The Elaboration Likelihood Model: Understanding Behavior Change

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Influencing Behavior

- Attitudes
- Norms
- Habits
- Skills/Abilities
Influencing Behavior

**Attitudes**
(current evaluations)

**Norms**
(others’ evaluations)

**Habits**
(prior evaluations)

**Skills/Abilities**
(evaluations of efficacy)

**Behavior**

Evaluations have an impact on behavior.
Influencing Evaluations:
The Elaboration Likelihood Model (Petty & Cacioppo, 1981; 1986)

*1. In any given situation, the likelihood of elaboration (thinking) varies.

ELABORATION CONTINUUM

Low thinking ..............................................................................................High thinking

Low personal relevance.................................................................High personal relevance
High distraction..............................................................................................Low distraction
Low accountability..................................................................................High accountability
Low repetition..............................................................................................High repetition
Low knowledge.........................................................................................High knowledge
Low need for cognition.................................................................High need for cognition
2. People evaluate differently at different points along the elaboration continuum.


ELABORATION CONTINUUM

Low thinking ................................................................. High thinking

2. People evaluate differently at different points along the elaboration continuum.

ELABORATION CONTINUUM
Low thinking High thinking

EVALUATE INFORMATION AS ARGUMENTS (EVIDENCE)

1. Is the information important, relevant and valid for assessing the central merits of the issue or proposal?

2. People evaluate differently at different points along the elaboration continuum.

ELABORATION CONTINUUM

Low thinking ........................................................................................................

High thinking ........................................................................................................

EVALUATE INFORMATION AS ARGUMENTS (EVIDENCE)

2. Does the information point to favorable consequences for me? How favorable?

2. People evaluate differently at different points along the elaboration continuum.

ELABORATION CONTINUUM

Low thinking  High thinking

EVALUATE INFORMATION AS ARGUMENTS (EVIDENCE)

3. Are the consequences likely to occur? How likely?

2. People evaluate differently at different points along the elaboration continuum.

USE OF SIMPLE  USE OF SIMPLE  USE OF SIMPLE  USE OF SIMPLE
LOW EFFORT STRATEGIES

1. Evaluate evidence quickly (rely on first plausible evidence; the simplest evidence, the easiest to understand).

2. People evaluate differently at different points along the elaboration continuum.

ELABORATION CONTINUUM
Low thinking ................................................................................................................. High thinking

USE OF SIMPLE..............................................................................................................
LOW EFFORT STRATEGIES

2. May use information that would be seen as irrelevant if given more thought (e.g., source attractiveness).

2. People evaluate differently at different points along the elaboration continuum.

ELABORATION CONTINUUM

Low thinking High thinking

USE OF SIMPLE
LOW EFFORT STRATEGIES

3. Evaluate evidence by a different mechanism (e.g., instead of evaluating merits, might simply count the number of items of information).
2. People evaluate differently at different points along the elaboration continuum.

1. Evaluate with moderate effort (e.g., evaluate the first few pieces of evidence, but not all; or all, but not too carefully).
2. People evaluate differently at different points along the elaboration continuum.

2. Need to determine if the message is worthy of processing. Variables can push you to higher or lower points on the elaboration continuum.
Influencing Evaluations:
The Elaboration Likelihood Model (Petty & Cacioppo, 1981; 1986)

*3. Variables work differently at different points along the elaboration continuum.

ELABORATION CONTINUUM

Low thinking  High thinking

EXAMPLE: A PERSON’S EMOTIONAL STATE

3. Variables work differently at different points along the elaboration continuum.

ELABORATION CONTINUUM

Low thinking .......................................................... High thinking

A PERSON’S EMOTIONAL STATE

Analyze emotion as evidence: Is the fact that a person makes you feel happy, a good reason to marry him/her?
3. Variables work differently at different points along the elaboration continuum.

ELABORATION CONTINUUM

Low thinking

A PERSON’S EMOTIONAL STATE

High thinking

Analyze emotion as evidence: Is the fact that an advertisement makes you feel happy a good reason to like the advertised product?

