

# The Psychology Of Attitudes And Attitude Change

The Psychology Of Attitudes And Attitude Change The psychology of attitudes and attitude change is a fascinating area within social psychology that explores how individuals form, maintain, and modify their attitudes. Attitudes are enduring evaluations—positive, negative, or neutral—toward people, objects, ideas, or situations that influence how we think, feel, and behave. Understanding the mechanisms behind attitude formation and change is crucial because attitudes shape our social interactions, decision-making processes, and even our health behaviors. This article delves into the core concepts of attitudes, the theories explaining attitude formation and change, and the factors that influence these psychological processes.

**Understanding Attitudes in Psychology**

**What Are Attitudes?** Attitudes are psychological tendencies expressed by evaluating a particular entity with some degree of favor or disfavor. They are complex constructs that encompass three components, often referred to as the ABC model:

- Affective component:** The emotional response or feelings toward an object or idea (e.g., feeling happy about recycling).
- Behavioral component:** The way attitudes influence actions (e.g., volunteering for environmental cleanup).
- Cognitive component:** Beliefs or thoughts about the object or idea (e.g., believing that recycling helps reduce waste).

Attitudes are learned and can be influenced by personal experiences, social interactions, cultural norms, and media exposure.

**Types of Attitudes** Attitudes can be categorized in various ways:

- Explicit attitudes:** Conscious attitudes that individuals are aware of and can report<sup>1</sup>.
- Implicit attitudes:** Unconscious attitudes that may influence behavior without<sup>2</sup> conscious awareness.
- Positive/Negative attitudes:** Favorable or unfavorable evaluations.<sup>3</sup>
- Attitudes towards specific objects:** Such as attitudes toward political<sup>4</sup> candidates, brands, or social issues.

**2 Theories Explaining Attitude Formation**

Understanding how attitudes form is essential to comprehending how they can be changed. Several psychological theories shed light on this process.

**Classical Conditioning** Classical conditioning suggests that attitudes can develop through associative learning. For example, if a person repeatedly hears positive music while thinking about a brand, they may develop a favorable attitude toward that brand due to the positive emotional association.

**Operant Conditioning** According to operant conditioning, attitudes are shaped by reinforcement or punishment. If a behavior aligned with a certain attitude is rewarded, that attitude is likely to be reinforced and strengthened.

**Social Learning Theory** This theory emphasizes the role of observation and imitation in attitude formation. People often adopt attitudes by observing models such as family, peers, or media figures. For example, children

may develop political attitudes by observing their parents' beliefs. **Functionalist Perspective** This approach considers the functions that attitudes serve for individuals, such as: **Knowledge:** Providing a framework to interpret the world. **Ego-defense:** Protecting self-esteem. **Value-expressive:** Expressing core values and self-identity. **Utilitarian:** Gaining rewards or avoiding punishments. **Attitude Change: Causes and Mechanisms** Attitudes are not static; they can change over time due to various influences and processes. **Persuasion Techniques** Persuasion involves deliberate attempts to change attitudes through communication. Key techniques include: **Central Route:** Engages logical argumentation and evidence, leading to lasting attitude change. **Peripheral Route:** Relies on superficial cues like attractiveness or credibility of the speaker, leading to more temporary changes. **Factors Influencing Attitude Change** Several variables determine how receptive an individual is to attitude change: **Source Credibility:** Trustworthiness and expertise of the communicator. **Message Quality:** Clarity, logic, and emotional appeal of the message. **Audience Characteristics:** Personal relevance, prior knowledge, and resistance to change. **Context and Environment:** Social setting and timing can influence persuasion effectiveness. **Role of Cognitive Dissonance** Cognitive dissonance theory posits that when individuals experience inconsistency between their attitudes and behaviors, they feel psychological discomfort. To reduce this discomfort, they often change their attitudes to align with their actions. For example, a person who smokes despite knowing health risks might rationalize their behavior by downplaying the danger. **Self-Perception Theory** This theory suggests that people infer their attitudes from observing their own behavior, especially in situations where their internal feelings are ambiguous. For instance, if someone notices that they volunteer frequently, they may conclude that they are altruistic. **Factors Affecting the Stability and Change of Attitudes** Attitudes vary in their durability and susceptibility to change based on several factors: **Strength of Attitude:** Stronger attitudes (based on personal experience or importance) tend to be more resistant to change. **Accessibility:** Attitudes that are easily retrieved from memory are more likely to influence behavior. **Social Norms:** Attitudes aligned with societal norms are more persistent. **Repeated Exposure:** Frequent exposure to a message can increase its influence (mere exposure effect). **4 Implications of Attitude and Attitude Change in Society** Understanding attitudes and how they change has significant practical implications across various domains: **Marketing and Advertising** Marketers aim to influence consumer attitudes toward products through persuasive messaging, branding, and advertising campaigns. **Public Health Campaigns** Efforts to change health-related attitudes—such as smoking cessation or vaccination acceptance—rely heavily on understanding psychological processes of attitude change. **Politics and Social Movements** Political campaigns and social movements seek to sway public opinion by appealing to values, beliefs, and emotions. **Interpersonal Relationships** Attitude change plays a role in resolving conflicts, improving communication, and fostering empathy. **Conclusion** The psychology of attitudes and attitude change is a vital field that combines insight into human cognition,

