

Persuasion

Psychology

Two routes to attitude change, and which one lasts.

Central route

- Careful evaluation of arguments
- Requires motivation and ability
- Produces lasting change
- Resistant to counter-argument
- Argument quality matters

Peripheral route

- Cues: attractiveness, expertise, length
- Used when unmotivated or distracted
- Temporary change
- Easily reversed
- Argument quality barely matters

THE DIFFERENCE THAT MATTERS

The elaboration likelihood model: which route operates depends on the audience's motivation and ability to process.

Cialdini's six principles — reciprocity, commitment, social proof, authority, liking, scarcity — are peripheral cues.