

## Chapter 6 Lecture Slides Self-Test

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(for answer sheet go to <http://school.discovery.com/quizzes24/enviropro/Ch6Slide.html>)

*345 Slides Attitudes 1.doc*

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Q1  
Slide 1

### Attitudes 1

- Defined: Attitudes are evaluative [blank] to people, issues, or objects.
- Social Psychologists are particularly interested in:
  - Attitudes toward social issues (gun control)
  - Attitudes toward social groups (welfare mothers)
  - Attitudes toward specific individuals (Al Gore)

Q2  
Slide 2

### Distinguishing Attitudes from Beliefs, Schemas, and Values

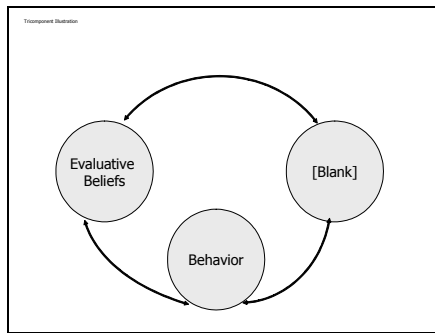
- Beliefs: Ideas about how things go together.
  - Evaluative beliefs are a part of our attitudes.
- Values: Broader, abstract ideals that lack a specific object or referent.
  - Many attitudes allow us to express our values
- Schemas: Ideas or opinions about some entity.
- Attitudes function as schemas, and guide the way we process information

Q3  
Slide 3

### Tricomponent Theory of Attitudes

- Cognitive- all the thoughts a person has about an attitude object.
- [Blank]- the person's emotional reaction to an attitude object.
- Behavioral- a person's behavioral response or readiness to respond to an attitude object.

Q4  
Slide 4

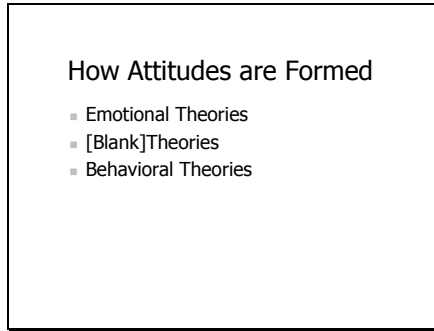


Q5  
Slide 5

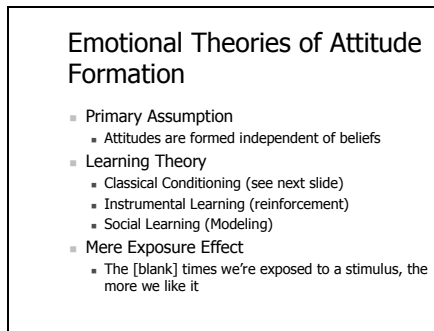
### Things to Note:

- C-A-B sequence is common but doesn't always happen.
- Attitudes are cognitively simple but affectively complex.
- Beliefs (cognitions) change less readily than emotions (affect)

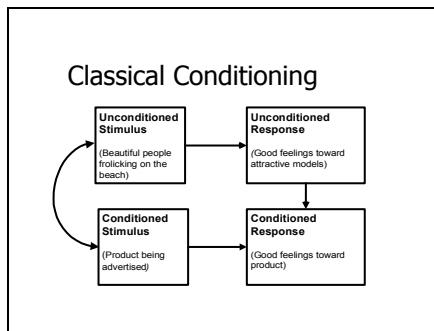
Q6  
Slide 6



Q7  
Slide 7



Q8  
Slide 8



Q9  
Slide 9

### Mere Exposure Continued

- Exposure can be subliminal
- Must begin with a [blank] stimulus
- More effective with complex stimuli than simple stimuli
- After 14 exposures, no more liking
- With 25 or more exposures, temporary disliking (but then a rebound effect)

Q10  
Slide 10

### Subliminal Perception?

- Not much evidence that attitudes can be instilled subliminally, except through mere exposure

*345 Slides Attitudes 2 .doc*  
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Q11  
Slide 1

### Attitudes 2

- Review
  - Attitudes are evaluative reactions to people, issues, or objects.
  - Attitudes are comprised of three components:
    - Thoughts (beliefs)
    - Feelings (affect)
    - Behavior
  - Emotional Theories of Attitude Formation
    - Attitudes form [blank]of beliefs
    - Learning or mere exposure

Q12  
Slide 2

### Cognitive Theories

- We seldom base our attitudes on what we know about an attitude object
  - Very rational approach
  - Expectancy-Value Models

Q13  
Slide 3

	Bush			Gore		
	Exp.	[Blank]	Product	Exp.	[Blank]	Product
Improve Schools	.6	7	4.2	.5	7	3.5
Clean Earth	.8	7	5.6	.4	7	2.8
Social Security	.4	4	1.6	.8	4	3.2
Taxes	.5	2	1.0	.6	2	1.2
			12.4			10.7

Q14  
Slide 4

### Summary of cognitive model

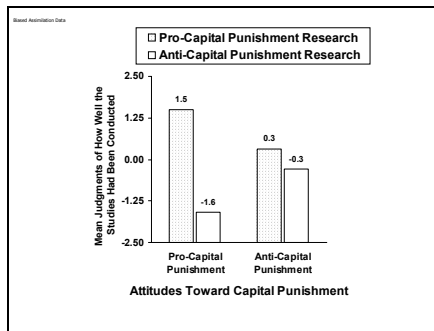
- Cognitive Route Does Occur
- Very rational
- [Blank] components of attitudes are generally better predictors of behavior than cognitive components.