emotion, and social influence. Attitudes serve crucial functions, yet they are malleable through various processes such as persuasion, cognitive dissonance, and social influence. Recognizing the factors that foster or hinder attitude change can help individuals and organizations develop effective strategies for communication, behavior modification, and social change. As research continues to evolve, our understanding of how attitudes develop and transform remains essential for navigating the complex social landscapes of modern life.

**Question** What are the main components of an attitude according to the tripartite model? The tripartite model suggests that attitudes consist of three components: affective (emotional feelings), behavioral (actions or tendencies), and cognitive (beliefs or thoughts) about a particular object or topic.

**Answer** How does cognitive dissonance influence attitude change? Cognitive dissonance occurs when there's a conflict between beliefs and behaviors, leading individuals to change their attitudes or beliefs to reduce discomfort and achieve internal consistency.

**5** What role does social influence play in shaping attitudes? Social influence, including peer pressure, conformity, and persuasive communication, significantly impacts attitude formation and change by affecting individuals' perceptions and beliefs.

Which psychological techniques are most effective for changing attitudes? Techniques such as persuasive messaging, emotional appeals, repetition, and providing credible sources are effective in altering attitudes, especially when they address underlying beliefs and values.

How does the elaboration likelihood model explain attitude change? The elaboration likelihood model posits that attitude change occurs via two routes: the central route, which involves careful consideration of arguments, and the peripheral route, which relies on superficial cues. The route taken depends on the individual's motivation and ability to process information.

Can attitudes be changed permanently, or are they always temporary? Attitudes can be changed temporarily or permanently, depending on factors like the method of persuasion, consistency with existing beliefs, and reinforcement over time. Deeply held attitudes tend to be more resistant to change.

What is the role of motivation and personal relevance in attitude change? Higher motivation and personal relevance increase the likelihood of deep processing of persuasive messages, leading to more enduring and meaningful attitude change through the central route of the elaboration likelihood model.

**The Psychology of Attitudes and Attitude Change: An Expert Insight** Understanding human behavior is a complex endeavor, and at the core of this complexity lies the concept of attitudes—the evaluative dispositions that influence how individuals think, feel, and behave toward people, objects, or ideas. As a fundamental component of social psychology, attitudes shape our interactions and perceptions, often operating beneath our conscious awareness. This article delves deeply into the psychology of attitudes and the dynamic processes behind attitude change, offering an expert-level exploration of these intricate phenomena.

