



ATTITUDES and ATTITUDE CHANGE

What are attitudes?

- Affective
- Cognitive
- Behavioural

= 'predispositions to respond' [Rosenberg & Hovland, 1960]

three-component model of attitude structure

Beliefs = hypothetical construct
Values

Attitude measurement

strictly = technique for constructing an attitude scale

- Thurston's equal appearing intervals scale [1928]
- Likert scale [1932]
- Sociometry [Moreno, 1953]
- Guttman scalogram method
- Semantic differential [Osgood et al., 1957]
- Lost letter technique [Milgram, 1965]
- Bogus pipeline [Jones & Sigall, 1971]

self-report scales
social desirability

Functions of attitudes

- Adjustive (instrumental/utilitarian) function
- Value-expressive function
- Ego-defensive function — prejudice
- Knowledge function

Theories of attitude change

- Dissonance following a decision** [Brehm, 1956]
- Cognitive dissonance theory** [Festinger, 1957]
 - Congruity theory [Tannenbaum, 1955]
 - Balance theory [Heider, 1958]
 - Human beings = rationalizing creatures
- Dissonance resulting from effort** [Aronson & Mills, 1959]
 - suffering-leads-to-liking
- Engaging in counter-attitudinal behaviour** [Festinger & Carlsmith, 1959; Aronson & Carlsmith, 1963; Freedman, 1965; Zanna & Cooper, 1974]

Social influence and behaviour change

- Propaganda and war [Pratkanis & Aronson, 1991]
- Advertising

Relationship between attitudes and behaviour

According to discursive psychology, inconsistency is what we'd expect to find

Influences on behaviour

Attitude-behaviour problem

situational factors

Compatibility between attitude and behaviour

Degree of compatibility/correspondence [Ajzen & Fishbein, 1977]

principle of compatibility [Ajzen, 1988]

Reliability and consistency of behaviour

Aggregate principle [Fishbein & Ajzen, 1974]

Interaction between attitudes/beliefs/behavioural intentions → later behaviour

theory of reasoned action (TRA) [Ajzen & Fishbein, 1970]

Strength of attitudes

accessibility of attitudes [Fazio, 1986]

MODE model

- direct experience [Fazio & Zanna, 1978]
- automatic processing vs. deliberate, effortful thinking

theory of planned behaviour (TPB) [Ajzen, 1991]

Persuasive communication

Fear and persuasion

Janis & Feshbach [1953]
Janis & Terwillinger [1962]

high availability factor

inverted U-shaped curve [McGuire, 1968]

vulnerability/initial level of concern

Attitude function and persuasion

Laswell [1948]

Hovland & Janis [1959]:

- source (Laswell's 'who')
- message (Laswell's 'what')
- recipient (Laswell's 'whom')
- situation/context

Theories of systematic processing

Hovland et al. [1953]
McGuire [1969]

dual-process/cognitive perspective [Chaiken, 1987]

heuristic model of persuasion [Chaiken, 1987]

Propaganda and war

Aims of propaganda

Techniques:

- use of stereotypes
- substitution of names
- selection
- repetition
- assertion
- pinpointing the enemy [Brown, 1968]

Advertising

Subliminal

Packard [1957]

Ethically acceptable?

propaganda vs. education

Effective?