

Summary of Attitude Change Results (Variables that increase the impact of persuasive message are listed):

<u>Source</u> (Who)	<u>Message</u> (What)	<u>Channel</u> (How)	<u>Context</u> (When)	<u>Receiver</u> (To Whom)
Credible	Vivid	Fluent style	Alone	uninoculated
Expert	Moderate Fear	Emotional	Good mood	Women
Attractive	Refute Opposition	Sincerity	Pleasant music	Low Self-Esteem
Similar	Coping Alternatives		Noshing	Young (< 18)
Liked	Argue Against Self			
Powerful	Fiction vs. Fact			
Prestigious				
Baby faced				
Men				

Dual Process Approach (Chaiken & Eagly; Petty & Cacioppo)

<i>Motivation, Ability</i>	<i>Process</i>	<i>Factors Leading to Attitude Change</i>
Relevant Knowledgeable Responsible	Central (Systematic)	Quality of argument
Distracted Degraded Message Fatigued Irrelevant message	Peripheral (Heuristic)	Source Attractiveness, Fame & Expertise Number, length of arguments Consensus

Festinger & Carlsmith, 1959: Insufficient Justification

	Control	1 \$	20 \$	
Enjoyable:	-0.45	1.35	-0.05	p < .05
Learned:	3.08	2.8	3.15	
Important	5.6	6.45	5.18	p < .10
Participate in another	-0.62	1.2	-0.25	p < .10

Aronson & Mills, 1959: Justification of effort

	control	Mild	Severe
discussion	80	82	98
participants	89	89	98
	167	171	196: out of 210

Aronson & Carlsmith, 1963: Severity of threat

	increase	same	decrease
Mild:	4	10	8
Severe:	14	8	0