3. Variables work differently at different points along the elaboration continuum.

ELABORATION CONTINUUM

A PERSON’S EMOTIONAL STATE

Emotion biases ongoing evidence evaluation (e.g., being in a happy state makes positive consequences seem more likely than when in a sad state).
Influencing Evaluations: 
The Elaboration Likelihood Model (Petty & Cacioppo, 1981; 1986)

3. Variables work differently at different points along the elaboration continuum.

ELABORATION CONTINUUM

Low thinking ........................................................................................................................................ High thinking

A PERSON’S EMOTIONAL STATE

Emotion serves as a simple cue regardless of issue-relevance (e.g., “if I feel good, I must like it”).
Influencing Evaluations:
The Elaboration Likelihood Model (Petty & Cacioppo, 1981; 1986)

3. Variables work differently at different points along the elaboration continuum.

ELABORATION CONTINUUM

Low thinking ........................................................................................................ High thinking

A PERSON’S EMOTIONAL STATE

Emotion determines the extent of thinking (e.g., sadness signals problems that need to be solved and thus can enhance thinking over happiness).
Multiple Roles for Positive Versus Negative Affective States

- **Cue effect**: classical conditioning of affect (e.g., Zanna, Kiesler, & Pilkonis, 1970)
- **Valence of thinking**: affect infusion model (e.g., Forgas, 1995)
- **Amount of thinking**: feelings as information approach; (e.g., Bless, Bohner, Schwarz, & Strack, 1990)
- **Processed as argument**: mood as input model; (e.g., Martin, Abend, Sedikides & Green, 1999)
- **Influences thought strength** (self-validation processes, Petty et al., in press)
Influencing Evaluations:
The Elaboration Likelihood Model (Petty & Cacioppo, 1981; 1986)

*4. The strength of any attitude changed depends on where it was changed along the elaboration continuum.

ELABORATION CONTINUUM

Low thinking ........................................................................................................ High thinking

WEAK ATTITUDES................................................................................ STRONG ATTITUDES

Low persistence............................................................................................... High persistence
Low resistance............................................................................................... High resistance
Low impact on behavior................................................................. High impact on behavior
High Thinking Ad: Kentucky

EXAMPLE:

DISCOVER FRIENDS, FAMILY AND SO MUCH MORE WHEN YOU DISCOVER KENTUCKY.

ONLY IN KENTUCKY See Mammoth Cave, the world's largest cave system with more than 350 miles of explored passageways. Kentucky's storied history as the horse racing capital of the world is celebrated year-round at the Kentucky Horse Park. The state is also the home of bourbon whiskey, with seven world-renowned distilleries located along the Kentucky Bourbon Trail. Or, for a truly once-in-a-lifetime experience, catch the incredible 'moonbow' at Cumberland Falls, one of only two places in the world you can witness a rare nighttime rainbow.

UNIQUE SHOPPING In the state's early history, quilts, baskets, pottery, furniture and other handmade goods were prized for their utility and function. Now, these Kentucky crafts are sought the world over. For their simple design and unique artisanship. Berea is the crafts capital of Kentucky and a hotspot for those in search of the unique, folksy or downright amazing. While you're here in Kentucky, you may also discover a genuine treasure in one of the state's many antique stores and galleries.

HERITAGE & MUSIC Local residents will gladly direct you to Abraham Lincoln's boyhood home, near Hodgenville. Follow in the footsteps of Daniel Boone along the Cumberland Gap's Wilderness Trail. Experience a Civil War reenactment on the grounds of the Perryville or Mill Springs battlefields. Visit the cradle of Bill Monroe's blazing bluegrass style, or the hometowns of other Kentucky country music legends, including Loretta Lynn, Ricky Skaggs, Patty Loveless and the Judds, along US 23, Kentucky's Country Music Highway.

SPORTS & OUTDOORS Kentucky's diverse natural terrain makes it the perfect playground for the sports and outdoors person. Whether you're a waterskier, waverunner or just a wader, you'll enjoy good times, great fishing or houseboating on Kentucky's beautiful lakes and waterways. Or, put in some work on your drive with a drive to any one of Kentucky's over 170 golf courses, including the new StoneCrest golf course in Prestonsburg, and Waslote Winds near Pineville.

STATE PARKS Kentucky offers the finest state parks in the nation, including 17 state resort parks. You'll find championship golf courses, marinas, wilderness preserves, cozy campgrounds and genuine hospitality within minutes of Kentucky's vast lakes, raging rivers and winding trails.

A TASTE OF KENTUCKY Kentucky is home to the International Barbecue Festival in Owensboro, famous fried chicken, the rich and hearty taste of Kentucky burgoo, Derby Pie and countless festivals celebrating the fine art of Kentucky style cooking. Come and have a taste of Kentucky!
Vita-Mix Makes Juice 12 Times Faster Than Other Juicers—And 400% More Nutritious

Only Vita-Mix makes "total juice" which includes the cholesterol-lowering fiber and up to 400% more vitamins than any other juicer!

