

Attitude change

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Elements of persuasion

- General routes to persuasion
- Features of the message
- Personal motives to resist or change

Two routes to persuasion

■ Central

- Listen and learn
- Elaboration by critical thinking about message contents

■ Peripheral

- Communicator's reputation for honesty
- Fluency of presentation
- Long list of experts

Message elements

- Source
- Message
- Audience

Message source

- Credibility
 - Trustworthiness
 - Expertise
- Likability
 - Similarity
 - Physical attractiveness
- With the content
 - Source predominates with peripheral
 - Message predominates with central
 - Sleeper effect

Message content

- Argument as presentation
 - Length is good (peripheral only)
 - Primacy vs. recency (closer in time to measurement wins)
- Discrepancy
 - Assimilation or contrast?
 - Social judgment theory
- Emotional appeals
 - Fear
 - Positive liking

The audience

- Need for cognition (I like to think)
- Self-monitoring
 - Highs like imagery
 - Lows like actual information
- Cultural issues (e.g. individualism)
- Inoculation

Personal motives

- Reactance
- Role playing (but not in prison)
- Dissonance theory
 - Festinger's original
 - Cooper & Fazio's modification
 - Negative consequences
 - Personal responsibility
 - Arousal not attributed elsewhere

Other explanations

- Self-perception theory
- Impression management (not really)
- Attitude complexity
 - Horizontal structure
 - Vertical structure
- Attitude functions
 - Knowledge
 - Ego-defensiveness