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Which of the following is an example of central route persuasion

Persuasion: The Central Road and Peripheral RoutePersuasion is a subject of social psychology. People can be persuaded in different ways. In this article, I give information about two different ways to be persuaded. Before I give information about these ways of being persuaded, I will define persuasion. There may be a number of possible definitions of persuasion. Below is a persuasion definitionPersuasion occurs when one's attitudes, beliefs, or decisions are influenced in a way consistent with a message. The Central Route and peripheral route to PersuasionPetty and Cacioppo (1981) suggested that there are two different ways or paths to persuasion: the central road and the peripheral road. The central road to persuasion. The central path to persuasion is to be persuaded by the arguments or content of the message. For example, after hearing a political debate, you may decide to vote for a candidate because you found the candidates' views and arguments very compelling. The peripheral path to persuasion. The peripheral path to persuasion means being persuaded in a way that is not based on the arguments or message content. For example, after reading a political debate, you may decide to vote for a candidate because you like the sound of the person's voice, or the person went to the same university that you did. The peripheral route may involve using superficial signals such as the attractiveness of the speaker. Petty, R. E., & Cacioppo, J. T. (1981). Attitudes and persuasion: Classics and contemporary approaches. Dubuque, Iowa: Wm.C. Brown company publisher. Learning Goals Explain how people's attitudes are externally changed by persuasion Comparing the peripheral and central pathways to persuasion In the previous section, we discussed that the motivation to reduce cognitive dissonance leads us to change our attitudes, behaviors and/or cognitions to make them consonant. Persuasion is the process of changing our approach to something based on some form of communication. Much of the persuasion we experience comes from external forces. How do people convince others to change their attitudes, beliefs and behaviors (Figure 1)? What communication do you get that attempt to persuade you to change your attitudes, beliefs and behaviors? Figure 1. We come across attempts at persuasion everywhere. Persuasion is not limited to formal advertising; we are confronted with it throughout our everyday world. (credit: Robert Couse-Baker) The subject of persuasion has been one of the most extensive research areas in social psychology (Fishing et al., 2010). During World War II, Carl Hovland largely persuasively for the U.S. Army. After the war, Hovland continued his exploration of persuasion at Yale University. From this work came a model called Yale change, which describes the conditions under which people tend to change their attitudes. Hovland showed that some features of the source of a compelling message, the content of the message, and the characteristics of the audience will influence convincingly by a message (Hovland, Janis, & Kelley, 1953). Features of the source of the persuasive message include the credibility of the speaker (Hovland & Weiss, 1951) and the physical attractiveness of the speaker (Eagly & Chaiken, 1975; Petty, Wegener, & Fabrigar, 1997). Thus, speakers who are credible, or have expertise in the subject, and who are considered reliable are more persuasive than less credible speakers. Similarly, more attractive speakers are more persuasive than less attractive speakers. The use of famous actors and athletes to advertise products on TELEVISION and in print relies on this principle. However, the immediate and long-term effect of persuasion also depends on the credibility of the messenger (Kumkale & Albarracín, 2004). Features of the message itself that affect persuasion include subtlety (the quality of being important, but not obvious) (Petty & Cacioppo, 1986; Walster & Festinger, 1962; sidedness (that is, to have more than one side) (Crowley & Hoyer, 1994; Igou & Bless, 2003; Lumsdaine & Janis, 1953); timing (Haugtvedt & Wegener, 1994; Miller & Campbell, 1959), and on both sides presented. Messages that are more subtle are more compelling than direct messages. Arguments that occur first, for example in a debate, are more influential about messages being given back-to-back. But if there is a delay after the first message, and before the audience needs to make a decision, the last message presented will tend to be more compelling (Miller & Campbell, 1959). Features of the audience that affect persuasion are attention (Albarracín & Wyer, 2001; Festinger & Maccoby, 1964), intelligence, self-esteem (Rhodes & Wood, 1992), and age (Krosnick & Alwin, 1989). To be persuaded, the audience must pay attention. People with lower intelligence are more easily persuaded than people with higher intelligence; while people with moderate self-esteem are more easily persuaded than people with higher or lower self-esteem (Rhodes & Wood, 1992). Finally, younger adults aged 18-25 are more convincing than older adults. A particularly popular model describing the dynamics of persuasion is the elaboration probability model of persuasion (Petty & Cacioppo, 1986). The model of probability of elaboration considers that the variables in the attitude change approach—that is, functions in the source of the persuasive message, the content and characteristics of the message in the audience are used to determine when attitude change will occur. According to the model of probability of depraving persuasion two main roads that play a role in the a convincing message: central and peripheral (Figure 2). Figure 2. Persuasion can take one