What is "total juice"? It's made by purifying whole fruits and vegetables (except for the bitter parts and certain seeds) to the consistency of a long. This fiber-rich, vitamin-rich puree is then treated just like ordinary juice concentrate and diluted to a delicious juice consistency.

Only Vita-Mix's 34,000 RPM speed, superior power, and hammermill blade technology can reduce fruit and vegetable fiber (cellulose) to a smooth consistency.

For this reason, all other juicers separate the juice from the pulp. The leftover pulp and fiber are fed to the garbage disposal—along with most of the vitamins. The U.S. Dept. of Agriculture Handbook No. 9 says that a whole orange contains 3 times more vitamin C than juice alone. A whole lemon has 4 times more vitamin C than the juice in a lemon.

By using the whole fruit Vita-Mix "total juice" gives you up to 400% more vitamins—plus the disease-lowering fiber missing in extracted juice.

Consuming the juice and the fiber produce nutritional synergy...much like the vowels and consonants in the alphabet combine to produce thousands of different words. If you only remove the least used vowel "U" from our alphabet, you eliminate over 2000 words from the English vocabulary.

The word "juice" wouldn't even exist! How could you communicate effectively without the words—yes, our, human, under, up, use, busy, summer, etc.

How can you expect your body to manufacture the various nutritional/chemical compounds required to optimize human health—if your juicer is removing vital nutrients from your fruits and vegetables?

Even more important than the nutritional value of juice—is the convenience of the juicer! Any juicer that requires over 20 minutes a day to use will almost never get used! Unless you make and drink juice on a frequent and regular basis there is virtually no health benefit to you or your family.

Not only is Vita-Mix 12 times faster than other juicers, "total juice" will save you 80% on fresh produce.

For a FREE 20-page brochure call 1-800-984-2649 (1-800-VITAMIN), or write to Vita-Mix Corp., Dept. COLO 502, 8615 Unser Rd., Cleveland, OH 44138.

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Chart shows time & money required to make a 1/2 gal. of orange-apple-pineapple-banana juice in four juicers.

<table>
<thead>
<tr>
<th>JUICER</th>
<th>AMOUNT OF PRODUCE USED</th>
<th>COST OF JUICE (1/2 gallon)</th>
<th>TIME REQUIRED TO PROCESS PRODUCE</th>
<th>CLEAN-UP TIME</th>
<th>TOTAL TIME</th>
<th># OUNCES SERVINGS COST</th>
<th>AMOUNT OF PULP WASTED</th>
<th>RESULTS WITH BANANA</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>9.5 lbs</td>
<td>$4.89</td>
<td>24 minutes</td>
<td>5 minutes</td>
<td>29 minutes</td>
<td>616</td>
<td>5.6 lbs</td>
<td>$2.96</td>
</tr>
<tr>
<td>B</td>
<td>9.5 lbs</td>
<td>$4.89</td>
<td>18 minutes</td>
<td>4 minutes</td>
<td>22 minutes</td>
<td>616</td>
<td>5.6 lbs</td>
<td>$2.96</td>
</tr>
<tr>
<td>C</td>
<td>6.8 lbs</td>
<td>$4.49</td>
<td>17.5 minutes</td>
<td>4 minutes</td>
<td>21.5 minutes</td>
<td>566</td>
<td>4.8 lbs</td>
<td>$2.45</td>
</tr>
<tr>
<td>VITA-MIX</td>
<td>1.8 lbs</td>
<td>$2.20</td>
<td>90 seconds</td>
<td>1 minute, 15 sec</td>
<td>120 seconds</td>
<td>7.4 oz., 24 c</td>
<td>juice includes nutritional banana</td>
<td></td>
</tr>
</tbody>
</table>

Unless you are independently wealthy—you can't afford to make juice in a juice extractor. A half gallon of fresh extracted juice increases your grocery bill by $3.57 a day ($4.49 - $2.92 = $3.57). That's $1,300 a year! Your conscience won't let you throw away hundreds of dollars worth of nutritious pulp every year. Vita-Mix "total juice" is the fastest, most cost effective, nutritious juice you can make!
Low Thinking
Ad: AMEX
Mixed Ad: Ford

