

O'Keefe, *Persuasion, Theory and Research*
Chapter 8: Elaboration Likelihood Model

Name: _____

Discussion Questions:

1. Are there any ethical concerns with planning persuasive messages and persuasive campaigns based on the peripheral route of persuasion?

2. Think about some of your favorite television commercials. How do these make the best use of the peripheral route to persuasion?

3. Consider the different heuristics discussed in the chapter. Think of a real-world example of a persuasive message that uses that heuristic to improve its message.

4. What are some of the ways you can ensure that your message is perceived as high-quality?