

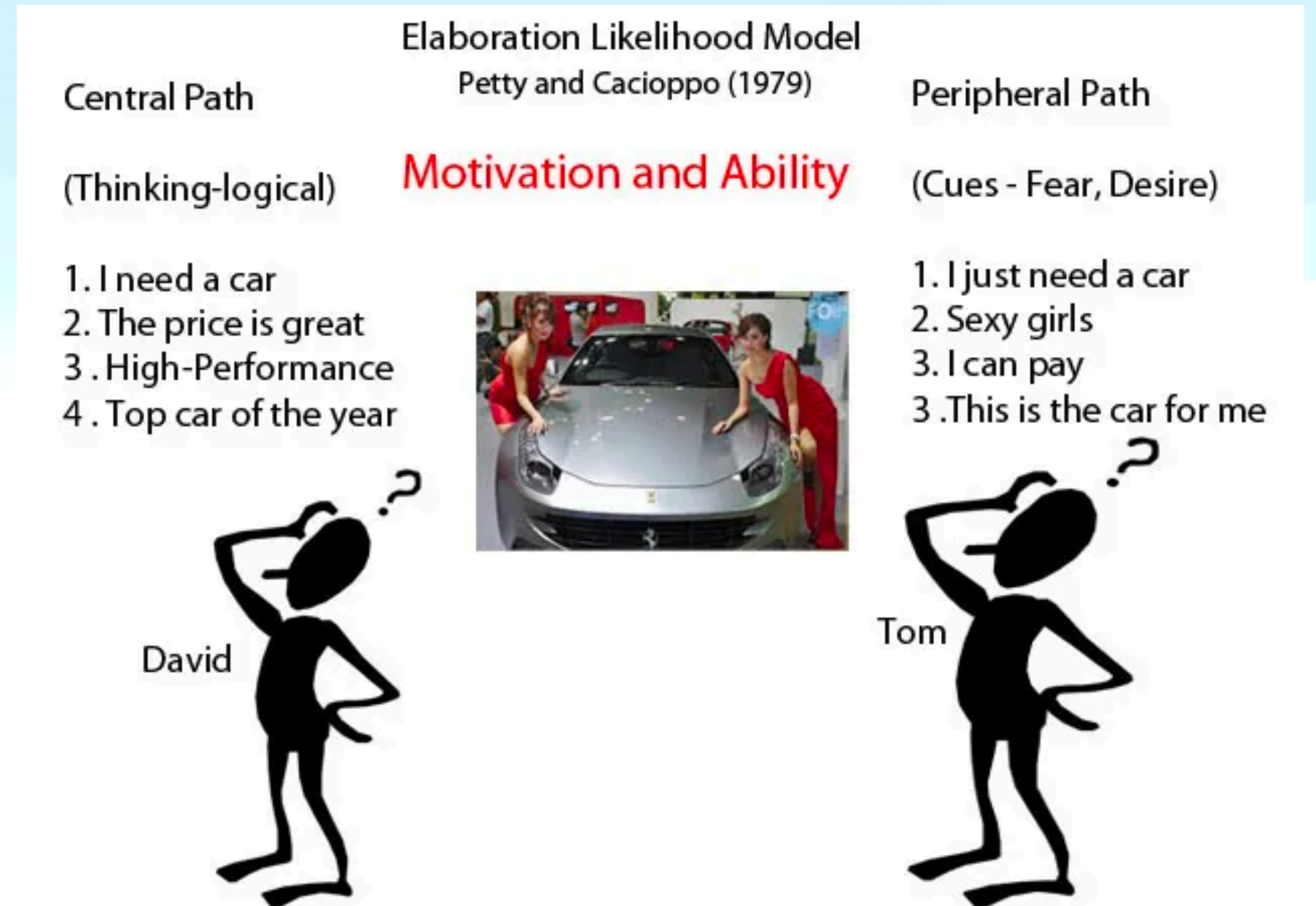
Week 7: Elaboration Likelihood Model

COMM 2100 Introduction to Comm Theory
SI Session

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The Central & Peripheral Routes to Persuasion

- Central Route: Scrutiny of message content.
 - Include message elaboration: the extent to which a person carefully thinks about issue-relevant arguments contained in a persuasive communication.
- Peripheral Route: A mental shortcut process that accepts or rejects a message based on irrelevant cues as opposed to actively thinking about the issue.



