

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

~~339⁰⁰ Kč~~

349⁹⁰ Kč

**DVD+/-
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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!

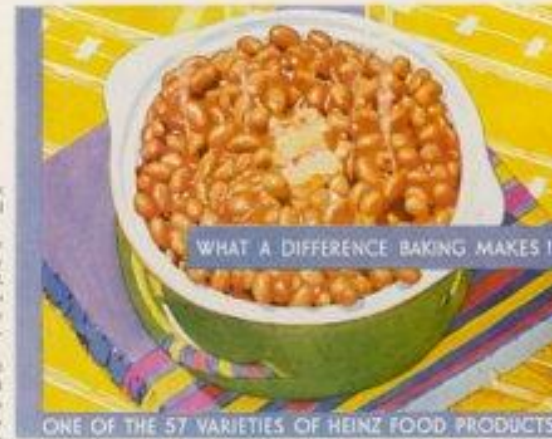
HEINZ BEANS ARE BAKED

"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 steam by the special Heinz method. This oven-baking makes beans lighter and more digestible - helps out the full digestive - lets the meat penetrate through and through, just as better penetrates a baked potato. And once you've tasted Heinz Oven-Baked Beans - once you've smacked your lips over their delicious goodness - no other beans will ever do.

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



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 as indulgent, 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

WITH TOMATO SAUCE - AND PORK

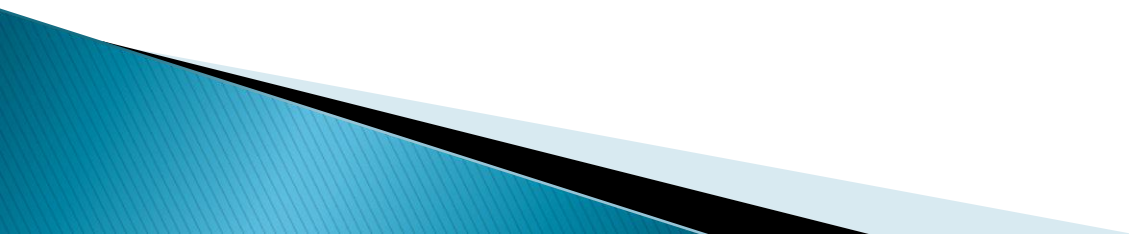
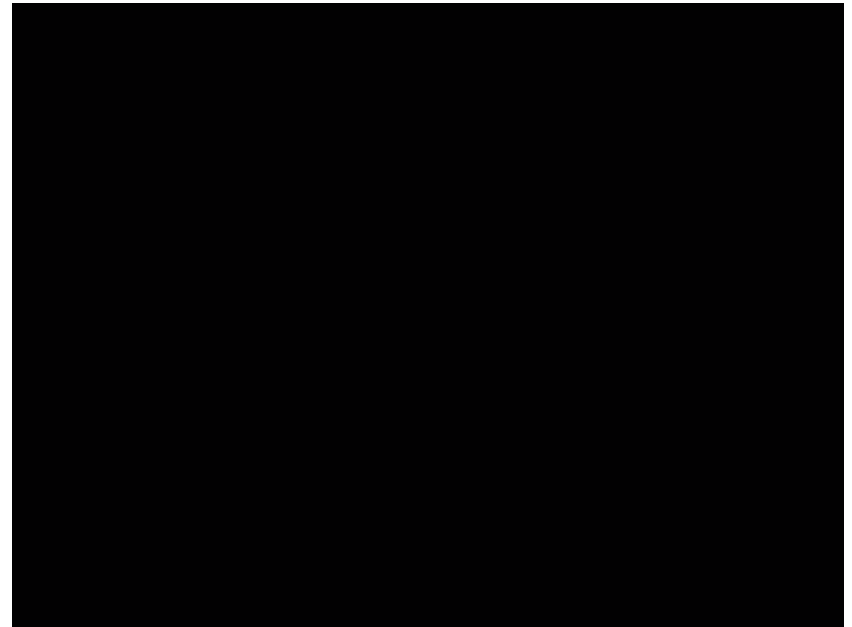
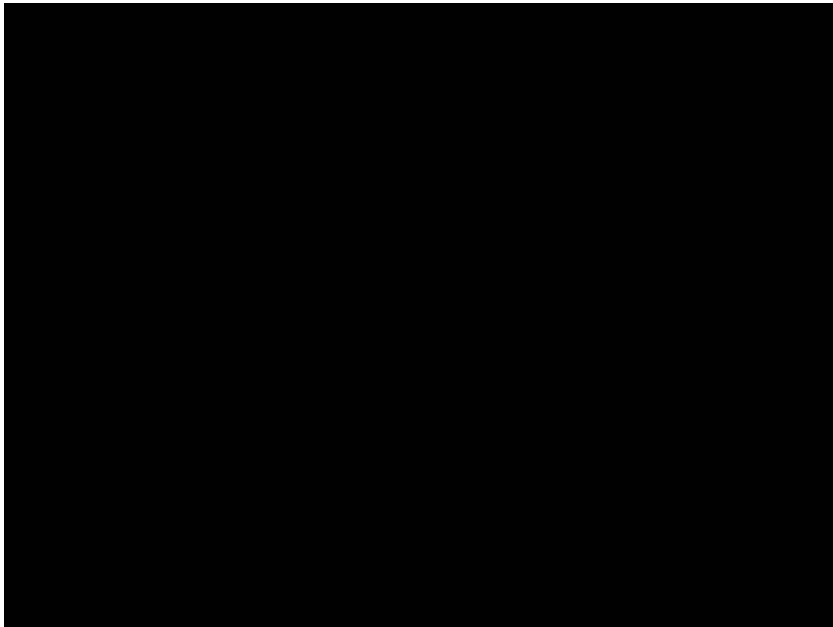
WITH TOMATO SAUCE - WITHOUT PORK - "VEGETARIAN"

