

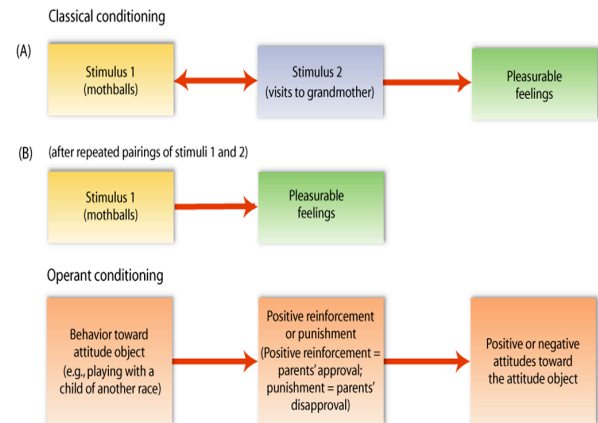
# Attitudes

# Components

- Affective
- Cognitive
- Behavioral

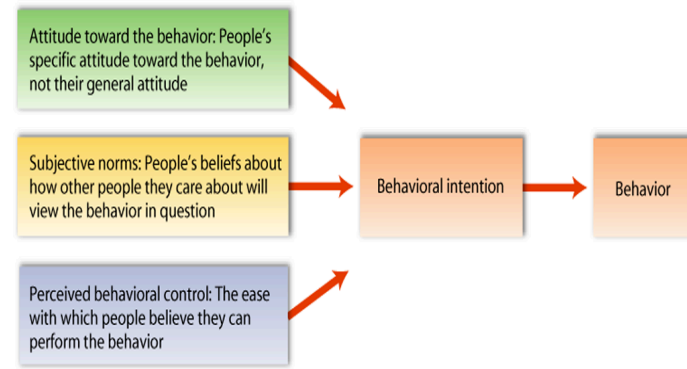
# Where do attitudes come from?

- Genes
- Cognitive-based attitudes
- Affective-based attitudes
  - Classical conditioning
  - Operant conditioning
- Behavior-based attitudes
- Self-perception/dissonance



## Do attitudes guide behavior?

- LaPiere (1934)
- Attitude accessibility (Fazio)
- The theory of planned behavior



## Persuasion

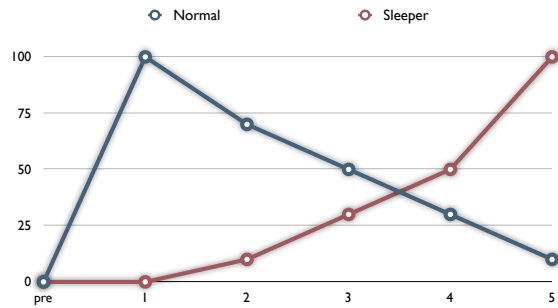




## The Yale approach

- Who? What? To whom?
- Who?
  - Credibility, attractiveness

## The Sleeper Effect

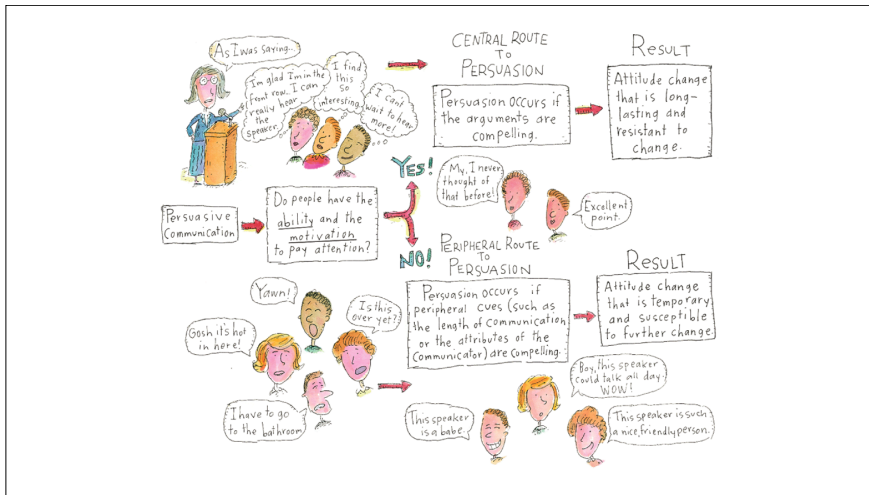


- What?
- One vs. two-sided
- Primacy vs. recency

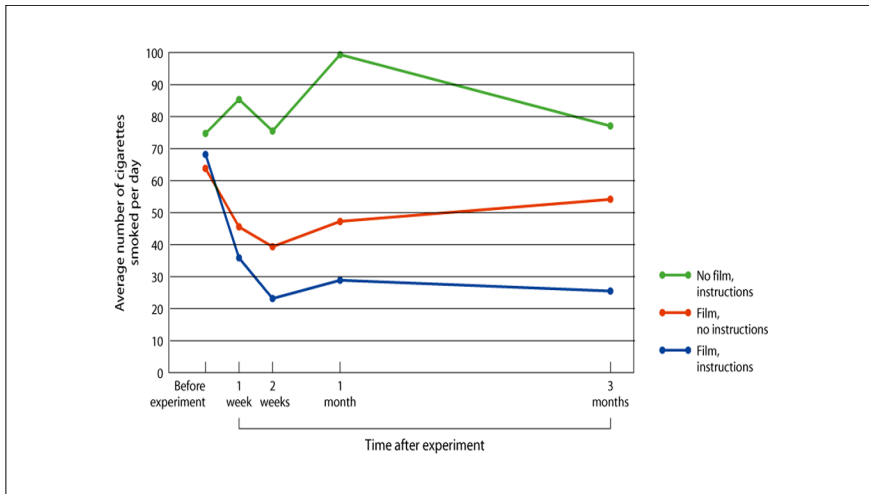
- To whom?
  - Distraction
  - Intelligence
  - Age

## The Elaboration Likelihood Model

- Central route
- Peripheral route



# Fear-arousing messages



- Attitude inoculation
- Psychological reactance