

Reading. Franzoi, Chapter 6

Terms you should know

Belief

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Attitude

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Values

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ABC Model of Attitudes

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Implicit Attitudes

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Explicit Attitudes

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Dual Attitudes

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Functions of Attitudes

Utilitarian

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Knowledge

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Ego-Defense

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Value Expression
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Origins of Attitudes

Mere Exposure Effect
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Classical conditioning
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Operant Conditioning
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Social Learning
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Genetics
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**Situations and events that influence
the probability that attitudes will
affect behavior**

Vested interest
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Attitude specificity
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Attitude strength
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Self-awareness
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Accessibility
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Planned Behavior Theory
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Situations and events that influence
the probability the behavior will
affect attitudes

Social Roles
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Social/public action
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Theories of attitude::behavior relationship

Balance theories
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Self-presentation theory
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Self-monitoring
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Cognitive dissonance
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Insufficient justification
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Post decision dissonance
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Selective exposure

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Overjustification

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Concepts you should master

1. What is an attitude?

2. What is the main objection to the tricomponent view of attitudes? Be sure to define the tricomponent view in your answer.

3. List, define and give an example of each function of attitudes.

4. List the ways we develop attitudes and provide an example for each.

5. Under what conditions do attitudes influence behavior?

6. What is the Theory of Planned Behavior? What are its elements and how do they interact to determine our behavior?

7. What is a major criticism of the Theory of Planned Behavior?

8. Under what conditions does behavior influence attitudes?

9. How do balance theories work?

10. What is cognitive dissonance? How and why does it work?

11. What are the major challenges to Cognitive Dissonance Theory?

12. When are attitudes and behavior linked? What influences this link?