The Elaboration Likelihood Model

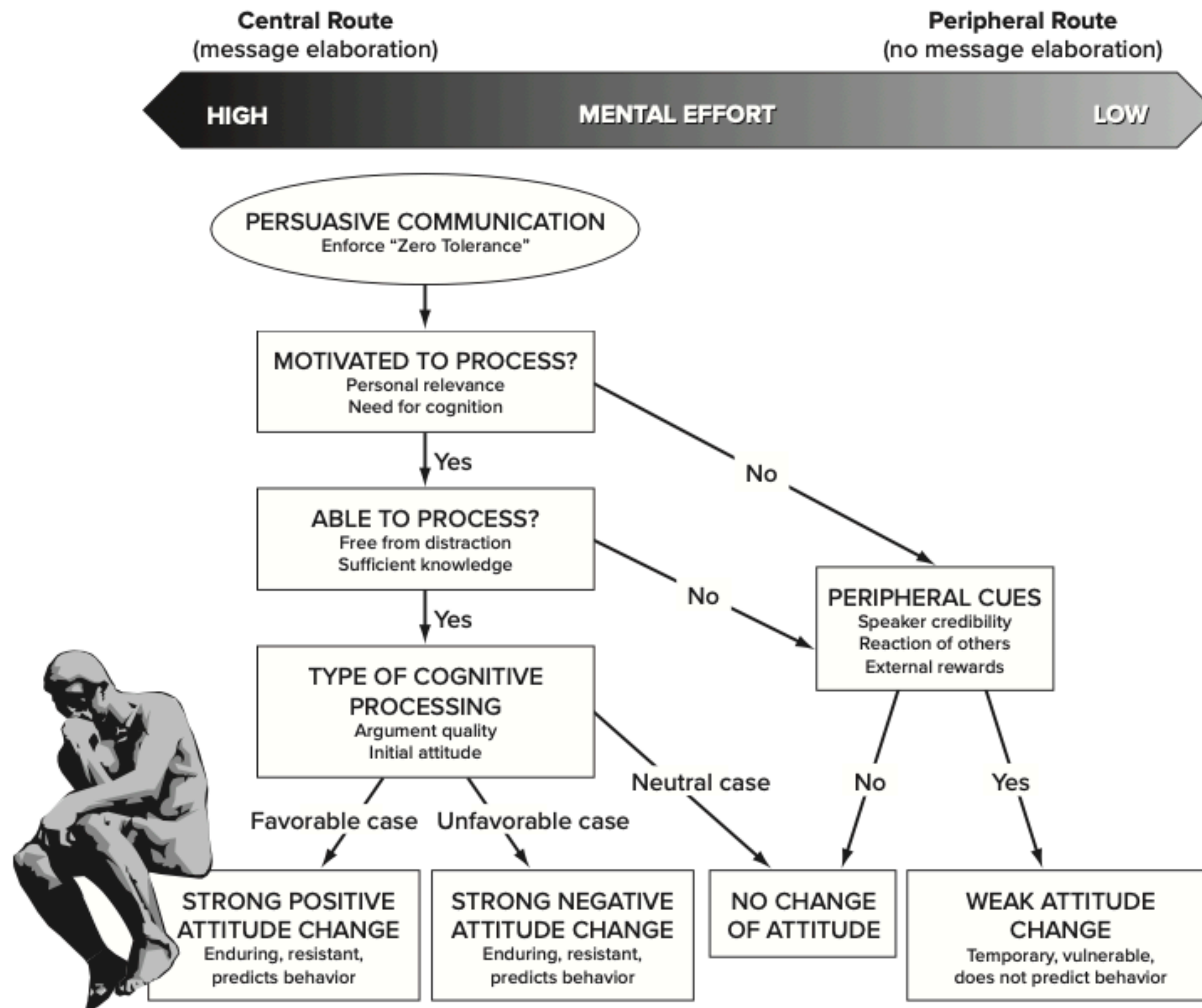


FIGURE 15-1 The Elaboration Likelihood Model

Based on Petty and Cacioppo, "The Elaboration Likelihood Model of Persuasion"

- Elaboration likelihood is based on motivation, ability, and type.
- If the answer for motivation and ability are both yes, then we go through the central route. Or we turn to peripheral cues.
- When you see the hashtag activism #MeToo, #BlackLivesMatter, how the posts engage you to think on the issues (thus triggering central processing) or how the tweets provide shortcuts (including social proof, liking/humor, authority) for peripheral-only engagement?

Motivation to Process?

Is it worth the effort?

- Personal relevance: Is it relevant to me?
- Need for cognition: How large is my desire for cognitive clarity?

Ability: Are we able to process?

- Free from distraction.
- Do we have sufficient knowledge?
- What does sufficient knowledge mean to go through the central route for hashtag activism like #MeToo and #BlackLivesMatter?

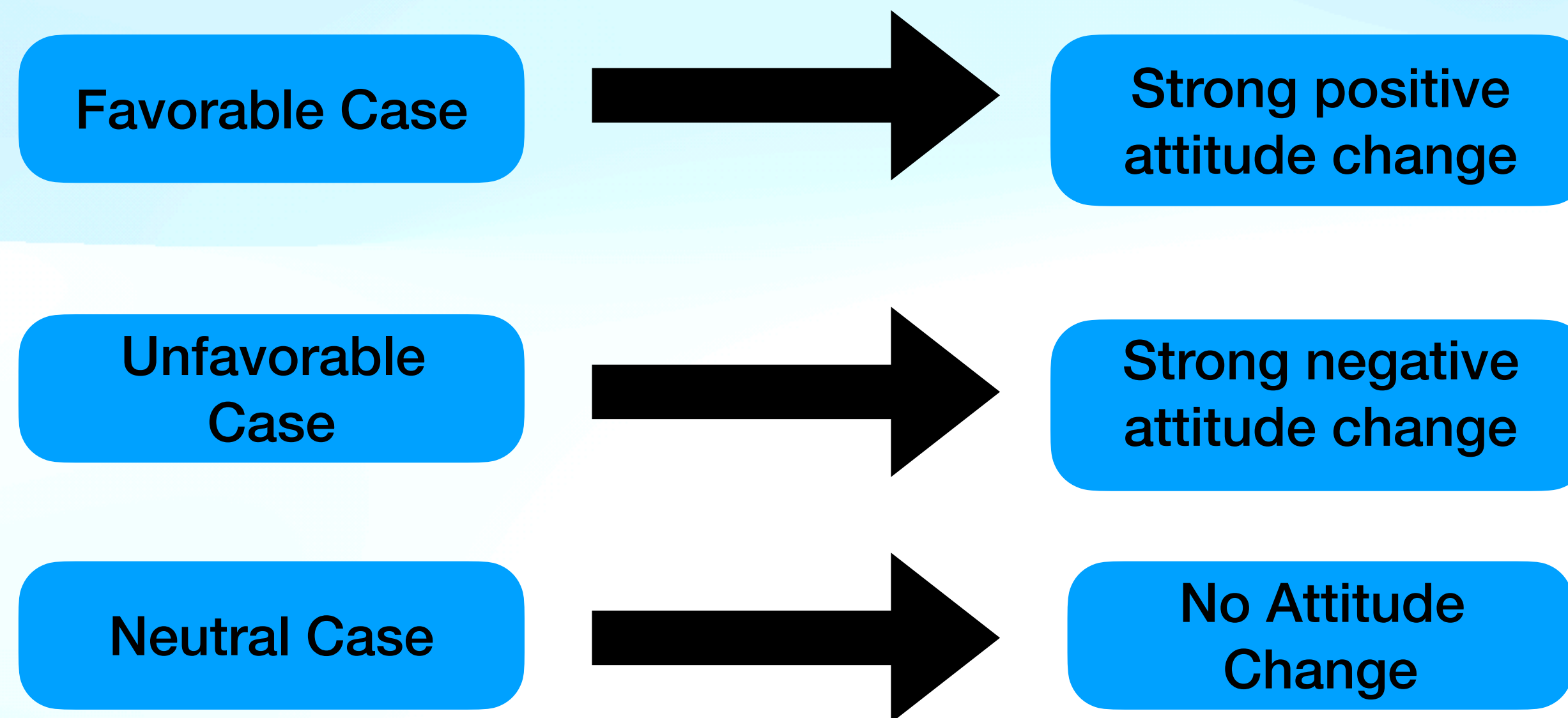
Type of cognitive processing

Objective vs. Biased Thinking

- Biased elaboration: Top-down thinking in which predetermined conclusions color the supporting data.
- Objective elaboration: Bottom-up thinking in which facts are scrutinized without bias; seeking truth wherever it might lead.