Q15  
Slide 5

### Cognitive *Consequences* of Attitudes

- Attitudes Function as Schemas
- Biased Assimilation Effects
  - Hastorf & Cantril (1954) Princeton-Dartmouth Game- Which team started the trouble?
  - Lord, Ross, & Lepper (1979)- Attitudes toward capital punishment

Q16  
Slide 6

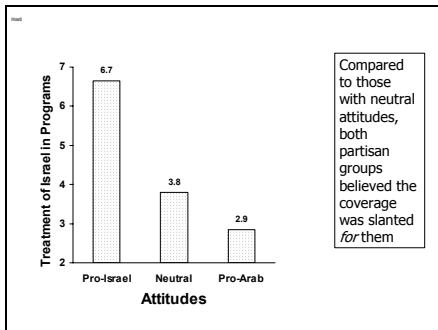


Q17  
Slide 7

### Hostile Media Bias

- Sometimes partisans see [blank] support for their position than would people with neutral attitudes
- Pro-Israel and Pro-Arab Ss watch videotapes of TV news, and are asked which side is favored in the coverage

Q18  
Slide 8

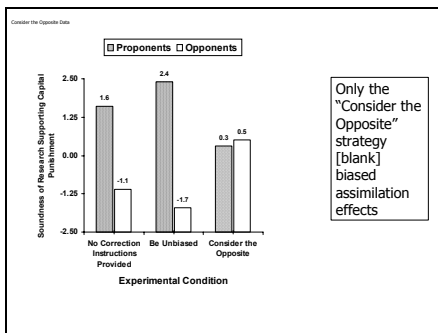


Q19  
Slide 9

### Minimizing Biased Assimilation

- Lord, Lepper, and Preston (1984)
  - Instruct people to be fair and impartial in their judgments OR
  - [Blank] strategy.

Q20  
Slide 10



Q21  
Slide 11

### Attitudes and Behavior

- People don't always act in accordance with their attitudes
  - LaPiere (1934) found a low correlation between expressed attitudes and behavior
- Others (Kraus, 1995) have found otherwise

Q22  
Slide 12

### When will attitudes predict behavior?

- Match Specificity
  - Specific attitudes predict specific behaviors
  - General attitudes predict [blank] behaviors
  - Illustration:
    - Attitudes toward the environment don't predict whether Maggie recycles her soda pop cans, but
    - Attitudes toward the environment predict whether Maggie generally acts in an environmentally friendly way

Q23  
Slide 13

### Some People

- Some people are more inclined to act on their attitudes
- Self-Monitoring
  - Low self-monitors show greater [blank] than do high self-monitors

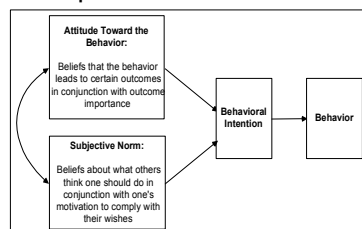
Q24  
Slide 14

### Theory of Reasoned Action

- Attitudes typically arise from a irrational process
- Attitudes and behavior must be measured at the different level of generality
- Attitudes influence behavior only directly, via their influence on behavioral intentions
- Behavioral intentions are influenced by objective norms

Q25  
Slide 15

### Theory of [Blank] Action Graph



Q26  
Slide 1

### Cognitive Dissonance Theory

- Main Assumptions
  - Two or more cognitions can be **consistent** with one another, **inconsistent** with one another, or **unrelated** to one another
  - The holding of two [blank] cognitions produces an **aversive motivational state of arousal** that energizes behavior toward reducing the [blankness].

Q27  
Slide 2

### Three Ways to Reduce Dissonance

- Change the behavior
- Change the attitude
- Add a cognition (rationalize)

Q28  
Slide 3

### Historical Perspective

- The first theory to hold that cognitions have motivational properties
- It was able to explain a [blank] range of behavior
- Many of its predictions ran counter to common sense so they were quite unexpected and interesting

Q29  
Slide 4

**Illustrative**

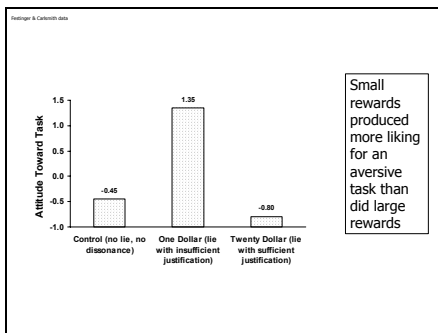
- **Festinger & Carlsmith (1959)** Smaller Rewards Produce Greater Attitude change, \$1/\$20 study
- **Punishment and Threat (The Forbidden Toy Study)** Mild threats produce [blank] avoidance
- **Zimbardo Grasshopper Study (1965)** Disliked communicators are [blank] persuasive