RED KIDNEY BEANS - WITH PORK

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

Check the Pure Food Laws, and beans that really are baked are 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.

Indice vzrůstají pomocí výškových opodlažených stříhaných jehod. Tato opodlažená je schopna vydržet během 6 měsíců v nůze do výše 1,30 m a více. Můžete trhat jahody, které jsou čerstvé, zdravé a mají požadovanou vůni.

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

Tyto populární jahodníky Mirel Evrasil

česká značka poskytl na zastřešené jen velmi málo místa. Připravte si jahodníky předem v zářivém světle. Na zastřešené střeše je pro vás a pro vaše děti možnost posadit jahodníky a trhat jahody přímo z výšky člověka.

VYTVÁŘEJÍ NA VAŠÍ ZAHRADĚ BAREVNOU OZDOBU A TRVÁLE PLODY ŘADU LET.

Každý den budete mít na stole, jak se říká, stále více a více jahod a posadit si je můžete přímo

ve dvoře, v zahradě a také jak v záhradce.

Proč si je nakoupit? Vzhledem k tomu, že jahodníky Mirel Evrasil jsou schopny vydržet až 6 měsíců v nůze do výše 1,30 m a více. Můžete trhat jahody, které jsou čerstvé, zdravé a mají požadovanou vůni.



Vždycky více džertýs jahodami s jedinečnou vůní

Záruka 180 dnů

Popisované jahodníky jsou zabalené ve speciálním obalu chránícím jejich kořeny. Můžete je zasadit okamžitě po přijetí. Pokud nechtíte do 180 dnů vidět krásné červené plody, které budete moci trhat ve výšce člověka, poraďte se. Váš strážník peníze za objednání jahodníky na posadit požádání a zcela bezplatně pošleme posadit

ZÁRUKA

Žádáme, aby jste si jahodníky Mirel Evrasil objednali přímo u nás, a ne u jiných obchodů, abychom mohli poskytnout záruku 180 dnů a po dobu minimálně 6 měsíců vám zdarma poskytneme všechny plody, které jsou schopny vydržet až 6 měsíců v nůze do výše 1,30 m a více. Můžete trhat jahody, které jsou čerstvé, zdravé a mají požadovanou vůni.

Na základě této záruky a dohodované záruky objednávat:

- 1 kus 3 jahodníky za cenu 349,- Kč
- 1 kus 10 jahodníky za cenu poslech 569,- Kč (záruka 129,- Kč)
- 1 kus 20 jahodníky za cenu poslech 789,- Kč (záruka 619,- Kč)

Cena za objednané jahodníky při převzetí jahodníky v nůze v nůze.