**--- What Are Attitudes? An In-Depth Definition** Attitudes are psychological tendencies that are expressed by evaluating a particular entity with some degree of favor or disfavor. They are learned predispositions that can influence behavior, often serving as mental shortcuts for navigating complex social

environments. Unlike fleeting opinions, attitudes tend to be relatively stable over time, although they are subject to change under specific circumstances. Components of Attitudes Attitudes are generally conceptualized as comprising three key components, often referred to as the tripartite model: 1. Affective Component: This involves feelings or emotions associated with the attitude object. For example, feeling excited about a new technological gadget or The Psychology Of Attitudes And Attitude Change 6 anxious about public speaking. 2. Behavioral Component: This reflects the predisposition to act in certain ways toward the attitude object. For instance, choosing to buy eco- friendly products because of environmental concern. 3. Cognitive Component: This includes beliefs or thoughts about the attitude object. For example, believing that exercise improves health. Types of Attitudes Attitudes can be classified along various dimensions: - Explicit Attitudes: Conscious attitudes that individuals are aware of and can report directly. For example, openly expressing support for a political candidate. - Implicit Attitudes: Unconscious, automatic evaluations that influence behavior without conscious awareness. These often reveal biases or prejudices hidden from explicit acknowledgment. - Positive, Negative, or Neutral: Attitudes can range from favorable to unfavorable, with some being neutral or ambivalent. The Significance of Attitudes Attitudes influence a wide array of behaviors, including consumer choices, political opinions, social interactions, and health-related behaviors. They serve as mental shortcuts, allowing individuals to process information efficiently, but can also lead to biases or resistance to change. --- Theories Explaining the Formation of Attitudes Understanding how attitudes develop provides insight into their stability and potential for change. Several influential theories have attempted to explain the origins of attitudes: 1. Classical Conditioning Rooted in Pavlovian principles, classical conditioning suggests that attitudes form through associations. For example, if a person repeatedly encounters positive experiences with a brand, they may develop a favorable attitude toward it, even without conscious awareness. 2. Operant Conditioning Attitudes are shaped by reinforcement or punishment. If a behavior related to an attitude yields positive outcomes (e.g., social approval), the attitude becomes more entrenched. 3. Social Learning Theory People acquire attitudes by observing others. For instance, children may adopt parental attitudes toward politics or religion by imitation and reinforcement. 4. Cognitive Dissonance Theory Proposed by Leon Festinger, this theory posits that inconsistent attitudes and behaviors create psychological discomfort, prompting individuals to adjust their attitudes to restore consistency. The Psychology Of Attitudes And Attitude Change 7 5. Genetic and Biological Factors Research indicates that some attitudes, particularly those related to predispositions or biases, may have a biological basis, influenced by genetics and neural mechanisms. --- The Impact of Attitudes on Behavior While attitudes often predict behaviors, the relationship is complex and moderated by several factors: - Specificity: Attitudes toward specific behaviors are better predictors than general attitudes. - Accessibility: More accessible attitudes (e.g., those readily brought to mind) are more influential. - Social Norms: The influence of perceived social

expectations can override personal attitudes. - Situational Factors: Contextual elements may facilitate or inhibit the translation of attitude into action. Understanding these nuances is essential for both behavioral prediction and designing effective attitude change interventions. --

- The Dynamics of Attitude Change Attitudes are not static; they are dynamic constructs that can shift over time due to various influences. The study of attitude change examines how and why these mental dispositions evolve. Factors Influencing Attitude Change

1. Persuasive Communication The most direct method of altering attitudes involves persuasive messages. The success of persuasion depends on numerous factors:
  - Source Credibility: Trustworthiness and expertise of the communicator.
  - Message Content: Logical, emotional, or fear appeals.
  - Message Delivery: Tone, timing, and context.
  - Audience Characteristics: Prior attitudes, motivation, and cognitive ability.
2. Cognitive Dissonance When individuals act in ways inconsistent with their attitudes, they experience dissonance, motivating them to adjust either their behavior or attitudes to reduce discomfort.
3. Social Influence and Norms Peer pressure, social norms, and conformity can lead to attitude adjustments, especially in group settings.
4. Experience and Personal Contact Direct personal experiences with an attitude object often have a stronger impact than secondhand information.
5. Information Processing Routes
  - Central Route: Involves careful consideration of arguments, leading to durable attitude change.
  - Peripheral Route: Based on superficial cues like attractiveness or emotional appeals, often resulting in temporary change.

