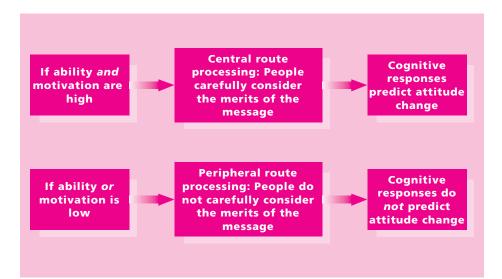
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## CHAPTER SEVEN



## FIGURE 7.8

## Dual-Process Model of Attitude Change

When ability *and* motivation are high, people carefully consider the merits of a message, and their cognitive responses predict attitude change. When either ability *or* motivation is low, people do not carefully consider the merits of a message, and their cognitive responses do not predict attitude change.