Reading. Franzoi, Chapter 6

Terms you should know

Belief

Attitude

Values

ABC Model of Attitudes

Implicit Attitudes

Explicit Attitudes

Dual Attitudes

Functions of Attitudes

Utilitarian

Knowledge

Ego-Defense
### Origins of Attitudes

**Mere Exposure Effect**

- Situations and events that influence the probability that attitudes will affect behavior

**Classical conditioning**

**Operant Conditioning**

**Social Learning**

**Genetics**

### Situations and events that influence the probability that attitudes will affect behavior

**Vested interest**

**Attitude specificity**

**Attitude strength**

**Self-awareness**
### Accessibility

### Planned Behavior Theory

### Situations and events that influence the probability the behavior will affect attitudes

- **Social Roles**

- **Social/public action**

### Theories of attitude: behavior relationship

- **Balance theories**

- **Self-presentation theory**

- **Self-monitoring**

- **Cognitive dissonance**

- **Insufficient justification**

- **Post decision dissonance**
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?