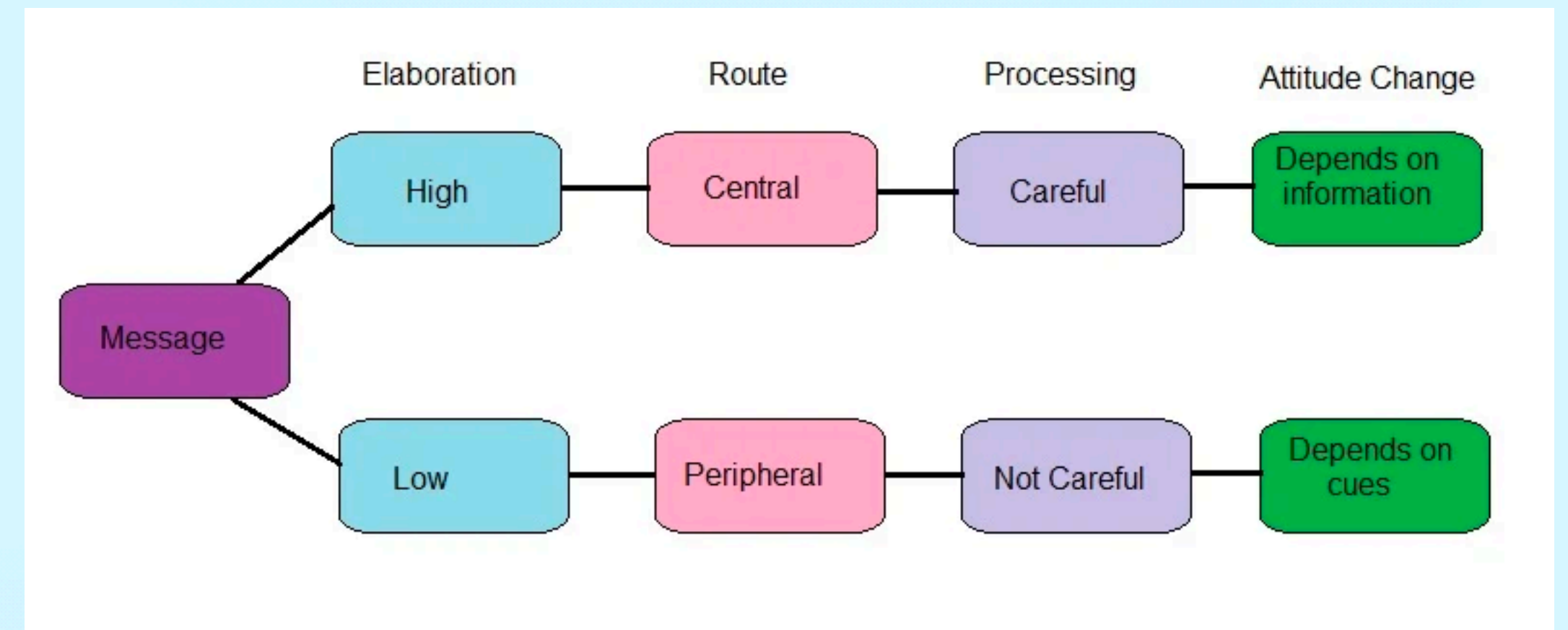
Elaborated Arguments: Strong, Weak, Neutral

- Strong arguments: claims that generate favorable thoughts when examined.



Peripheral Cues

Cues that trigger peripheral route



Reciprocation

They did me a favor.

Consistency

I have used this brand for thirty years.

Social Proof

Everyone like it.

Liking

I like this person. I will buy it.

Authority

Kanye West's shoes! I'll buy it.

Scarcity

The offer ends in five minutes.

Thank you!
See you next week!