

## Attitude Change

- I. Elaboration Likelihood Model (ELM)
  - A. Central route
  - B. Peripheral route
  
- II. Types of peripheral cues
  - A. Expertise
  - B. Message length
  - C. Attractiveness
  
- III. When do we use the central vs peripheral route?
  - A. Effects of personal relevance
  - B. Study on senior comprehensive exams
  - C. Importance of message quality
  
- IV. Subliminal ads
  - A. Effects studied in the lab
    1. Murphy & Zajonc (1993)
  
  - B. Effects studied in the field
    1. Greenwald (1991) self-help tapes
  
  - C. Beliefs about subliminal versus regular ads