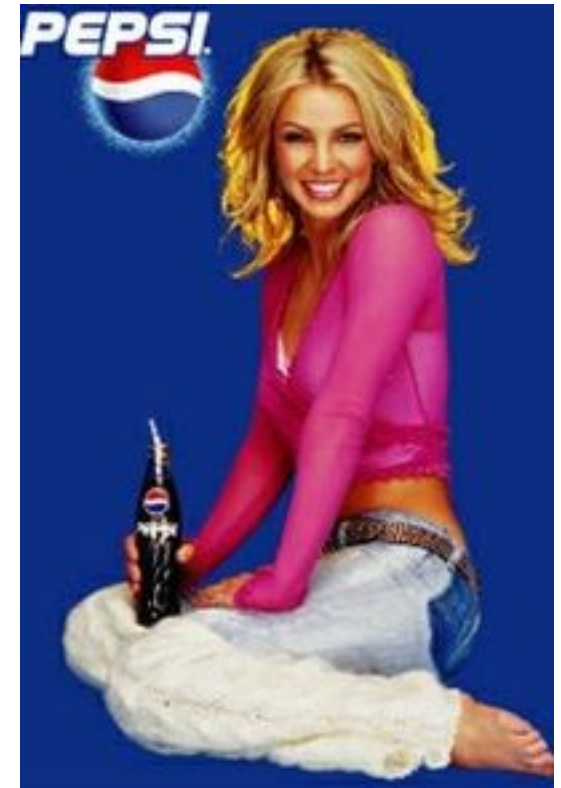


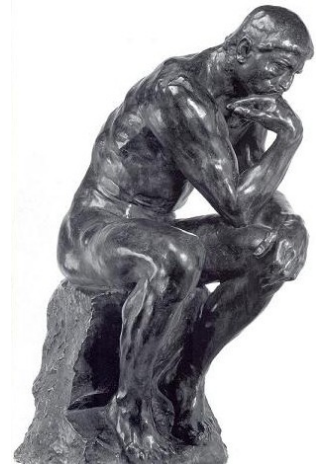
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Peripheral route

- ▶ Kredibilita
- ▶ Celebrity endorsers
- ▶ Krátkodobá postojová zmena





Elaboration continuum

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

Dôsledky

- ▶ Stabilita postoja
- ▶ Rezistencia
- ▶ Konzistencia medzi postojom a správaním

Central route to persuasion	Peripheral route to persuasion
Dlhodobé	Krátkodobé
Ťažké zmeniť	Ľahké zmeniť
Vyššia konzistencia	Nižšia konzistencia

Praktické aplikácie

- ▶ V prípade, že je osoba motivovaná a schopná elaborovať, tak sa môžete spoľahnúť na faktické informácie
- ▶ Ak je osoba neschopná alebo neochotná zaoberať sa argumentami, spoľahnite sa radšej na balenie, než obsah

AKÉ TRENDY SA DAJÚ OČAKÁVAŤ???

TRENDY

- ▶ Väčšie zameranie na periférne cesty
- ▶ Zameranie na emócie
- ▶ Rola kredibility, mentálnych skratiek

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OBAMA

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ODS

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Inoculation theory (McGuire, 1961)



- ▶ Rezistencia voči persúázii sa zvýši, keď je jedinec exponovaný malému množstvu protiargumentov, ktoré sú však oslabené ich bezprostredným znehodnotením



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!**