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
   C. Beliefs about subliminal versus regular ads