

Figure 7.1 Per capita cigarette consumption per year among adults and major smoking and health events in the USA, 1900–1990 (based on Novotny, Romano, Davis, & Mills, 1992).

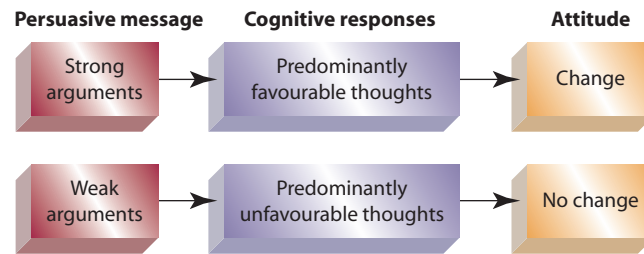


Figure 7.2 *The cognitive response model of persuasion.*

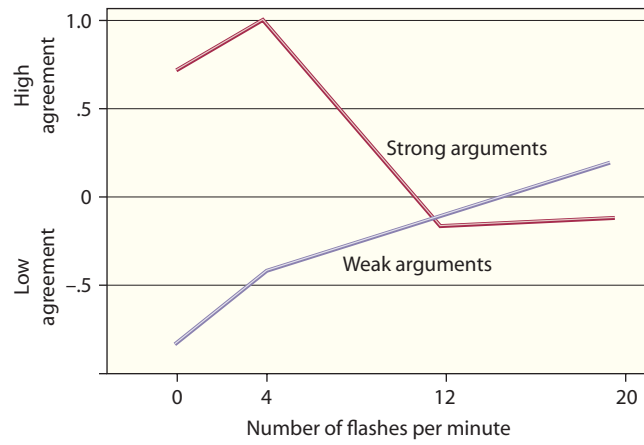


Figure 7.3 Mean attitudes (shown as z-scores) in relation to message and level of distraction (adapted from Petty et al., 1976).

