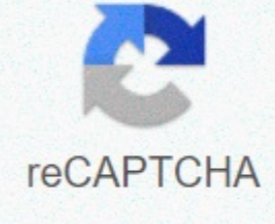




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## Persuasion central route

Two Routes to Persuasion Petty and Cacioppo (1986a, 1986b) say that there are two persuasion paths: central and peripheral. The central persuasion path consists of a weighted reflection of the topics (idea, content) of the message. When a receiver is doing central processing, he or she is an active participant in the persuasion process. The central processing has two prerequisites: It can only occur when the receiver has both the motivation and the ability to think about the message and its topic. If the listener does not care about the theme of the persuasive message, he or she almost certainly will not have the motivation to do central processing. On the other hand, if the listener is distracted or has difficulty understanding the message, he or she will miss the ability to do central processing. The persuasion path takes place when the listener decides whether to agree with the message based on other ideas in addition to the strength of the arguments or ideas in the message. For example, a listener may decide to accept a message because the source seems to be an expert, or is attractive. The peripheral way also occurs when a listener is persuaded because he or she notices that a message has many arguments -- but lacks the ability or motivation to think about them individually. In other words, peripheral signals, such as source experience (belief) or many topics in a message, are a link. I don't want to or can't think carefullyIdeas in this persuasive message, but it is a just gambling to go on agree with the message if the source seems to be knowledgeable or if there are many arguments in support of the message. This path occurs when the auditor is unable or does not want to engage much thought on the message. The receivers engaged in peripheral processing are more passive than those that make central processing. Why does it matter which path a member of the public takes when he listens or reads or reads a persuasive message? A key prediction of ELT is that attitudes that are changed through the central path for persuasion will have different effects from attitudes changed through the peripheral path. Petty and Cacioppo explain that changes in attitudes that stem mainly from the elaboration of arguments relevant to emission (central path) will show greater temporal persistence, greater prediction of behavior, and greater resistance to the contrast of persuasion than changes in attitude that mainly stem from peripheral signals (Petty & Cacioppo, 1986a, p. 21). It should be obvious that these are important results: Surely in most cases, persecutors would like to know a lot about how to change attitudes last longer, have a greater influence on behavior, and be more resistant to change. However, although central processing has advantages, receivers do not always force us to have the motivation and ability to think about the message. We need to understand both these processes of persuasion because both of usthey occur in the receivers. page 2 involvement and cognitive responses different factors affect the type of thoughts that receivers can have. given the hypothesis that thoughts create persuasion, these factors must therefore influence the change of attitude. First, involvement and ability influence the amount of thoughts produced. More a listener is involved in the topic -- more than argument is salient, relevant, or important for the listener -- more motivation that the listener will have to think about the message (petty & cacioppo, 1979.) this has a perfect sense: if a message concerns a topic that interests us, we have a reason (motivation) to pay attention and reflect on the ideas in that message. Of course, less involvement in the subject, less motivation to think of a message. However, the motivation is not enough to ensure that central processes occur. Receivers also have the ability to think about the message, if they are distracted, or too tired, or under the influence of drugs or alcohol, or sick, they will not be able to think carefully about a message. Moreover, if a message is difficult to understand (full of unfamiliar, confused, spoken too fast, or with a thick accent,) central processing is unlikely. However, having thoughts is not enough for persuasion to occur. thinking unfavorable thoughts, disagreeing with the message, will not cause changes in attitude. a way to encourage favorable thoughts is to agreeYour audience. if a public likes a particular presidential candidate (or type of car, or toothpaste,) the messages that support that candidate (or that car or that toothpaste mark) are more likely to create favorable thoughts. messages for a different candidate (or car or toothpaste) are more likely to create unfavorable thoughts. However, performers usually cannot change their subject to please the public likes. you are hired to convince people to vote for a candidate (or buy a cure or toothpaste.) page 3 quality argument another factor affecting the type of recipient of thoughts have is the quality of the topic or strength. strong