### OF THE MAJOR MANUFACTURERS

**WHO HAS THE BEST NEW CAR OFFER IN AMERICA?**

**FORD.**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Ford</th>
<th>Chrysler</th>
<th>GM</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Workmanship Warranty</strong></td>
<td>Whole 2 yrs</td>
<td>Whole 5 yrs</td>
<td>No</td>
</tr>
<tr>
<td><strong>Free Scheduled Maintenance</strong></td>
<td>2 yrs</td>
<td>2 yrs</td>
<td>No</td>
</tr>
<tr>
<td><strong>Covers Every Wear Item</strong></td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td><strong>Covers Every Adjustment</strong></td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td><strong>Free of Customer-Paid Deductibles on Warranty</strong></td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Financial Assistance</strong></td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Hundreds in Cash Direct to Customer from Manufacturer</strong></td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td><strong>Cash Paid Right Now</strong></td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td><strong>Cash Whether You Purchase Outright or Finance</strong></td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td><strong>Cash and Coverage Available in All 50 States</strong></td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td><strong>Cash and Coverage Available at Every Ford Dealer</strong></td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

**The Bottom Line: With Ford Care Coverage, for two years virtually all you pay for is gas. Plus, Ford offers up-front cash.**

**When it comes to quality, Ford delivers.**
<table>
<thead>
<tr>
<th>Feature</th>
<th>Ford**</th>
<th>Chrysler</th>
<th>GM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workmanship Warranty*</td>
<td>3 Years</td>
<td>Coverage of some parts 5 years</td>
<td>Whole car coverage 1 year</td>
</tr>
<tr>
<td>Free Scheduled Maintenance</td>
<td>Complete 2 years</td>
<td>Complete 5 years</td>
<td>No</td>
</tr>
<tr>
<td>Covers Every Weak Item (Blades, Belts, Batteries, etc.)</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Covers Every Adjustment For Two Years</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Free of Customer-Paid Deductibles on Warranty</td>
<td>Yes</td>
<td>No†</td>
<td>Yes</td>
</tr>
<tr>
<td>Cash Whether You Purchase Outright or Finance</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Cash and Coverage Available In All 50 States</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Cash and Coverage Available At Every Ford Dealer</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>
Two Routes to Persuasion: Quantity versus Quality of Arguments
(Petty & Cacioppo, JPSP, 1984)

- MANIPULATED MOTIVATION TO THINK
  a proposal to raise tuition was under consideration at:
  THE STUDENTS’ OWN UNIVERSITY, or
  A DISTANT BUT COMPARABLE UNIVERSITY

- READ ONE OF THREE MESSAGES ON TUITION
  3 Strong Arguments, or
  3 Weak Arguments, or
  6 Arguments (3 Strong + 3 Weak)

- REPORTED ATTITUDES TOWARD PROPOSAL
Number versus Quality of Arguments

(Petty & Cacioppo, JPSP, 1984)

High Motivation to Think

Attitude

3W + 3S

3W

3S

1

2
Number versus Quality of Arguments
(Petty & Cacioppo, JPSP, 1984)

- High Motivation to Think
- Low Motivation to Think

Attitude

- 3W + 3S
- 3W
- 3S
Conclusion: Two routes to persuasion

People given the same information can process it differently.

When personal relevance was high, people evaluated the merits of the presented information.

When personal relevance was low, people counted the number of arguments presented and made a simple inference: “More is Better”
Consequences of different amounts of thinking: High Thought Attitudes...

1. **SHOW GREATER TEMPORAL STABILITY.**
   Once formed or newly changed, attitudes tend to persist longer over time when changed under high than low thinking conditions.

2. **SHOW GREATER ATTITUDE-BEHAVIOR CONSISTENCY.**
   Attitudes predict behavior better when changed under high than under low thinking conditions.
3. ARE MORE RESISTANT TO COUNTER-PERSUASION (Haugtvedt & Petty, J PSP, 1992)
SUMMARY:
1. Two Routes to Persuasion

The Elaboration Likelihood Model of Persuasion
(Petty & Cacioppo, 1986)
The Elaboration Likelihood Model of Persuasion
(Petty & Cacioppo, 1986)
Peripheral Route

PERSUASIVE COMMUNICATION

MOTIVATED TO PROCESS?

ABILITY TO PROCESS?

WHAT IS THE NATURE OF THE PROCESSING?