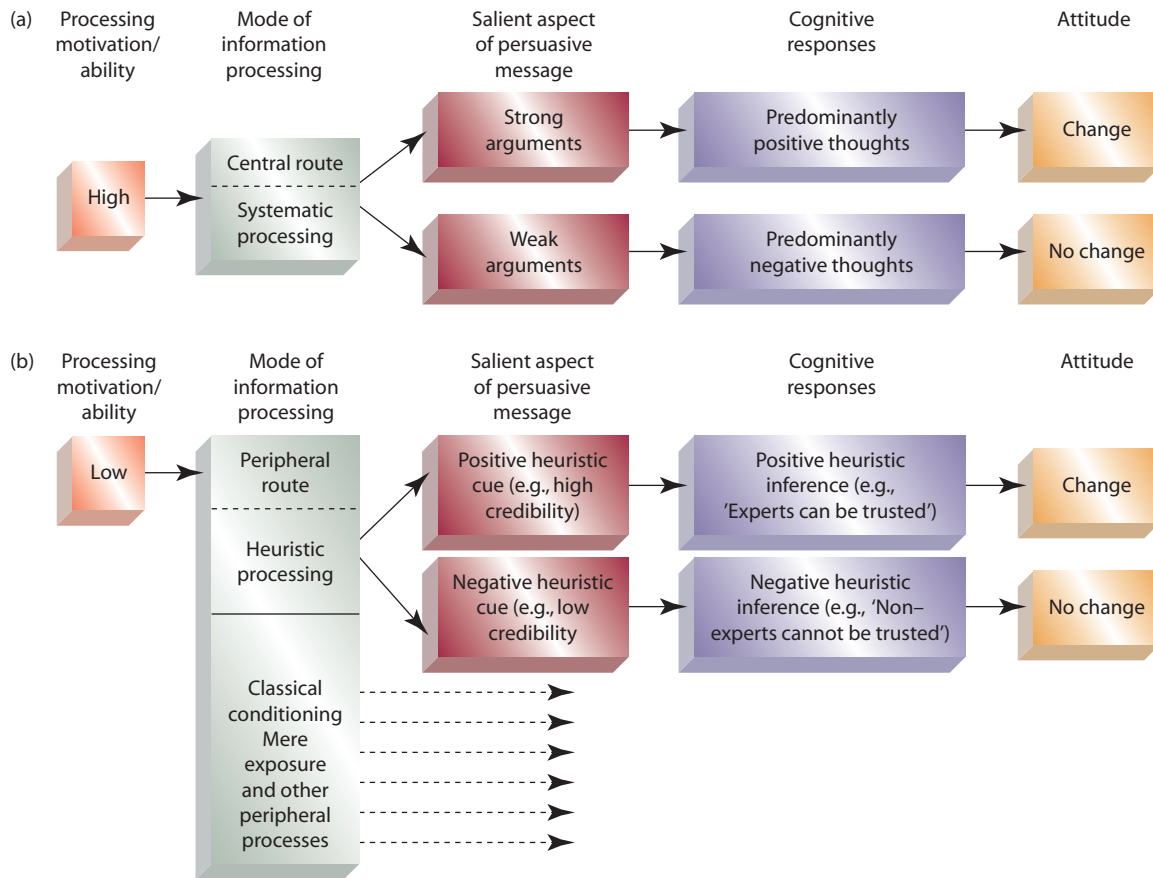


Figure 7.4 The elaboration likelihood model: (a) central route to persuasion; (b) peripheral route to persuasion.

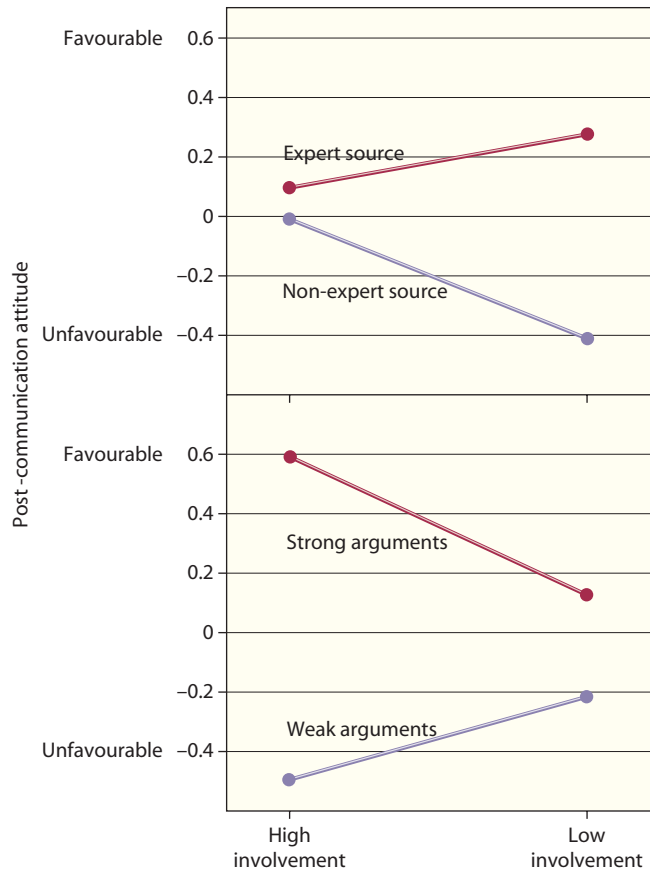


Figure 7.5 Top panel: interactive effect of involvement and source expertise on post-communication attitudes. Bottom panel: interactive effect of involvement and argument quality on post-communication attitudes (Petty, Cacioppo & Goldman, 1981).