arguments were found to create more favorable thoughts, and less unfavourable thoughts, than weak arguments (benoit, 1987; petty & cacioppo, 1984.) strong arguments, so, were found more persuasive than those weak (benoit, 1987; cacioppo, petty, & morris, 1983; petty, cacioppo, & goldman, 1981). subjects exposed to a greater number of subjects should produce more favourable cognitive responses than subjects exposed to less arguments. calder, insko, and yandell (1974) found thatof subjects influence cognitive responses. In addition, many studies have reported that messages with multiple arguments create more changes in attitude than those with less arguments (Calder, Insko, & Yandell, 1974; Chaiken, 1980; Petty & Cacioppo, 1984.) The amount of argument, unlike the quality of the argument or force, is believed to be a peripheral signal. When receivers notice that a message has a large number of topics, they have a certain tendency to accept the message. Page 5 Source Factors An important factor in persuasion is the nature of the source of a message. I will discuss three factors of origin: competence, reliability and attractiveness. In general, we are of course more likely to accept the statements of an expert than an unexperienced. The cognitive response model states that when auditors believe that the source of a message is an expert, they have less motivation to control (developing arguments against) the messages attributed to that source. Less unfavourable thoughts, in turn, should lead to a higher change of attitude (with counter-actual messages.) On the other hand, the receivers should be more motivated to think critically about the messages of apparently unexpert sources and thus produce more controversial arguments, reducing persuasion from such sources (see Benoit, 1991; Gillig & Greenwald, 1974; Hass, 1981; Perloff & Brock, 1980). Thus, the sources of experts can reduce the number of unfavorable thoughts as they give to the knowledge that you hire an expert possesses. Researchthat experience influences persuasion only if the source is identified before the message, which suggests that credibility influences persuasion by changing the processing or processing of messages (O Keefe, 1987; Ward & McGinnies, 1974). The research found that when a public was told that the source was an expert after hearing the message, that the information did not increase persuasion. Only if an expert source is identified before a message helps persuasion. Similarly, some receivers were told that the source was not an expert after the message. He didn't cut persuasion. However, when listeners were told that the source was an unexperienced before the message, it reduced persuasion. This strongly suggests that the knowledge that the source is an expert (or an unexperienced) influences the way we listen to a message. The experience of origin works by affecting our cognitive responses to the message. Once the message is over, we have already had our cognitive responses, and knowledge about the competence of the source, or lack of experience, is too late to make the difference. In other words, knowing that the source is an expert reduces our motivation to engage in central processing. Experience reassures us and we don't believe we have to be critical listeners. However, knowledge that the source is an unexperienced increases our motivation to engage in central processing. We are suspicious and most likely to carefully scrutinize messages of non-experts. Not surprisingly,The fact that the actions of credibility, often peripheral rather than central, are more likely to affect the change of attitude on incomprehension than on arguments (Chaiken, 1980; Petty, Cacioppo, & Goldman, 1981; Petty, Cacioppo & Schumann, 1983). Highly involved listeners really care about the subject. The theme of the message is very important to them. Therefore, highly involved receivers are likely to think carefully about the message regardless of who it is from. The knowledge that the source is an expert is unlikely to decrease the motivation of a highly involved listener. So, like other peripheral ideas, the experience of the source is likely to have more influence on the uninvolved receivers. Another aspect of sources is their reliability. Some sources seem to be biased while others are objective. A NRA spokesman may be blamed on the question of weapons control. That doesn't mean he or she's sure to lie or distort the facts. However, we naturally expect that most people will put their best foot forward, focusing on ideas that help them rather than on ideas that hurt them. There is also a third type of source called reluctant testimony, in which a source proves against its interest. A study told some subjects that a prosecutor was in favour of a more rigorous judgment for criminals. Other subjects were told that a prosecutor was in favour of a more lawful judgment. We expect most prosecutorsbeing rigorous, therefore the first case (prosecutor for a more rigorous judgment) is an example of a preliminary testimony, while the second case (prosecutor for a lighter judgment) is an example of reluctant testimony. benoit