



# Attitudes

Psychology 320  
Social Psychology

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## Attitude Inoculation

- Inoculation: practice counter-arguing
  - DARE and America's Sex Education
  - Matching the ABC's of Peer Pressure

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## Defending the Attitude

- Subliminal Persuasion?
  - Mere Exposure
  - Have to perceive it
  - Placebo effects  
(e.g., self-help tapes)

Measured Memory	Self-esteem Label	Memory Label
Self-esteem Tape	.23	.26
Memory Tape	.23	.32

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## Reactance Theory

- When freedom is limited perform the behavior to reduce the sense of threat.

Do not write on these walls under any circumstances.

Please don't write on these walls.

Pennebaker & