



Attitudes

Psychology 320
Social Psychology

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Attitudes



- A—Affective Component ← feel
- B—Behavioral Component ← act
- C—Cognitive Component ← know

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Attitude Formation

- Self-Perception Theory
 - Behavior → Attitudes
 - Foot-in-the-door
- Genetic Evidence
 - Twin Studies → Identical Twins reared apart have similar attitudes (religion, job satisfaction, occupations, activities, interests)

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Measuring Attitudes

- Likert scales—Ask ← scale use
- Behaviors ← requires inference
- Recall/Thought listing
 - Remember more from your side
 - Counter-argue
 - Code valence

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Measuring Attitudes

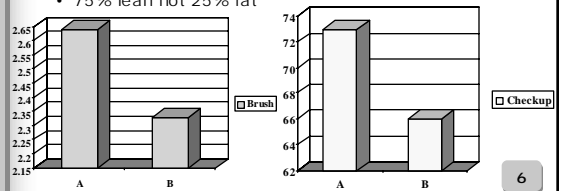
- Unobtrusive measures
 - Bogus pipeline
 - Racism
- Hidden items
- Speed of response (RTs)
- Implicit Attitudes Test
- Explicit Attitudes

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Measuring Attitudes

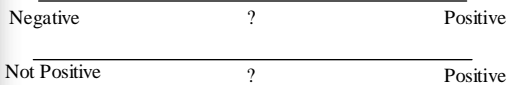
- Wording effects
 - “should a woman have the right to take the life of her unborn child”
 - “should a woman have the right to control her own body”
- Framing effects
 - 75% lean not 25% fat



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Measuring Attitudes

- Order of ?'s
 - Contrast and Assimilation
- Response options
 - Bipolar vs. Unipolar



Social Desirability

- Measure and correlate
- Measure and discount (covariation analyses)

Marlowe-Crowne Social Desirability Scale

Listed below are a number of statements concerning personal attitudes and traits. Read each item and decide whether the statement is true or false as it pertains to you.

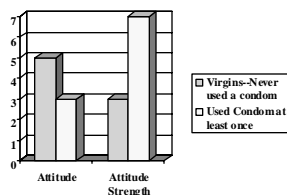
- T F 1. Before I vote, I thoroughly investigate the qualifications of all of the candidates.
- T F 2. I never hesitate to go out of my way to help someone in trouble.
- T F 3.* It is sometimes hard for me to go on with my work if I am not encouraged.
- T F 4. I have never intensely disliked anyone.
- T F 5.* On occasion, I have had doubts about my ability to succeed in life.
- T F 6.* I sometimes feel resentful when I don't get my way.
- T F 7. I am always careful about my manner of dress.
- T F 8. My table manners at home are as good as when I eat out in a restaurant.
- T F 9.* If I could get into a movie without paying and be sure I was not seen, I would probably do it.
- T F 10.* On a few occasions, I have given up doing something because I thought too little of my ability.
- T F 11.* I like to gossip at times.
- T F 12.* There have been times when I felt like rebelling against people in authority even though I knew they were right.
- T F 13. No matter who I'm talking to, I'm always a good listener.
- T F 14.* I can remember "playing sick" to get out of something.
- T F 15.* There have been occasions when I took advantage of someone.
- T F 16. I'm always willing to admit it when I make a mistake.

Marlowe-Crowne Social Desirability Scale

- T F 17. I always try to practice what I preach.
- T F 18. I don't find it particularly difficult to get along with loudmouthed, obnoxious people.
- T F 19.* I sometimes try to get even rather than forgive and forget.
- T F 20. When I don't know something, I don't mind admitting it.
- T F 21. I am always courteous, even to people who are disagreeable.
- T F 22.* At times I have really insisted on having things done my own way.
- T F 23.* There have been occasions when I felt like smashing things.
- T F 24. I would never think of letting someone else be punished for my wrongdoings.
- T F 25. I never resent being asked to return a favor.
- T F 26. I have never been irked when people express ideas very different from my own.
- T F 27. I never make a long trip without checking the safety of my car.
- T F 28.* There have been times when I was quite jealous of the good fortune of others.
- T F 29. I have almost never felt the urge to tell someone off.
- F 30.* I am sometimes irritated by people who ask favors of me.
- T F 31. I have never felt that I was punished without cause.
- T F 32.* I sometimes think when people have a misfortune, they only got what they deserved.
- T F 33. I have never deliberately said something that hurt someone's feelings.

Forming Attitudes

- Learning Theory
 - Direct experience → Stronger attitudes
 - Condom study



Functions of Attitudes

- Knowledge—master the environment
- Social identity—value—expressive
- Self-esteem function
- Combination of the above
 - Homophobia