of two paths, and the durability of the end result depends on the path. The central path is logic driven and uses data and facts to convince people of an argument's dignity. For example, a car company that wants to persuade you to buy its model will emphasize the car's safety features and fuel economy. This is a direct path to persuasion that focuses on the quality of information. In order for the central path of persuasion to be effective in changing attitudes, thoughts and behaviors, the argument must be strong and, if successful, will result in lasting change of attitude. The central path to persuasion works best when the goal of persuasion, or audience, is analytical and willing to engage in processing the information. From an advertiser's perspective, which products would best be sold using the central path to persuasion? Which audience would most likely be affected to buy the product? An example is to buy a computer. For example, small business owners are likely to be particularly affected by the focus on computer quality and features such as processing speed and memory capacity. The peripheral route is an indirect route that uses peripheral signals to associate positivity with the message (Petty & Cacioppo, 1986). Instead of focusing on facts and a product's quality, the peripheral path is based on association with positive qualities such as positive emotions and celebrity endorsement. For example, having a popular athlete advertise athletic shoes is a common method used to encourage young adults to buy the shoes. This path to change of attitude does not require much effort or information processing. This method of persuasion may promote positivity towards the message or product, but it usually results in less permanent attitude or behavior change. The audience does not have to be analytical or motivated to process the message. In fact, a peripheral path to persuasion cannot even be noticed by the audience, for example in the product placement strategy. Product placement is intended to put a product with a clear brand or brand identity in a TV show or movie to promote the product (Gupta & Lord, 1998). For example, a season of the reality series American Idol prominently showed the panel of judges drinking out of cups that displayed the Coca-Cola logo. What other products would best be sold using the peripheral path to persuasion? Another example is clothing: A retailer can focus on celebrities who wear the same style of clothing. Researchers have tested many persuasion strategies that are effective in selling products and changing people's attitudes, ideas and behaviors. An effective strategy is the foot-in-the-door technology (Cialdini, 2001; Pliner, Hart, Kohl, & 1974). Using foot-in-the-door technology, persuader gets a person to agree to donate a small service or to buy a small item, only to later request a larger service or purchase of a larger item. The foot-in-the-door technique was shown in a study by Freedman and Fraser (1966) in which participants who agreed to put small signs in their yard or sign a petition were more likely to agree to put a large sign in their garden than people who declined the first request (Figure 3). Research on this technique also illustrates the principle of consistency (Cialdini, 2001): Our past behavior often governs our future behavior, and we have a desire to maintain consistency when we have a commitment to a behavior. Figure 3. With foot-in-the-door technology, it can make them more likely to agree to a larger request, such as putting promotions on your farm. (credit a: change of work by Joe Crawford, credit b: change of work of shutterblog/ Flickr) A common application of foot-in-the-door is when teenagers ask their parents for a small permit (for example, extend curfew by half an hour) and then ask them for something bigger. After granting the smaller request, the likelihood that parents will also leave the latter increases the larger request. How would a store owner use foot-in-the-door technology to sell you an expensive product? For example, say that you buy the latest model smartphone, and the seller suggests that you buy the best data plan. You agree to this. The seller then proposes a larger purchase—the three-year extended warranty. After agreeing to the smaller request, you are more likely to also agree to the larger request. You may have come across this if you bought a car. When sellers realize that a buyer intends to buy a particular model, they may try to get the customer to pay for many or most available options on the car. Another example of foot-in-the-door technology would be applied to an individual in the market for a used car who decides to buy a fully loaded new car. Why? Because the seller convinced the buyer that they need a car that has all the safety features that were not in the used car. Learn more about persuasion on the Noba Project website. Think It Over Describe a time when you or someone you know used the foot-in-the-door technology to get someone's compliance. central road persuasion: logic-driven arguments using data and facts to convince people of an argument dignity of foot-in-the-door technology: persuasion of a person by another person, encouraging a person to agree to a small service, or to buy a small item, only to later request a major service or purchase of a larger object of peripheral road persuasion: a person persuading another person; A route based on the association of peripheral cues (such as positive emotions and celebrity support) to associate positivity with a message of persuasion: the process of changing our approach to something based on any kind of communication Do you have an idea to improve that content? We'd love your input. Improve this pageLearn More

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