



## Attitudes

Psychology 320  
Social Psychology

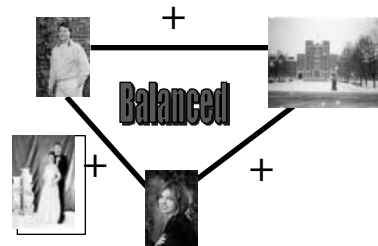
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1

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## Balance Theory

- P-O-X Theory



2

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## Accessibility

- Correlation between attitude and behavior rises when attitude is accessible.
- Brand Alliance
- More elaboration/processing of subsequent argument when attitudes are accessible.

3

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## Setting

- Attitudes in private vs. public settings
  - Conformity vs. Compliance
  - Public vs. Private attitudes (politically correct?)

4

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## Attitude Change

- Message Learning Approach
  - Who says what to whom with what effect?
- Messenger/Agent
  - Expert, voice, attractiveness, status, in-group
- Message (what and how)
  - Strong/weak, long/short, informative/vague
  - Medium, Request vs. order
- Target (whom)
  - Age, SES, education, expertise

5

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## Processing

- Systematic vs. Heuristic
- Central vs. Peripheral
- High EL vs. Low EL
- HSM
- ELM

6

### Processing

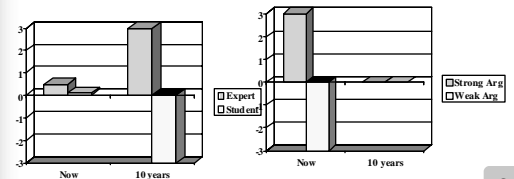
- Central
  - Focus on context
  - Argument strength
- Peripheral
  - Heuristic rules
  - Heuristic cues

Central → highly motivated, high cognitive resources, high cognitive ability

7

### How are you processing?

- Comprehensive Exams
  - Expertise (expert vs. student)
  - Strength of Argument (strong vs. weak)
  - Motivation (10yr vs. Now)



8

### HSM → Chaiken & Eagly

- Heuristic vs. Systematic
- Heuristic → less commitment, less stable
- Systematic → more committed, more stable
- Motivations can vary
- Type of processing co-occurrence

9

### ELM — Petty & Cacioppo

- Elaboration likelihood is on a continuum.
- Motivation and personality characteristics
- Situational factors

10

### Need For Cognition

- Liking to think for the sake of thinking.
- Liking riddles, analysis, logic problems.

11

### Mood Effects

- Mood as information or 'cue'
- Mood maintenance
- Positive Mood → easier to persuade (sometimes)
  - Heuristics

12

## Fear Appeals

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- Personally Relevant
  - Appeal to Valuing me and mine
- Effective solution
  - Appeal to Mastery