

In this essay it is going to be discussing the elaboration likelihood model of persuasion also known as the ELM. Another thing it will be focusing on is attitude, why is it important and what influences people's attitudes within groups or alone. The elaboration likelihood model of persuasion is a dual process theory that focuses on describing the change of attitude. This model contains two routes towards persuasion processes the first one is central route and the second one is peripheral route. The central route represents any persuasion process when being involved with elaboration. The central route talks about how long and how many times it takes you to send the persuasive message over. When doing so the audience will be active to talking the information given providing that it is direct it will be more likely for the person to be persuaded and this could possibly change their attitude or behaviour. On the other hand according to Petty & Cacioppo, (1986 a & 1986 b) the peripheral route occurs when the listener decides whether to agree or not to agree with what the person is saying and that is based on the person giving the information. An example given for this could be that the listener will possibly agree if they know that the person who is giving the information is a professional or is attractive to them. It is important to study attitudes and persuasion because they both link closely together in the academic world. Attitudes are very strong can come from experiences, influences, positive or negative feelings of others or objects which then change the behaviour or how an individual responds to something.

Persuasion is vital within the academic sector as it means everything when showing a little argument. According to Simons, W, Herbert. He states that understanding society means understanding persuasion. Persuasion is an act or a process of trying to persuade someone to believe what is being said. It is important to study attitudes within psychology because it is someone with holding a positive or a negative perception or belief of something and why or what has made them have that attitude towards the object. Festinger (1950) says that an attitude is correct and valid if its coming from a group of people with similar beliefs and attitudes. Someone's attitude can with hold the person's response to persuasion and it all works closely together. R, E, Petty (1995) states that it has never been shown that attitudes identified as weak would survive longer or have a deeper effect in someone's belief or behavior than someone with a stronger attitude. But on the other hand research has focused on internal processes rather that group influences in attitudes (Cooper et al., 2004). A study conducted by Davidson and jaccard, (1979) to analyse that attitudes can predict behaviour if being asked the right questions. The study analyses the correlation between married women's attitude toward birth control and the use of oral contraceptives during a two year study. Attitude toward birth control was used to be the measure and the correlation shown

was 0.08 which was scoring low. Then attitude toward oral contraception shown was 0.32. Then rose to a further 0.53 when being asked attitudes toward using oral birth control and finally it rose again when attitudes towards using oral contraception during the next two years had shown to a 0.57 which is significantly higher, this meant that women's attitude had change significantly.

It has been studied that attitudes from one person only has the effect to show on someone else's behaviour an example of this could be that you could be a positive follower of a political party but doesn't mean you go to meetings or get involved but when it comes to voting and you don't vote for the party you have positive thoughts of people will question your attitude towards that. This shows that your attitude should come join with your behaviour and if not people will question why. On the other hand a study conducted by Ajzen & Fishbein (1977) argued that too much of predicting certain behaviours may result in a different outcome. Behaviour can depend in how many factors are in the attitude which makes behaviour an unreliable indicator of attitude (Jonas et al., 1995) The yale attitude theory is where people are more likely to change their attitude in response towards persuasive messages. A negative thought upon this would be that persuasion can often be looked at as fear or deemed at manipulation towards one another. A study conducted between smoking and cancer shown that you can frighten people into attending or receiving a message but that does not always mean that they will act upon the message. That shows that you can frighten people or manipulate them to what you think is right or healthy and they know the consequences but they will not change their attitude towards it but the more specific you will be in telling them the instructions the more efficient the change of behaviour. This comes back to the peripheral route because it offers a persuasive technique process but dependent on how the person receives the message.

In conclusion it would appear that the elaboration likelihood theory has a big influence towards attitude and that attitudes, persuasion and the two routes link together in very different ways. Simply because dependent on how someone persuades you is dependent on the response on your behaviour. Also depending on how an individual receives the message has a rather greater effect on their attitude and behaviour shown. Some studies have shown that depending how you ask someone or give information it can come across as being manipulative and if that was the case then that would mean that the person's response to that would be different altogether because of how they have taken that information in. Another study has shown that the answer to something can be determined by how you as a

question which also comes back to the peripheral route because it's how you send the information is dependent in the response. Another thing brought to light in this study is that messages can come from different perspectives depending in the individual meaning that if they are attractive or if they are non attractive, professionals or not professionals it differs the attitude and behaviour. This essay has certainly shown that group influences have a big effect in people more than individual, it also has said that individual attitudes don't contribute as well as group. A disadvantage to this theory would be that people need to pay attention either way for them to have an attitude or behaviour.

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