--- Models of Attitude Change Several theoretical models explain how attitudes can be modified: The Psychology Of Attitudes And Attitude Change

1. The Elaboration Likelihood Model (ELM) Developed by Petty and Cacioppo, ELM posits two routes to attitude change:
  - Central Route: When individuals are motivated and able to process information, leading to lasting change through logical argumentation.
  - Peripheral Route: When motivation or ability is low, change occurs via superficial cues such as attractiveness or popularity.
2. The Heuristic-Systematic Model (HSM) Similar to ELM, HSM suggests that individuals use heuristics (mental shortcuts) or systematic processing depending on the situation.
3. The Theory of Planned Behavior (TPB) Focuses on behavioral intentions as a mediator between attitudes, subjective norms, and perceived behavioral control, predicting actual behaviors.

--- Techniques for Facilitating Attitude Change Practitioners and communicators employ various strategies to promote positive attitude change:

- Educational Campaigns: Providing factual information to correct misconceptions.
- Fear Appeals: Highlighting negative consequences to motivate change (used carefully to avoid defensive responses).
- Reciprocity and Foot-in-the-Door Techniques: Small initial commitments leading to larger ones.
- Vivid and Emotional Messaging: Engaging audiences emotionally to foster lasting attitudes.
- Social Norms Campaigns: Correcting misperceptions about peer behaviors or attitudes.

--- Resistance to Attitude Change and How to Overcome It Some attitudes are highly resistant to change due to their importance, emotional investment, or social reinforcement. Factors contributing to resistance include:

- Strong Attitudes: Deeply held beliefs

are less susceptible. - Confirmation Bias: Tendency to favor information that supports existing attitudes. - Cognitive Dissonance: Justifying behaviors to avoid discomfort. Strategies to overcome resistance encompass: - Building rapport and trust with the audience. - Addressing underlying values and beliefs. - Providing credible, evidence-based information. - Engaging in respectful dialogue to reduce defensiveness. --- Implications Across Domains Attitudes and attitude change are central to many fields: - Marketing and Advertising: Shaping consumer preferences. - Public Health: Promoting healthy behaviors. - Politics: Influencing voting and policy support. - Social Justice: Reducing prejudice and discrimination. Understanding the psychological underpinnings of attitudes enables practitioners to craft more effective interventions, foster social change, and better The Psychology Of Attitudes And Attitude Change 9 understand human behavior. --- Conclusion: The Ongoing Journey of Attitude Transformation Attitudes serve as the mental compass guiding our perceptions and actions. Their development, stability, and susceptibility to change are influenced by a complex interplay of cognitive, emotional, social, and biological factors. While some attitudes are deeply ingrained and resistant, strategic interventions leveraging psychological principles can facilitate meaningful change. Recognizing the multifaceted nature of attitudes fosters empathy and enhances our ability to influence positive behaviors. As research advances, our understanding of the subtle mechanisms behind attitude formation and change will continue to deepen, paving the way for more sophisticated approaches to personal development, social influence, and societal transformation. --- In essence, mastering the psychology of attitudes and attitude change is akin to wielding a powerful tool—one that, when understood and applied ethically, can foster growth, reduce conflict, and promote well-being across individual and collective domains. attitude formation, attitude measurement, cognitive dissonance, persuasion, social influence, attitude theory, attitude change strategies, attitude assessment, conformity, behavioral change

The Psychology of Attitudes and Attitude ChangeThe Psychology of AttitudesThe Psychology of Attitudes and Attitude ChangeThe Psychology of Attitudes and Attitude ChangeThe Psychology of Attitudes and Attitude ChangeContemporary Perspectives on the Psychology of AttitudesSocial PsychologyPsychology of AttitudesMeasures of Personality and Social Psychological AttitudesAttitudes and Attitude ChangeThe Science of AttitudesThe Handbook of AttitudesThe Psychology of Attitudes Et Attitude ChangeAttitudes and OpinionsAttitude and Attitude ChangeAttitudes, Behavior, and Social ContextAttitudes and Attitude ChangePsychological Foundations of AttitudesInfluencing Attitudes and Changing BehaviorAttitude Strength Joseph P. Forgas Alice Hendrickson Eagly Gregory Maio Gregory R. Maio Greg Maio Geoffrey Haddock J. Richard Eiser Corey D. Logan John Paul Robinson William D. Crano Joel Cooper Dolores Albarracin Gregory R. Maio Stuart Oskamp Harry Charalambos Triandis Deborah J. Terry Gerd Bohner Anthony G. Greenwald Philip G.

