

## Attitude Change

- I. Elaboration Likelihood Model (ELM)
  - A. Central route
  - B. Peripheral route
    - 1. Types of peripheral cues
      - a. Expertise
      - b. Message length
        - (1) Langer (1978) – copy machine
      - c. Attractiveness
  - C. Factors influencing route of persuasion
    - 1. Personal relevance
    - 2. Need for cognition
- II. Subliminal ads
  - A. In the lab
    - 1. Murphy & Zajonc (1993)
  - B. In the field
    - 1. Greenwald (1991)
  - C. Subliminal versus regular ads