Application of Elaboration Likelihood model in explaining media persuasion

- Petty- two different routes to persuasive communication depending on if audience is likely to focus on message itself (central route) or other factors such as its context and how credible it is (peripheral route).
- Central route- strength of arguments presented, persuasiveness and credibility of the message. Motivation to process message by individual is important as messages that are relevant and familiar. Ability to process, messages at right ability for individual to comprehend. Nature of argument fitting in with pre-existing beliefs is important and involving target individual.
- Peripheral route- enjoy analysing and debating messages and have high need for cognition more likely to focus on quality. Attitudes changed this way are more lasting. Rely on simple and time efficient strategies, more likely to contextual cues such as celebrity endorsement, images or mood created. More temporary.
- Need for cognition- determines route taken, enjoy thinking about info and analysing problems (High NC) so central route. Those with low NC assumed to rely primarily on opinions of credible others so more likely to take peripheral route.
- Milani- investigated possibility that computer mediated communication was more likely to activate central route processing than face to face intervention. Students discussed reorganisation of refectory and half way a new piece of information from influential source in contrast to group opinion. Fewer opinion changes in CMC condition group than in face to face condition group where many changed their mind.
- Reductionist- portrays humans are so easily influenced by contextual cues and portraying as simple creatures. Various other factors influence persuasion in topics from education, knowledge, wealth etc.
- Real world applications- used for charity appeals or climate change issues as messages can be delivered for both high NC and low NC for wider impact on important issues.