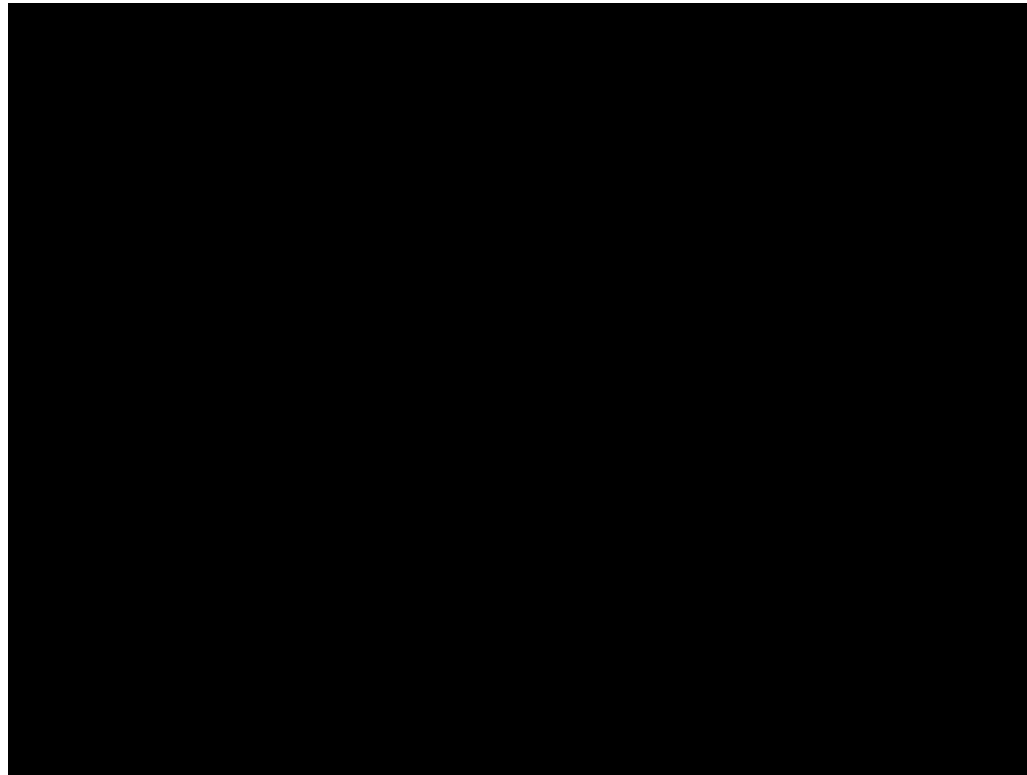
Za jevme si kontaktujte nás:

