**Study Guide**

**Social Psychology**

**Chapter 8: Persuasion, Attitudes & Behavior**

**Terms:** Persuasion

 Attitude

**1-Exploration Likelihood Model: Central & Peripheral Routes to Persuasion**

**Terms:** Elaboration Likelihood Model

 Central Route to Persuasion

 Peripheral Route to Persuasion

 Peripheral Cues

 Source

 Audience

What are two factors in making the choice of routes?

Compare and contrast the central and peripheral routes to persuasion.

When do people choose the central route?

Compare attitudes formed using the central route to those formed using the peripheral one.

**2- Characteristics of the Source**

**Terms:** Source credibility

What are characteristics of the source that make an argument more persuasive?

What are two characteristics of being a credible source?

When you express an opinion without the audience realizing you are trying to persuade them, you appear more \_\_\_\_\_\_\_\_\_\_.

How do communicator similarity and message objectivity interact to influence persuasion?

**3-Characteristics of the Message**

**Terms:** Primacy Effect

 Recency Effect

 Cognitive-response Approach to Persuasion

 Balance theory

What are the variables that affect argument strength?

How does message length affect persuasion in the peripheral route?

How does confidence in one’s thoughts about a message affect persuasion?

Why is a vivid instance often more persuasive than statistics?

Considering the size of the discrepancy between the audience’s pre-existing attitudes and the position advocated, are large discrepancies more persuasive? What is the risk of increasing the size of the discrepancy?

Immediately after the delivery of two opposing persuasive messages, which one is better remembered, the first one or the last one? Is this also true after a long time?

What are some strategies for associating messages with positive emotions? How does repetition work? How does association with positive stimuli work?

According to Balance theory, how do you get people to feel internal pressure toward being positive about something?

What effect does a positive mood have on persuasion?

To use negative emotions for persuasion, what must be in the message along with fear? Otherwise, what happens?

**4-Characteristics of the Audience**

**Terms:** Need for Cognition

 Promotion Focus

 Prevention Focus

According to your text, what groups are more persuasible than others?

If the people to be persuaded hold an attitude leaning toward your position already, should you use a one-sided or two-sided argument? What if they hold an unfavorable position? Why?

What route to persuasion do individuals with a high need for cognition take?

What type of message is most likely to persuade high self-monitors?

How do growth vs. security mindsets and promotion vs. prevention focus affect the types of persuasive messages that will work best?

**5-Resistance to Persuasion**

**Terms:** Psychological reactance theory

 Attitude inoculation

What motivates us to resist persuasion?