

Attitude Change

- I. Elaboration Likelihood Model (ELM)
 - A. Central Route
 - B. Peripheral Route

- II. Factors influencing route of persuasion
 - A. Personal relevance
 - 1. Effects of argument quality

- III. Types of peripheral cues
 - A. Expertise
 - B. Message length
 - C. Attractiveness

- IV. Subliminal ads
 - A. In the lab
 - 1. Murphy & Zajonc (1993)

 - B. In the field
 - 1. Greenwald (1991)

 - C. Subliminal versus regular ads