CHANGE IN COGNITIVE STRUCTURE?

IS A LOW EFFORT PROCESS OPERATING?

PERIPHERAL [weak] ATTITUDE SHIFT

RETAINT INITIAL ATTITUDE

YES YES

NO

YES

NO

YES

NO

NO

YES Favorable

YES (Unfavorable)

CENTRAL [strong] POSITIVE (or NEGATIVE) ATTITUDE CHANGE

The Elaboration Likelihood Model of Persuasion
(Petty & Cacioppo, 1986)
2. Multiple Mechanisms Of Persuasion Within each Route

3. Multiple Roles for Variables in Persuasion

The Elaboration Likelihood Model of Persuasion (Petty & Cacioppo, 1986)
4. Differential Consequences For Thoughtful Versus Non-Thoughtful persuasion

The Elaboration Likelihood Model of Persuasion
(Petty & Cacioppo, 1986)
The Elaboration Likelihood Model: Understanding Behavior Change

Richard E. Petty
Ohio State University

............THE END
**Central Route:**
In the central route, people are thinking carefully about the issue-relevant information.

In the central route, the following mechanisms are of interest......
1. **AMOUNT OF THOUGHT**

How extensive is the thinking?

---

**CENTRAL ROUTE: WHAT HAPPENS?**

- **MOTIVATED TO PROCESS?**
  - YES

- **ABILITY TO PROCESS?**
  - YES

- **WHAT IS THE NATURE OF THE PROCESSING?**
  - MORE FAVORABLE THOUGHTS THAN BEFORE? YES
  - MORE UNFAVORABLE THOUGHTS THAN BEFORE? YES

- **CHANGE IN COGNITIVE STRUCTURE?**
  - YES Favorable
  - YES (Unfavorable)

**CENTRAL [strong] POSITIVE (or NEGATIVE) ATTITUDE CHANGE**
MOTIVATED TO PROCESS?

ABILITY TO PROCESS?

WHAT IS THE NATURE OF THE PROCESSING?

MORE FAVORABLE THOUGHTS THAN BEFORE?

CHANGE IN COGNITIVE STRUCTURE?

CENTRAL [strong] POSITIVE (or NEGATIVE) ATTITUDE CHANGE

1. AMOUNT OF THOUGHT
   How extensive is the thinking?

2. VALENCE OF THOUGHTS
   Are the thoughts favorable or unfavorable?

✓ The more favorable thoughts we have, the more persuasion.

✓ The more unfavorable thoughts we have, the less persuasion.
PERSUASIVE COMMUNICATION

MOTIVATED TO PROCESS?

ABILITY TO PROCESS?

WHAT IS THE NATURE OF THE PROCESSING?

MORE Favorable THOUGHTS THAN BEFORE? MORE UNfavorable THOUGHTS THAN BEFORE?

CHANGE IN COGNITIVE STRUCTURE?

CENTRAL [strong] POSITIVE (or NEGATIVE) ATTITUDE CHANGE

1. AMOUNT OF THOUGHT
How extensive is the thinking?

2. VALENCE OF THOUGHTS
Are the thoughts favorable or unfavorable?

3. USE OF THOUGHTS
Which of the thoughts generated influences attitudes?

Not all of our thoughts are equally influential.
Generating Positive Thoughts is Not Enough

RESEARCH QUESTION:
Although much research has examined how variables can increase the extent of thinking, and lead to the generation of favorable thoughts, relatively little research has examined the question of whether people will use or rely on the positive (or negative) thoughts that they generate.

RESEARCH ON THOUGHT CONFIDENCE
“Use” Bias Example

- **THOUGHT CONFIDENCE EFFECTS**
  After thoughts are generated, people sometimes think about the validity of those thoughts. That is, after thinking a thought, people can decide to “discard” it if they lack confidence in it, or they can use it if they have sufficient confidence in it.

For thoughtful people, thinking a thought is not enough, one must also have confidence in ones’ thoughts.

*Thought confidence is different from the likelihood and desirability of beliefs.*
Predictions for Thought Confidence

The more confidence one has in one’s thoughts, the more these thoughts determine one’s attitudes.

Thus, increasing confidence in favorable thoughts increases persuasion, but increasing confidence in unfavorable thoughts reduces it.

