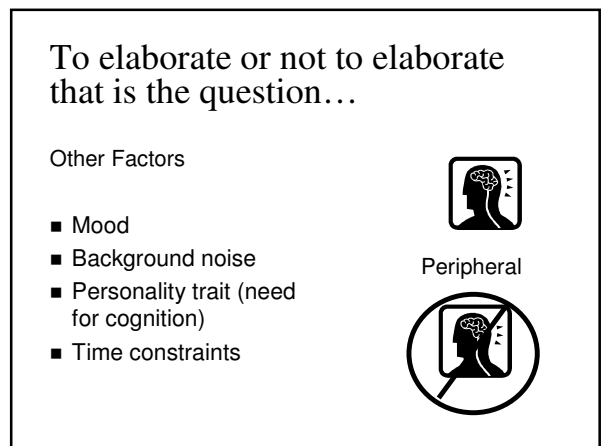
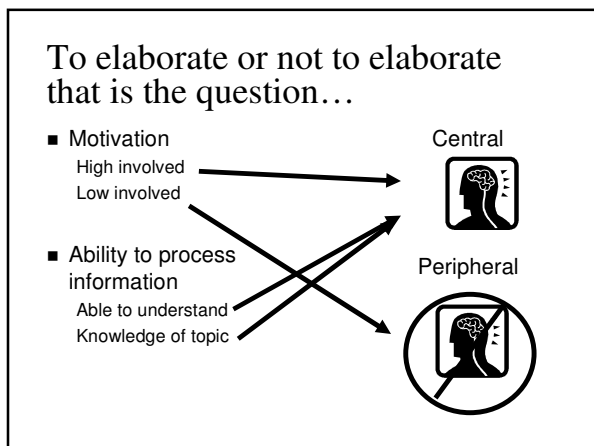
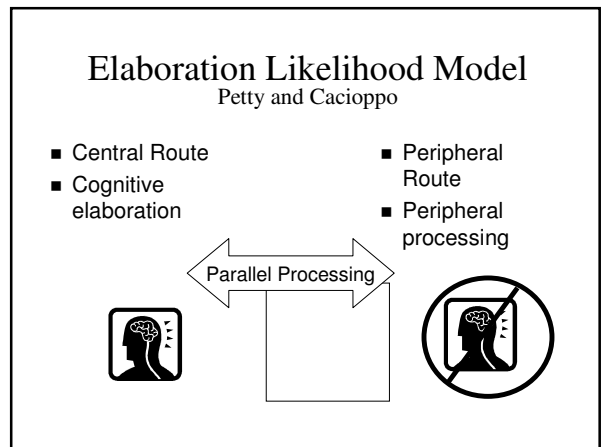


“Persuasion involves one or more persons who are engaged in the activity of creating, reinforcing, modifying, or extinguishing beliefs, attitudes, intentions, motivations, and/or behaviors within the constraints of a given communication context.” (p. 34)



To elaborate or not to elaborate
that is the question...

More long lasting
More resistant to
counterinfluence

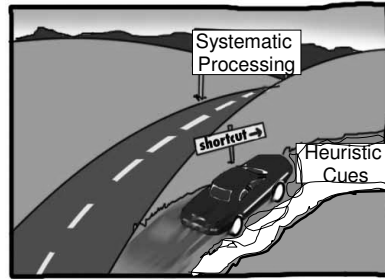


Peripheral

More short lived



There's too much to think about



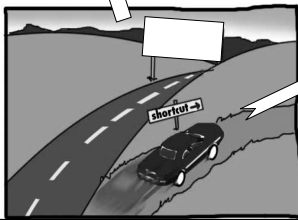
Take the
Shortcut

Heuristic Systematic Model of Persuasion Chaiken & Eagly

Systematic Processing

Simultaneous
processing

Heuristic Processing
Mental Shortcuts



Speaking of Shortcuts: Peripheral Route / Heuristic

- Credibility
- Liking
- Consensus

