Principles of persuasion
ELM model

J201 Introduction to Mass Communication
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Decision triggers (Robert Cialdini)

- Authority
- Likability
- Social proof
- Scarcity
- Reciprocity
- Consistency/commitment
Agenda for today

1) Persuasion matrix model

2) ELM model

3) Behavioral theories

4) Is elaboration overrated?
Persuasion matrix model (McGuire)

- Exposure
- Attention
- Interest
- Comprehension
- Acquisition
- Yielding

- Memory
- Retrieval
- Decision
- Action
- Reinforcement
- Consolidation

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Elaboration likelihood model (Petty & Cacioppo)
Elaboration likelihood model (Peripheral route)

Persuasive communication

Motivated to process? (personal relevance, need for cognition, etc.)

Ability to process? (distraction, repetition, knowledge, etc.)

Is a peripheral process operating? (identification with source, use of heuristics, balance theory, etc.)

Peripheral attitude shift

Changed attitude is relatively temporary, susceptible to counterpersuasion, and unpredictable of behavior.
• Likability or attractiveness of source.
• Credibility of source.
• Number of arguments contained.
• Length of arguments.
• Number of other people perceived to agree with the position.
• Production quality of the message.
Elaboration likelihood model (Peripheral route)
Elaboration likelihood model (Central route)

The Elaboration Likelihood Model of Persuasion

Central Positive Attitude Change
Changed attitude is relatively enduring, resistant to counterpersuasion, and predictive of behavior.

Central Negative Attitude Change
Attitude does not change from previous position.

Is there a change in cognitive structure? (thought accessibility, thought confidence, etc.)

Yes (Favorable)

More favorable thoughts than before?

Yes

More unfavorable thoughts than before?

No

Central Positive Attitude

No

Initial Attitude

RETAI
Elaboration likelihood model (Central route)
• Under the peripheral route emotional states have a stronger impact on persuasion (form of classical conditioning).

• When elaboration likelihood is high, emotion can introduce “biased thinking” by influencing the nature of thoughts that come to mind.
Associative learning. Associating a neutral stimulus to an existing association:

- Rewards & punishments

Classical conditioning - behaviorism
Attitudes predict likelihood of behavior but do not always result in behavior.
See you Friday