DOES THOUGHT CONFIDENCE MATTER??
Confidence from Handedness

- **GENERATED POSITIVE OR NEGATIVE TRAITS**
  (students asked to think of either 3 positive or 3 negative traits that they possessed relevant to taking a job)

- **LISTED THOUGHTS WITH RIGHT OR LEFT HAND**
  (each of the three traits was written on a card with either the right [dominant] or left [non-dominant] hand)

- **DEPENDENT MEASURES**
  (completed the Rosenberg self-esteem inventory, and rated confidence in each of the traits listed)
Dominant versus non-dominant hand

- Dominant Hand - REGULAR
  
  Sometimes I am lazy.

- Non-Dominant Hand - SHAKY
  
  I am smart.
Self-Esteem Ratings
(Briñol & Petty, JPSP, 2003)

<table>
<thead>
<tr>
<th>Pos Traits</th>
<th>Neg. Traits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Left Hand</td>
<td>Right Hand</td>
</tr>
<tr>
<td>2.9</td>
<td>3.3</td>
</tr>
<tr>
<td>3.3</td>
<td>3.7</td>
</tr>
<tr>
<td>3.7</td>
<td>3.9</td>
</tr>
</tbody>
</table>

DIRECTION OF TRAITS
Mediation of Hand Writing Effect
(negative traits are reverse scored; Briñol & Petty, JPSP, 2003)

Right versus Left Hand

.28*

Self-Esteem

Trait Confidence

.68*

.63*

Right Versus Left Hand

-.15

Self-Esteem
Confidence from head nodding

- **READ A MESSAGE WITH STRONG or WEAK ARGS**
  (strong or weak message advocated adoption of senior comprehensive exams at Ohio State University; told to attend carefully to message - high elaboration)

- **HEAD NODDING MANIPULATION**
  (asked to nod heads in a vertical or horizontal manner once per second during message to test headphones)

- **DEPENDENT MEASURES**
  listed thoughts
  rated attitudes
  rated confidence in thoughts
Attitude Results (Briñol & Petty, JPSP, 2003)

HIGH ELABORATION

ARGUMENT QUALITY

YES

NO

Attitude

Strong

Weak
Mediation of head nodding effect
(Negative arguments are reverse scored; Briñol & Petty, JPSP, 2003)

- YES vs. NO Head Movements
  - ATTITUDE
    - .40*

- YES vs. NO Head Movements
  - CONFIDENCE
    - .56*

- CONFIDENCE
  - ATTITUDE
    - .21

- ATTITUDE
  - .33*
A number of variables can impact thought confidence under high thinking conditions

- **MOOD STATE**
  People in a positive mood or made to smile during a message were more confident in their thoughts.

- **SOURCE EXPERTISE**
  People had more confidence in their thoughts to an expert than a non-expert source.
Not only does increasing thought confidence make people more likely to rely on their generated thoughts, but it also increases confidence in the attitudes formed.

Attitudes held with high confidence are more persistent, resistant, and predictive of behavior than are attitudes held with low confidence.
CONCLUSIONS

(1) Not only should persuaders attempt to increase the number of positive thoughts generated to a persuasive appeal, they should also......

(2) Do what it takes to increase confidence in the generated thoughts.
Thought Confidence

How is it related to likelihood and desirability (Expectancy X Value)?
Thought Confidence: High

**TERRIER**

- **GOOD** (+2)
- **Loyal** (+2; .8)
- **Aggressive** (+1; .8)

Confident
Thought Confidence: Low

**GOOD** (+2)

**TERRIERER**

Loyal (+1 to +3; .5 to .9)

Aggressive (-2 to +4; .7 to .8)

Low Confidence in Desirability & Likelihood

Not Confident
Thought Confidence: Mixed

- **GOOD (+2)**
  - Moderate Confidence

**TERRIER**

- **Loyal (+2; .8)**
  - Confident
- **Aggressive (-2 to +4; .7 to .8)**
  - Not Confident
Multiple Roles for Sources Variables (e.g., credibility, attractiveness)

- **Cue effect**: (e.g., Kiesler & Mathog, 1968; Petty, Cacioppo, & Goldman, 1981)
- **Valence of thinking**: (e.g., Chaiken & Maheswaran, 1994)
- **Amount of thinking**: (Heesacker, Petty, & Cacioppo, 1984; DeBono & Harnish, 1988)
- **Processed as argument**: (Kruglanski & Thompson, 1999; Petty & Cacioppo, 1981)
- **Influences thought strength** (Brinol, Tormala, & Petty, 2003).