

# [This high level of cognitive involvement with](https://assignbuster.com/this-high-level-of-cognitive-involvement-with/)

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Thisstudy use the Model Elaboration Likelihood (ELM) developed by two SocialPsychologists Richard E Petty and John T.

Cacioppo expert from Ohio StateUniversity US, in 1980. Based on this model, there are two types of processesnamely Central and Peripheral. Both processes are effective to persuade theaudience to change attitudes and behaviors, but they occur in two differentcontexts or situations. The Central process occurs when individuals are at ahigh level of cognitive involvement with high thinking and knowledge about anissue. Peripheral processes occur when individuals are at a low level ofcognitive involvement, a high degree of affective involvement and accompaniedby a lack of level of thinking and knowledge. Booth-Butterfieldand Welbourne (2002) state that in the central process, individuals usuallyhave high levels of knowledge, motivation and interest in issues. For example, when a person has high information on an issue it is an impulse for theindividual to judge in detail the message received is also high.

This processis categorized as a central process. When the individual has little informationabout the issue and is less interested in the issue, the level of motivation todeeply assess the receiving message is decreasing. The process of persuading iscategorized as a peripheral process.

Whileaccording to Bryant and Oliver (2009), a central process occurs when a memorialmessage involves a very close or important issue to the recipient of themessage. When the issue is important to the recipient of the message, theindividual will act with attention in evaluating the information obtained. Inaddition, the individual will think repeatedly about the messages received. Theperipheral process occurs when the issue being addressed is not important tothe person receiving the message. Hence, indirectly, the individual is lessattention to think of a received message.

Itself influenced by secondaryfactors, such as source credibility, visual appeal, presentation, andenticements like food, sex, and humor. Attitudes formed or reinforced this wayare thought to be less continuing, subject to change through counter-arguments, and in need of continual reinforcement.