

TODAY'S TOPICS

- Attitudes defined
- Persuasion

ATTITUDES DEFINED

- An attitude is about an “object.”
- Has an affective component--”emotional gut response”
- Has a cognitive component
- Has an action component

RELATIONS BETWEEN COMPONENTS

- Generally consistent
- Sometimes inconsistent. Here we say that a person holds an ambivalent attitude toward the object

MEASURING ATTITUDES

- Indirect measures
- Direct measures

DIRECT MEASURES

- Rating scales. May be of any component
- The radical simplifier. The “semantic differential.”
- Latitudes of acceptance (and rejection)

THE BEHAVIOR COMPONENT

- We have noticed that is somewhat detachable from the other components
- Initially this strikes us as odd or wrong
- We must expect people to behave as their attitudes “direct them.”
- It is our expectation that is wrong.

WHAT CONTROLS BEHAVIOR?

- Automatic reactions
- Attitudes (sometimes)
- Norms and construals
- Social environment

AUTOMATICITY?

- Automatic responses to persuasive appeals.
- Robert Cialdini goes undercover
- The key is that we fall prey to these appeals because they trigger automatic, overlearned responses in us.