

# Contents

<b>Preface</b> .....	vii
<b>1. The Elaboration Likelihood Model of Persuasion</b> .....	1
Introduction .....	1
Postulates of the ELM .....	5
Postulate on Underlying Motivation .....	5
Postulate on Variations in Elaboration .....	6
Postulate on How Variables Affect Persuasion .....	16
Postulates on Relatively Objective and Relatively Biased Elaboration .....	19
Postulate on Elaboration Versus Peripheral Cues .....	20
Postulate on Consequences of Elaboration .....	21
Retrospective .....	23
<b>2. Methodological Factors in the ELM</b> .....	25
Introduction .....	25
Assessing Attitudes and Persuasion .....	25
Initial Attitude Changes .....	27
Attitude Change Over Time .....	29
Assessing the Basic Constructs in the ELM .....	30
Argument Quality .....	31
Peripheral Cues .....	33
Message Elaboration .....	35
Need for Cognition: Assessing Elaboration Likelihood via Individual Differences .....	47
Retrospective .....	54

<b>3. The Ability to Elaborate in a Relatively Objective Manner</b> . . . . .	61
Introduction . . . . .	61
Factors Affecting the Ability to Elaborate Objectively . . . . .	61
Effects of Distraction on Message Elaboration and Persuasion . . . . .	61
Effects of Moderate Message Repetition on Message Elaboration and Persuasion . . . . .	68
Effects of Recipient Posture on Message Elaboration and Persuasion . . . . .	73
Other Variables Affecting Ability to Process Objectively . . . . .	76
Retrospective . . . . .	79
<b>4. The Motivation to Elaborate in a Relatively Objective Manner</b> . . . . .	81
Introduction . . . . .	81
Factors Affecting the Motivation to Elaborate Objectively . . . . .	81
Effects of Personal Relevance on Message Elaboration and Persuasion . . . . .	81
Effects of Personal Responsibility on Message Elaboration and Persuasion . . . . .	90
Effects of Number of Message Sources on Message Elaboration and Persuasion . . . . .	96
Effects of Need for Cognition on Message Elaboration and Persuasion . . . . .	101
Retrospective . . . . .	109
<b>5. Biased Elaboration</b> . . . . .	111
Introduction . . . . .	111
Ability Variables That Bias Elaboration: Focus on Prior Knowledge . . . . .	111
Effects of Schemata on Processing One-Sided Messages . . . . .	112
Effects of Schemata on Processing Two-Sided Messages . . . . .	115
Motivational Variables That Bias Elaboration: Focus on Forewarning . . . . .	115
Forewarning of Message Content . . . . .	116
Forewarning of Persuasive Intent . . . . .	126
Other Variables That Bias Message Elaboration . . . . .	130
Bogus Personality Feedback . . . . .	130
High Levels of Message Repetition . . . . .	131

Hemispheric Asymmetry .....	134
Audience Expressions of Approval or Disapproval .....	136
Biased Processing or Peripheral Cues? .....	139
Retrospective .....	140
<b>6. Message Elaboration Versus Peripheral Cues .....</b>	<b>141</b>
Introduction .....	141
Objective Processing Versus Peripheral Cues .....	141
Personal Relevance and the Operation of Peripheral Cues .....	142
Additional Moderators of Cue Use: Distraction, Need for Cognition, and Others .....	158
Biased Processing Versus Peripheral Cues .....	165
Effects of Schemata on the Use of Peripheral Cues .....	165
Testing the ELM Analysis of Prior Knowledge .....	170
Retrospective .....	172
<b>7. Consequences of the Route to Persuasion .....</b>	<b>173</b>
Introduction .....	173
Persistence of Persuasion .....	173
Enhanced Thinking Produces Persistence .....	173
Testing the ELM Analysis of Persistence .....	175
Alternative Models of Attitude Persistence .....	178
Attitude-Behavior Link .....	185
Enhanced Thinking Produces Attitude-Behavior Consistency .....	185
Testing the ELM Analysis of Attitude-Behavior Consistency .....	187
Resistance to Counterpersuasion .....	190
Enhanced Thinking Produces Resistance .....	190
Testing the ELM Resistance Predictions .....	191
Retrospective .....	195
<b>8. Intricacies of the Elaboration Likelihood Model .....</b>	<b>197</b>
Introduction .....	197
Variables With Multiple Effects on Elaboration .....	198
Variables That Enhance and Reduce Message Processing .....	198
Shifting Processing From Objective to Biased .....	204
Variables That Affect Message Processing and Serve as Peripheral Cues .....	204
Multiple Effects of Source Expertise and Attractiveness ...	204
Other Variables With Multiple Effects .....	211

Processing When No Message or Both Sides Are Presented .....	215
Retrospective .....	216
<b>9. Epilogue .....</b>	<b>217</b>
Introduction .....	217
Determinants of Elaboration Likelihood .....	218
Integrative Potential of the ELM .....	221
Conclusions .....	223
<b>References .....</b>	<b>225</b>
<b>Author Index .....</b>	<b>249</b>
<b>Subject Index .....</b>	<b>257</b>