Q30  
Slide 5

**Illustrative Research**

- Attitude Change in Forced Compliance Paradigm – Insufficient Justification
- Festinger & Carlsmith (1959)
  - Ss work on an exceedingly boring task
  - Are then asked to tell the next subject the task is interesting
  - Are given either no money, \$1 or \$20 to lie
- Learning Theory Predicts:
  - Greater rewards produce less liking

Q31  
Slide 6



Q32  
Slide 7

### Punishment

- Forbidden Toy Study (Aronson & Carlsmith, 1963)
  - Children are told they cannot play with an attractive toy
    - Some are told they will be severely punished if they do
    - Others are told they will be mildly punished
  - [Blank] theory predicts: Severe punishment produces greater aversion than mild punishment
  - Dissonance theory makes the opposite prediction

Q33  
Slide 8

### Communicator Likability

- Zimbardo's (1965) Grasshopper Study
- Methods and Findings

Q34  
Slide 9

### Post-Decision Dissonance Reduction

- Whenever a person is forced to choose between two alternatives of near equal attractiveness, dissonance arises.
- Immediately after the choice is made, dissonance is reduced by
  - (1) devaluing the features of the unchosen alternative and
  - (2) [blank] the features of the chosen alternative,

Q35  
Slide 1

### Cognitive Dissonance Theory 2

- Review
  - The holding of two [blank] cognitions creates an aversive state of arousal (called cognitive dissonance) that people are driven to reduce
  - People Can Reduce Dissonance By
    - Changing their behavior
    - Changing their attitude
    - Adding a cognition (justify)

Q36  
Slide 2

### Boundary Conditions

- Choice
- Foreseeable Positive Consequences
- Experience Arousal
- Attribute Arousal to Inconsistency

Q37  
Slide 3

### Self-Perception Theory

- People examine their behavior in the context in which it occurs and draw appropriate inferences about their attitudes.
- Arousal plays [blank] role in attitude change following counter-attitudinal advocacy.

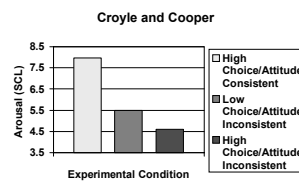
Q38  
Slide 4

Does Counter Attitudinal [blank]  
(CAA) produce Arousal?

- Croyle and Cooper (1983):
  - Male Ss with pro-alcohol attitudes write an essay supporting or opposing the sale of liquor on campus.
  - Choice is manipulated
  - Arousal (SCL) is measured.

Q39  
Slide 5

Data:

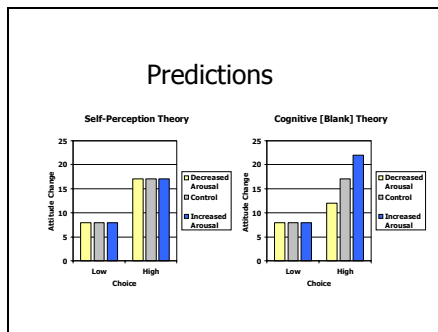


Q40  
Slide 6

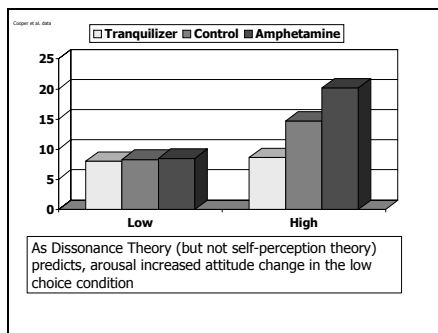
Does [Blank] Produce Attitude  
Change?

- Cooper et al., 1978
  - Subjects who opposed Ford's pardon of Nixon write an essay supporting it under conditions of high or low choice
  - All Ss are given a drug and are told it is a placebo
  - Some are given a placebo, but others are given a tranquilizer or an amphetamine.

Q41  
Slide 7



Q42  
Slide 8



Q43  
Slide 9

### Summary of Cooper's Research

1. Arousal arises when people engage in CAA.
2. Arousal influences the amount of attitude change that occurs following CAA under conditions of [blank] choice with foreseeable negative consequences

Q44  
Slide 10

### What Creates Arousal?

- Festinger: Cognitive Inconsistency Between Any Two Cognitions. (I thought the task was boring and I said it was interesting)
- Aronson: Cognitive Inconsistency, with one Cognition Being Self-Relevant (I lied and I am not a liar)
- Steele: Self-Affirmation (I lied and good people don't lie)
- Cooper: Anticipatory Anxiety Arising From Knowingly Bringing About [Blank] Consequences
- Schlenker: Threats to Public Image