and kennedy (1999) made sure that the subjects perceived the competence of these sources to be equal, and then varied if they were thought to be biased, objective, or reluctant. bisexual sources have been seen as less reliable and produced more unfavorable and less favorable thoughts. They were even less convincing. both objective and reluctant sources have been considered more reliable (from those biased,) have produced less unfavorable and more favorable thoughts, and have been more persuaded. there was no difference between objective and reluctant sources: they were equally effective in this study. here, reliability does not seem to affect motivation, because there was no difference in the total number of thoughts between these three types of sources. rather, trust seems to affect the type of thoughts. the sources that listeners trusted (objectives and reluctants) produced more favorable and less unfavorable thoughts; the source that the receivers didn't trust (favored) produced less favorable and unfavorable thoughts. Therefore, the persecutors would be well advised to try to avoid appearing blamed and unreliable. another feature of sources is their attraction. research has shown that physically attractive sources are persuasive (berscheid & walster, 1974;& Chaiken, 1975; Shavitt, Swan, Lowrey, & Wanke, 1994.) The attraction should generally function as a peripheral signal. For example, Mills and Harvey (1972) report that, unlike experts sources, attractive sources are just as convincing when identified after as before the message. In addition, Benoit (1987) found that attractive sources did not produce significant changes in attitudes on an engaging subject. Therefore, attractive effects, such as the skills and effects of the amount of arguments, should be more prominent on an engagement than on arguments. Page 6 Evaluation of the ELM is a very powerful theory of persuasion. He recognizes that sometimes the audience is active, thinking about messages and topics in those messages. However, the ELM also realizes that in other times the receivers are passive, being persuaded by the peripheral way. ELM identifies two easily understandable conditions that determine whether the listener is making a central or peripheral elaboration: Central processing requires receivers to have both the ability and motivation to think of a message. ELM identifies several factors affecting the type of thoughts that listeners are likely to have: involvement, quality of the subject, amount of arguments, credibility. So, conceptually, this is a good theory of persuasion. The primary weakness of this theory is the metaphor he chose. Petty and Cacioppo say there are two persuasion, central and peripheral ways. However, if someone says,are two routes you can take from Los Angeles to San Diego: I-5 or I-15, you'd take one or the other -- but not both on the same journey. However, central and peripheral are not really two choices but the final points of a continuum. A listener can think more thoughts (and be closer to the central end of the continuum) or less thoughts (and be closer to the peripheral end). It is not a choice, as the metaphor suggests two paths. In fact, peripheral processing also requires some thoughts. The receiver should notice, for example, this persuasor seems to be an expert and then think if an expert says so, it is probably true for peripheral processing to occur. So, Petty and Cacioppo inadvertently created the impression that listeners make both central or peripheral processing, but not both, from the metaphor they chose to explain their theory. Experimental research has produced a large amount of experimental support for the ILL. I mentioned some of those researches on it. Eagly and Chaiken (1993) provide a more comprehensive summary of EEML research: "The hypothesis that the elaboration of systematic or central paths requires motivation and ability has been documented in many studies, using a variety of motivational variables and skills: Persuasive argumentation is a more important factor in persuasion when recipients are motivated and able to process attitude-relevant information that when they are not. There is alsoempirical support for the hypothesis of these models that euristic or peripheral signals exert a considerable persuasive impact when the motivation or ability to process the arguments is low, but little impact when motivation and capacity are high" (p. 333.) therefore, there is a large amount of research that support the elm approach to persuasion and change of attitude. page 7: arguments that are strong, cogent, powerful, forced, convincing argument quantity: number of topics in a message blamed testimony: a message from a source that is talking in favor of its own auto-interest central path to persuasion: occurs when the receiver thinks of the content or arguments of a message; requires both the ability and motivation to think about the cognitive message, cognition: favorable thoughts processing topica subject that is not important to the receiver Page 8Referrals Andrews, J. C. & Shimp, T. A. (1990). 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