Zimbardo Richard E. Petty

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human beings have a unique ability to create elaborate predispositions and evaluations based on their social experiences the concept of attitudes is central to understanding how experience gives rise to these predispositions and psychologists have spent the best part of the past 100 years trying to understand the intricacies of this process yet despite decades of research we still do not fully understand how attitudes are created maintained and changed the main objective of this book is to review and integrate some of the most recent cutting edge developments in research on attitudes and attitude change presenting the work of eminent scholars in this field chapters in this book deal with such intriguing questions as what role do associative processes play in the formation of attitudes how do attitudes function as global and local action guides what is the function of implicit evaluations and vicarious experiences in producing attitude change are implicit associations a useful way to measure attitudes what role does affect play in attitude formation and change what role do social interaction processes play in persuasion and how does persuasion work in real life settings the book is essential reading for students and researchers in social psychology as well as practitioners in every field where understanding and changing attitudes is important such as clinical counseling organizational marketing forensic and developmental psychology

this is the only truly comprehensive advanced level textbook in the past 20 years designed for courses in the psychology of attitudes and related studies in attitude measurement social cognition written by two of the most distinguished scholars in the field its comprehensive coverage of classic and modern research and theory is unsurpassed

this book explores what attitudes are and how they are shaped how they influence behaviour and the scientific methods that are used to understand attitudes and how they change

introducing the fundamental concepts for understanding attitudes with a balanced consideration of all approaches the book pulls together many diverse threads from research across the world the fourth edition has been updated to include cutting edge topics such as attitudes to vaccines political polarisation and the effects of social media on attitude change it covers the applications of attitude research in the domains of environmental political and health psychology and critically reflects on the methods used for attitude research and considers the role of new technologies and social media in attitudes and attitude research key features updated research highlights illustrate interesting and important case studies and their findings recap what we have learned and what do you think questions encourage critical reflection and deep thinking key terms and a glossary help you get up to speed with terminology diverse and inclusive examples from across the globe

this third edition explores the scientific methods that are used to better understand attitudes and how they change updated to reflect the flurry of research activity in this dynamic subject over the past few years providing the fundamental concepts for understanding attitudes with a balanced consideration of all approaches the book pulls together many diverse threads from research across the world key features research highlights illustrate interesting and important case studies and their findings recap what we have learned and what do you think questions at the end of chapters get students thinking key terms and a glossary help students get up to speed with terminology even more international in scope with research drawn from many countries and a stronger european perspective new research in areas such as hypocrisy persuasion matching and evaluative conditioning has been considered and included showing the flourishing nature of this subject area online resources including multiple choice questions journal articles and flashcards for students and powerpoint slides and essay questions for lecturers to use for teaching ideas available at [study.sagepub.com/psychofattitudes3e](http://study.sagepub.com/psychofattitudes3e)

what are your attitudes on climate change do you have opinions on how political parties should be funded or indeed celebrity misadventure written by two world leading academics in the field of attitudes research this textbook gets to the very heart of this fascinating and far reaching field in the 2nd edition greg maio and geoffrey haddock expand on how scientific methods have been used to better understand attitudes and how they change with updates to reflect the most recent findings with the aid of a few helpful metaphors the text provides readers with a grasp of the fundamental concepts for understanding attitudes and an appreciation of the scientific challenges that lay ahead with plenty of learning aids to help with revision and a new companion website this textbook is a valuable resource for anyone interested in learning or teaching about attitudes key features of the new edition key terms key points and a glossary research highlights that illustrate interesting and important case studies and their findings useful recaps of what we have learned and what do you think questions at the end of chapters