Popis: _____ 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

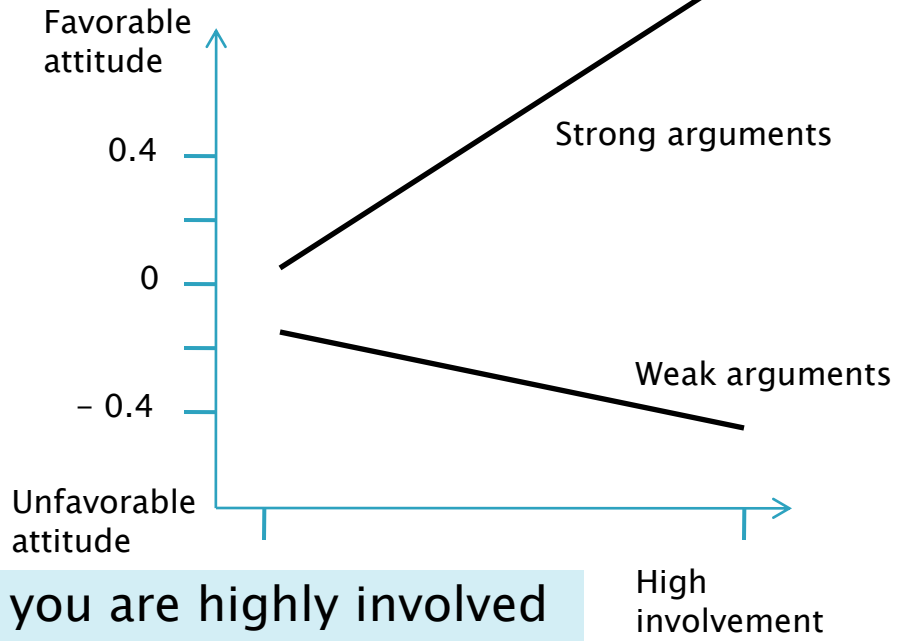
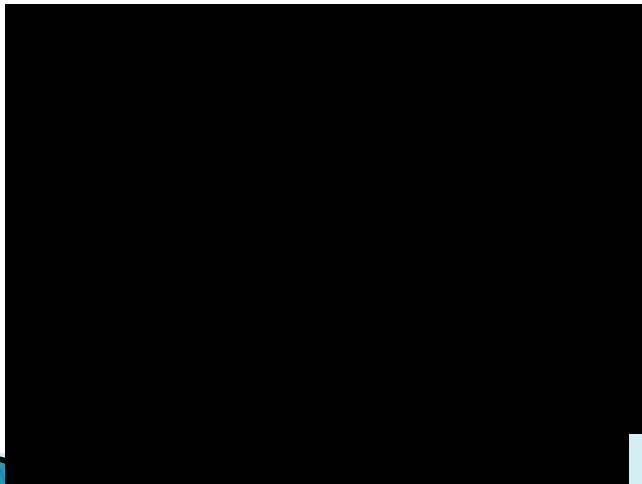
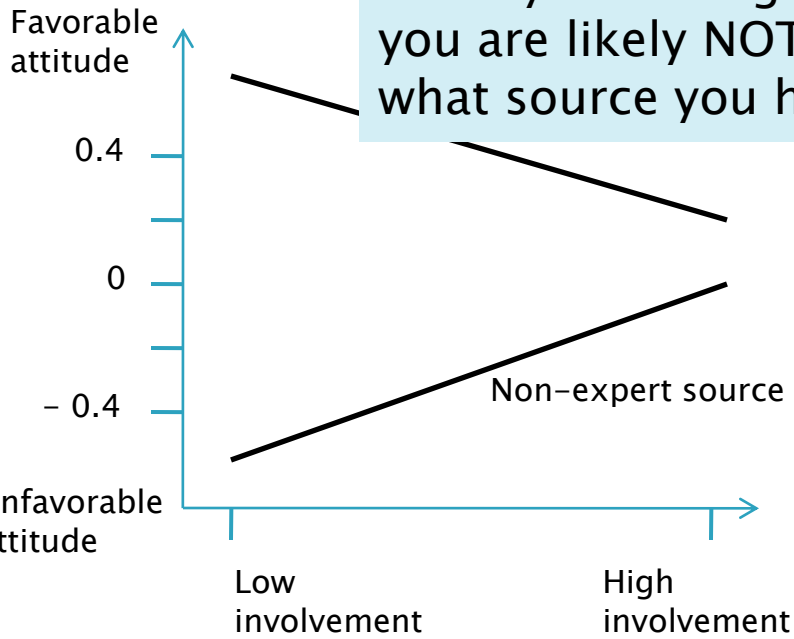
- ▶ People given the same information can process it differently.
 - When personal relevance was high, people evaluated the merits of the presented information.
 - When personal relevance was low, people counted the number of arguments presented and made a simple inference: “more is better”

“Comprehensive final exam” experiment

Personally relevant issue vs. Personally irrelevant issue

Variables:
Speaker's expertise
Arguments strength

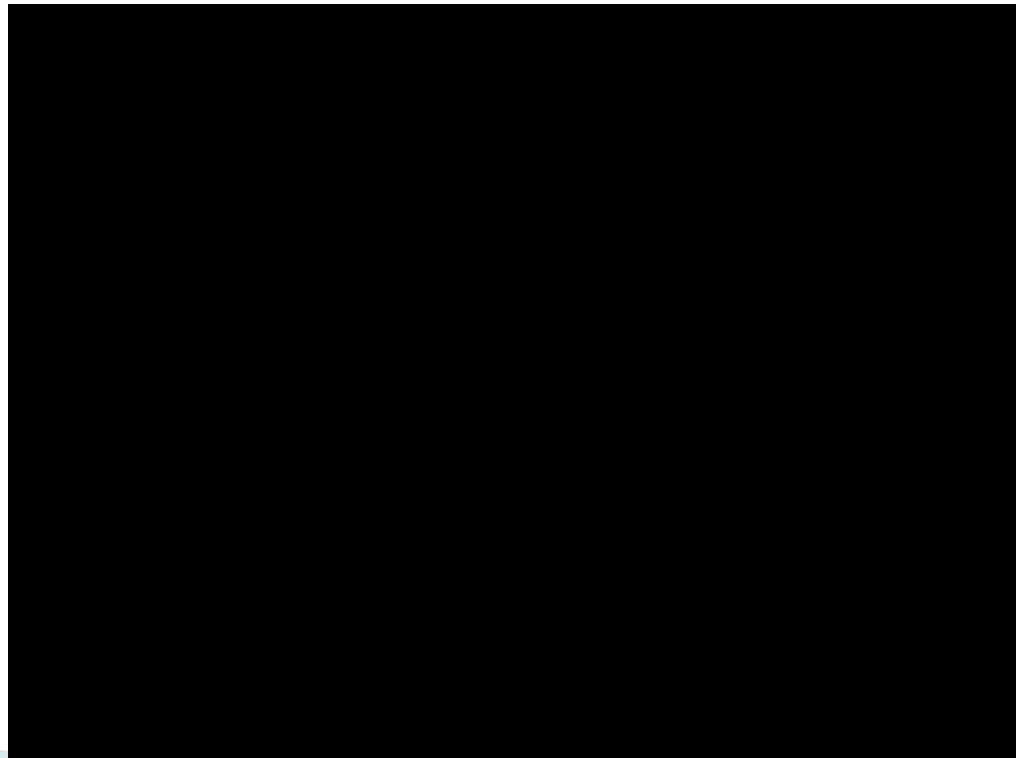
When you are highly involved you are likely NOT to care what source you have



