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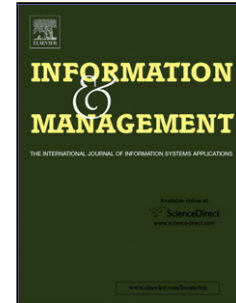
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Using the Elaboration Likelihood Model to Examine Online Persuasion through Website Design

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Abstract

To investigate the dynamics of online persuasion, this research uses the Elaboration Likelihood Model (ELM) to determine the effects of argument quality as a central route to influence attitude change versus design and social elements as peripheral routes to attitude change. Additional to this research is an examination of change in issue involvement as a mediator between central and peripheral routes leading to attitude change. Findings from a study involving 403 participants add to our

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