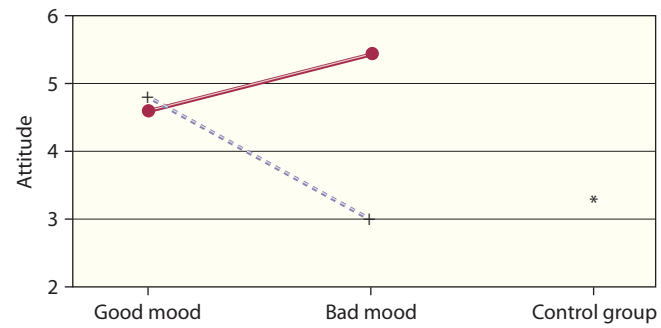


Figure 7.6 Attitude change as function of mood and message quality (●—● strong message quality; +---+ weak message quality) (adapted from Bless et al., 1990, Experiment 1).

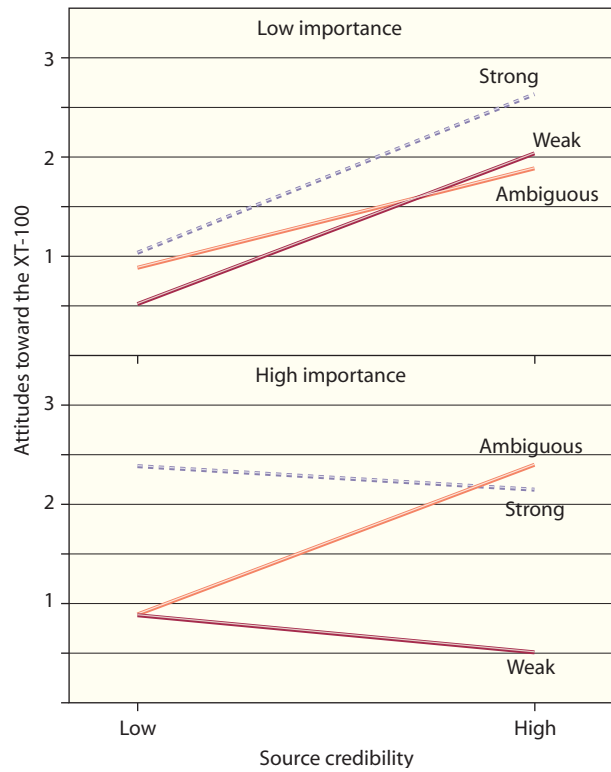


Figure 7.7 Attitudes towards the XT-100 as a function of task importance (low vs. high), source credibility (low vs. high) and message type (strong vs. ambiguous vs. weak). Theoretical and actual range of attitude scores was -4 to 4, where higher numbers imply more positive attitudes.

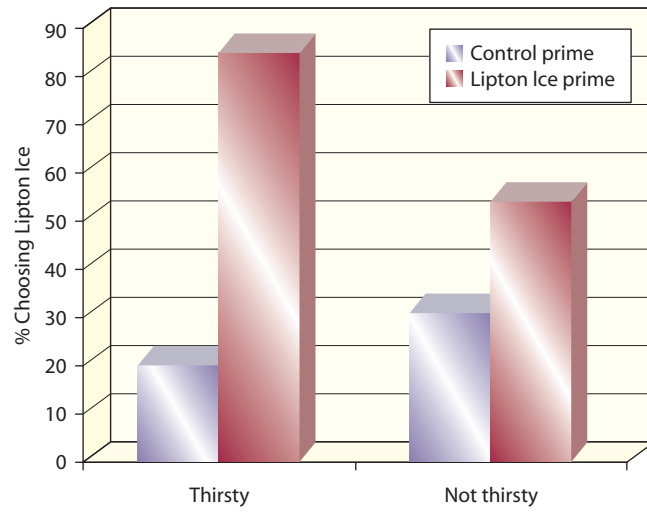


Figure 7.8 Percentage of participants choosing Lipton Ice as a function of thirst and prime (Karremans et al., 2006, Study 2).