When you are highly involved you care about the arguments

ABILITY

- ▶ Distractions (disrupt elaboration)
- ▶ Knowledge

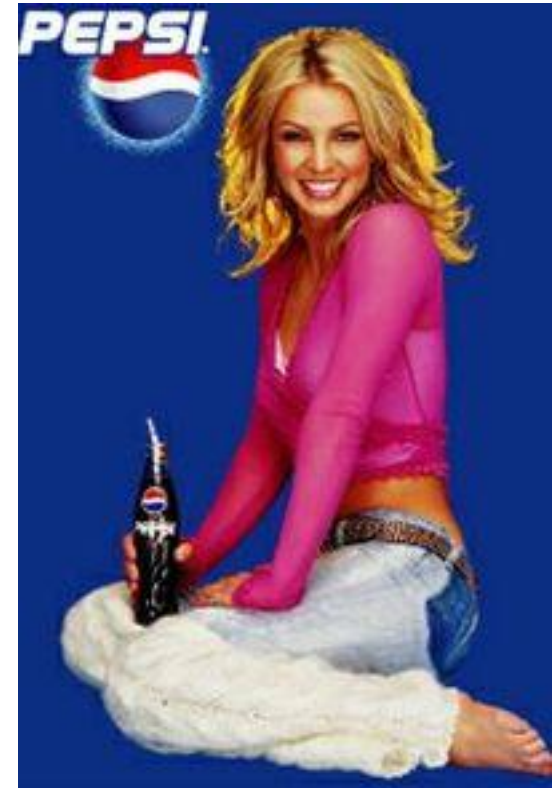


Central processing and arguments strength

- 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

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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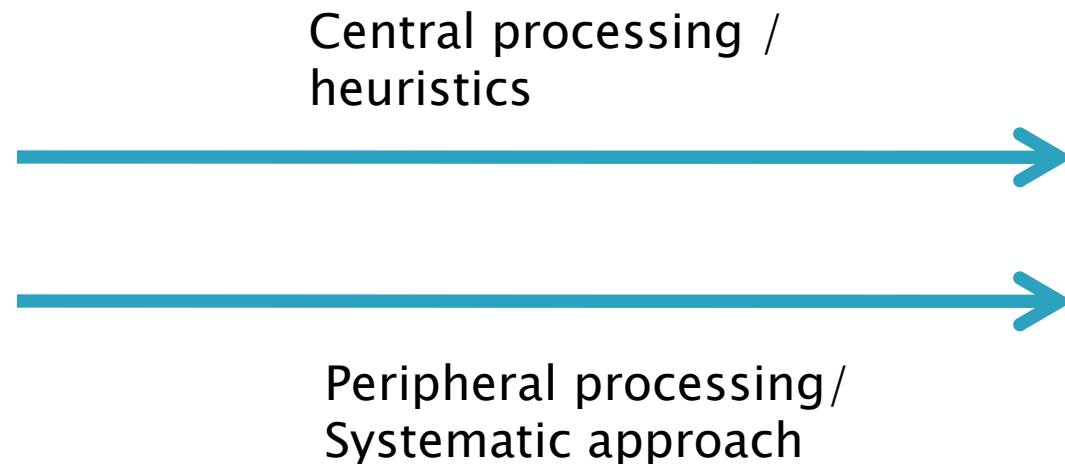
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Parallel processing

- ▶ Heuristic–systematic model (HSM)

(Chaiken, Liberman, & Eagly, 1989)

- ▶ It adds to ELM that parallel processing is possible



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!**