Public Abstract
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This study considers the impact of grammatical errors on cognitive processing and subsequent evaluation of news articles. It begins with an examination of the Elaboration Likelihood Model, the Heuristic-Systematic Processing Model, and grammar-related research. An experiment then tests the impact of grammatical errors on measures of cognitive processing. Participants read articles with varying levels of grammatical error and answer questions to reveal cognitive processing. The results show that grammatical errors in news articles are associated with high mental effort, low retention, and low perceived credibility. These measures indicate that grammatical errors are associated with deep processing of news articles. This study recommends that journalists focus more of their attention on fixing grammatical errors, as doing so will provide a better service to their readers.