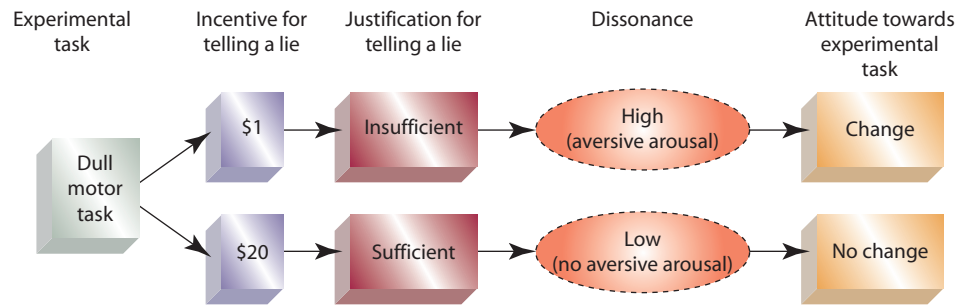


Figure 7.9 Dissonance interpretation of the Festinger & Carlsmith (1959) experiment.

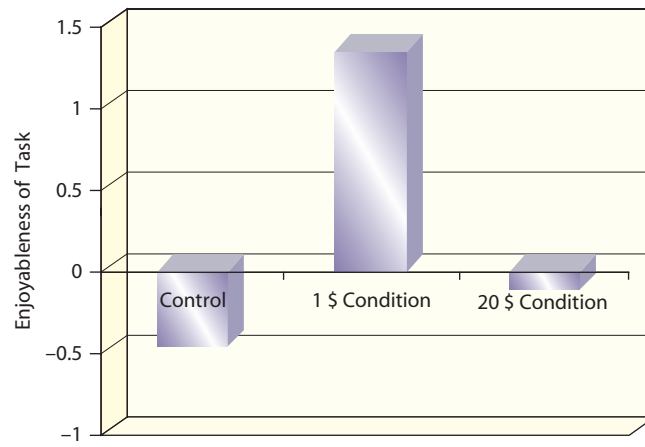


Figure 7.10 Ratings of task enjoyableness by condition (adapted from Festinger & Carlsmith, 1959).

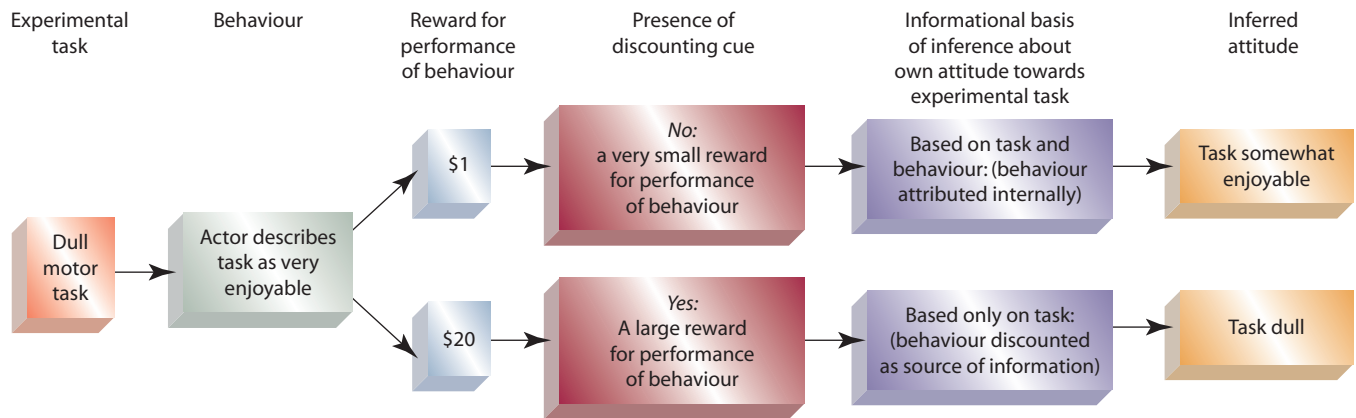


Figure 7.11 Interpretation of the Festinger & Carlsmith (1959) experiment in terms of self-perception.