Hovland Yale Model

Three elements needing to be considered when attempting to persuade others

1. Source factors- credible experts more persuasive than non experts, experts can persuade even if audiences views are originally different. Non experts would lead to audience attempting to discredit their source. Popular attractive sources like celebs used.

2. Message factors- Those that we think aren’t trying to persuade us are more effective. Moderate fear messages best. Low fear doesn’t motivate audience and high fear too overwhelming so message isn’t properly processed. In person and humour usage in longer term changes.

3. Audience factors- low intelligent audiences less likely to understand message and be persuaded. High intelligence with confidence harder to convince. High involvement in topic audiences respond differently to low involvement. Younger people don’t understand persuasive techniques so more easily persuaded.

- Bochner – students presented by expert and non expert in offering opinion on healthy sleep times, swayed towards experts supporting source factors.

- Importance of fear arousing messages Lewis- participants viewed two advertisements, one moderate fear and one positive and humorous on drink driving. Completed questionnaires too, first assessing pre exposure attitudes and immediately after campaign shown, and another 2-4 weeks after assessing the same. Short term- fear more effective, long humorous.

  Demand characteristics- answering in pro social way to drink driving campaign.

- Gender bias- numerous studies conclude women are more susceptible to persuasive communications than men, women socialised more to conform open to influence. Sistrunk said topics of persuasion men are more familiar with, and women wouldn’t be persuaded as much if topics they could relate to. Males influenced more by feminine content. Women more by masculine content.

- Methodological bias- topics chosen without consideration, as whether they may choose one gender topic than the other. Support Hovland Yale proposal with audiences with high and low involvement.

- Sample- Based on students and army personal mainly, so lacks population validity and generalisability. Biased sample, as groups have age, education and wealth profile not typical of population.

Lack ecological validity- due to laboratory studies and artificial setup.

Lack external validity- focussed attention is rarely possible from real world participants.