Chapter 17: Social Psychology

**Video Title:** BGH air conditioners: Dads in Briefs

**Video URL:** <https://www.youtube.com/watch?v=bzAex-m7xF4>

**Run Time:** 0:55

**Source:** YouTube

**Close Caption Available:** No

This is an award-winning commercial that demonstrations the use of the elaboration likelihood theory.

Questions:

1. Which of the two routes to persuasion is demonstrated in this commercial?
2. What is the source of the message?
3. How is the message presented?
4. Who is the targeted audience?