Attitudes

Chapter 5

Defining Attitudes

- LaPiere (1934)
- Attitude: psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor
  - Basically, an internal evaluation
  - Attitude object is what is evaluated

ABC’s of Attitudes

- Affect
  - Physiological or emotional component
  - How you feel about it
- Behavior
  - Responses or actions influenced by the attitude
- Cognition
  - The thoughts about the object
  - What you think about it

Attitude Formation

- Classical conditioning
- Operant conditioning
- Observational learning
- Direct socialization
- Heredity

Attitude Strength

- Commitment
- Embeddedness

Fishbein & Ajzen (1975)

1. Start with single belief
2. That belief is evaluated
3. Add other beliefs and evaluations
4. Form attitude
5. Form a set of intentions
6. Look at a single behavior
7. Look at a set of behaviors
Fishbein & Ajzen

- Principle of correspondence
  1. An attitude should be consistent with a set of beliefs, not necessarily any single belief.
  2. An attitude should be consistent with a set of intentions, not necessarily any single intention.
  3. People generally do what they intend to do.
  4. An attitude should be consistent with a set of behaviors, not necessarily any single behavior.
- Attitudes predict behavior at corresponding levels of specificity

Measuring Attitudes

- Jones & Sigall (1971)
  - Bogus Pipeline
- Physiological measures
  - GSR (Galvanic skin response)
  - Pupillary response
  - Self report of affect
  - Facial electromyographic activity

Measuring Attitudes

- Standard self-report measures
  - Bogardus' Social Distance scale
  - Error-choice method
  - Semantic differential
  - Likert-type scale

Connecting Attitudes and Behavior

- Salience
  - Priming
- Strengthen attitudes
- Form intentions
- Create a plan to carry out action
Inferring attitudes from behavior

- Role playing
  - Zimbardo’s prison experiment
- Cognitive consistency theories
  - Balance theory
  - Impression management
    - Self monitoring

Cognitive consistency theories
- Balance theory
- Impression management

- Selective Perception
  - Selective exposure
  - Selective attention
  - Selective interpretation

Inconsistency causes arousal
Attitudes change to reduce arousal
There is a drive to reduce that arousal

- Selective Perception
  - Selective exposure
  - Selective attention
  - Selective interpretation

- Cognitive dissonance
  - There is a drive to reduce that arousal

- Selective Perception
  - Selective exposure
  - Selective attention
  - Selective interpretation

Intrinsic/Extrinsic Motivation

History

- Early contradictions
- Possible explanation
- Distraction effect
- Cognitive elaboration theories
  - “self-talk”
  - Petty & Cacioppo’s ELM
    - Elaboration Likelihood Model
ELM

• Description of the model
• Other factors that affect persuasion within the model
  – Source Factors
  – Message Factors
  – Channel Factors
  – Recipient Factors

Source Factors

• Credibility
  – Sleeper effect
  – Perceived trustworthiness
  – Perceived Expertise
• Attractiveness
  – Halo effect

Message Factors

• One sided vs. two sided
• Reason vs. Emotion
• Fear

Channel Factors

• Face to face
• Video
• Text

Recipient Factors

• Mood
• Age

Cult Indoctrination

• Characterized by:
  – Rituals of devotion
  – Isolation from surrounding “evil” culture
  – Charismatic leader
• Indoctrination
  – Attitudes follow behavior
  – Persuasive elements
  – Group effects
  • Social implosion
Resisting Persuasion

• Attitude inoculation
  – Strengthen personal commitment
  – Mildly challenge beliefs
    • Leads to counterarguments