

**FIGURE 7.9**

Personal Involvement, Argument Quality, Argument Quantity, and Attitude Change

The left-hand panel shows that strong arguments produced more attitude change than weak arguments only when involvement was high. When involvement was low, argument quality didn't affect attitude change. The right-hand panel shows that nine arguments produced more attitude change than three arguments only when involvement was low. When involvement was high, argument quantity didn't affect attitude change. This pattern supports the claim that attitude change occurs through the central route when involvement is high and through the peripheral route when involvement is low.

Source: Petty and Cacioppo (1984).