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what is an attitude how do different research approaches characterise attitude and its applications in social psychology the attitude concept has long formed an indispensable construct in social psychology in this volume internationally renowned contributors review contemporary developments in research and theory to capture the current metamorphosis of this central concept this book draws together the latest developments in the field to provide a scholarly and accessible overview of the study of attitudes examining the implications for its position as a paradigm of social psychological understanding dividing the subject into two main parts this book first addresses the structural and behavioural properties of attitudes including the affective cognitive structure of attitudes the nature of attitude ambivalence and intention behaviour relations the second section focuses on representational and transformational processes such as meta cognitive attitudinal processes the role of implicit and explicit attitudinal processes cultural influences and attitude change in a third concluding section the editors draw together these contemporary perspectives and elaborate on their impact for future theorising and research into attitudes empirically supported throughout this collection represents a timely integration of the burgeoning range of approaches to attitude research it will be of interest to social psychologists sociologists political scientists and researchers with an interest in attitudinal phenomena

this text provides a broad critical review of the various empirical and theoretical traditions in social psychology

attitude refers to feelings beliefs and reactions of an individual towards an event phenomenon object or person attitudes are not innate attributes of mankind but learned behaviour the authors of this book present current research in understanding the psychology of attitudes topics discussed in this compilation include a review of attitudes research guided by theories of behavioural intention and dual process models types and origins of attitudes decoupling and unpacking attitudes adult attitudes toward adolescents who engage in substance use personal networks and attitudes towards same sex marriage and college students attitudes about quality of life and health care issues

criteria for scale selection and evaluation john p robinson phillip r shaver and lawrence s wrightsmen measurement and control of response bias delroy l paulhus measures of subjective well being frank m andrews and john p robinson measures of self esteem jim blascovich and joseph tomaka social anxiety shyness and related constructs mark r leary measures of depression and loneliness phillip r shaver and kelly a brennan alienation and anomie melvin seeman interpersonal trust and attitudes toward human nature lawrence s wrightsmen locus of

control herbert m lefcourt authoritarianism and related constructs richard christie sex roles the measurement of masculinity femininity and androgyny ellen lenney values valerie a braithwaite and william a scott

this volume assembles a distinguished group of international scholars whose chapters on classic and emerging issues in research on attitudes provide an excellent introduction for advanced undergraduates and graduate students the book s chapters cover all of the most critical features of attitude measurement attitude development and attitude change implicit and explicit approaches to measurement and conceptualization are featured throughout making this one of the most up to date treatments of attitude theory and research currently available the comprehensive coverage of the central topics in this important field provides a useful text in advanced courses on persuasion or attitude change

the science of attitudes is the first book to integrate classic and modern research in the field of attitudes at a scholarly level designed primarily for advanced undergraduates and graduate students the presentation of research will also be useful for current scholars in all disciplines who are interested in how attitudes are formed and changed the treatment of attitudes is both thorough and unique taking a historical approach while simultaneously highlighting contemporary views and controversies the book traces attitudes research from the inception of scientific study following world war ii to the issues and methods of research that are prominent features of today s research researchers in the field of attitudes will be particularly interested in classic and modern research on the organization structure strength and function of attitudes researchers in the field of persuasion will be particularly interested in work on attitude change focusing on propositional and associative learning metacognition and dynamic theories of dissonance balance and reactance the book is designed to present the integration of the properties of the attitude with the dynamic considerations of attitude change the science of attitudes is also the first book on attitudes to devote entire chapters to work on implicit measurements resistance to persuasion and social neuroscience

this new handbook presents synthesizes and integrates the existing knowledge of methods theories and data in attitudes the editors goal is to promote an understanding of the broader principles underlying attitudes across several disciplines divided into three parts one on definitions and methods another on the relations of attitudes with beliefs behavior and affect and a final one that integrates these relations into the broader areas of cognitive processes communication and persuasion social influence and applications the handbook also features an innovative chapter on implicit versus explicit attitudes with contributions from the top specialists this handbook features unique collaborations between researchers some who have never before worked together every writer was encouraged to work from as unbiased a perspective as possible a must have for researchers in the areas of social political health clinical counseling

and consumer psychology marketing and communication the handbook will also serve as an excellent reference for advanced courses on attitudes in a variety of departments

notable advances resulting from new research findings measurement approaches widespread uses of the internet and increasingly sophisticated approaches to sampling and polling have stimulated a new generation of attitude scholars this extensively revised edition captures this excitement while remaining grounded in scholarly research attitudes and opinions 3 e maintains one of the main goals of the original edition breadth of coverage the book thoroughly reviews both implicit and explicit measures of attitudes the structure and function of attitudes the nature of public opinion and polling attitude formation communication of attitudes and opinions and the relationship between attitudes and behaviors as well as theories and research on attitude change over 2 000 references support the book s scientific integrity the authors second goal is to demonstrate the relevance of the topic to people s lives subsequently the second part of the book examines many of the topics and research findings that are salient in the world today political and international attitudes including terrorism voting behavior racism and prejudice sexism and gender roles and environmental attitudes this thoroughly revised new edition features an entirely new chapter on implicit measures attitudes a new chapter on environmental attitudes updated opinion poll data throughout the book additional material on time trends in attitudes about many issues and expanded updated sections on international attitudes reflecting the events of 9 11 and the subsequent invasions of afghanistan and iraq attitudes and opinions broad and interdisciplinary perspective makes this an ideal text in courses on attitudes public opinion survey research or persuasion taught in a variety of departments including psychology communication marketing sociology and political science

the reasons why people do not always act in accord with their attitudes has been the focus of much social psychological research as have the factors that account for why people change their attitudes and are persuaded by such influences as the media there is strong support for the view that attitude behavior consistency and persuasion cannot be well understood without reference to the wider social context in which we live although attitudes are held by individuals they are social products to the extent that they are influenced by social norms and the expectations of others this book brings together an international group of researchers discussing private and public selves and their interaction through attitudes and behavior the effects of the social context on attitude behavior relations and persuasion is the central theme of this book which in its combination of theoretical exposition critique and empirical research should be of interest to both basic and applied social psychologists

providing the student with a comprehensive and accessible introduction to the basic issues in the psychological study of attitudes this book includes topics such as attitude formation and change functions of attitudes and attitude measurement

psychological foundations of attitudes presents various approaches and theories about attitudes the book opens with a chapter on the development of attitude theory from 1930 to 1950 this is followed by separate chapters on the principles of the attitude reinforcer discriminative system a systematic test of a learning theory analysis of interpersonal attraction a spread of effect in attitude formation Hullian learning theory and possible origins of learned attitudinal cognitions subsequent chapters deal with mechanisms through which attitudes can function as both independent and dependent variables in the attitude behavior link and the problem of how people go about applying a summary label to their attitudes and the reciprocal effects that rating has on the content of attitude the final chapters discuss a commodity theory that relates selective social communication to value formation the freedoms there are in regard to attitudes attitude change occasioned by actions which are discrepant from one's previously existing attitudes or values and the conflict theory approach to attitude change

social psychologists have long recognized the possibility that attitudes might differ from one another in terms of their strength but only recently had the profound implications of this view been explored yet because investigators in the area were pursuing interesting but independent programs of research exploring different aspects of strength there was little articulation of assumptions underlying the work and little effort to establish a common research agenda the goals of this book are to highlight these assumptions to review the discoveries this work has produced and to suggest directions for future work in the area the chapter authors include individuals who have made significant contributions to the published literature and represent a diversity of perspectives on the topic in addition to providing an overview of the broad area of attitude strength particular chapters deal in depth with specific features of attitudes related to strength and integrate the diverse bodies of relevant theory and empirical evidence the book will be of interest to graduate students initiating work on attitudes as well as to longstanding scholars in the field because of the many potential directions for application of work on attitude strength to amelioration of social problems the book will be valuable to scholars in various applied disciplines such as political science marketing sociology public opinion and others studying attitudinal phenomena

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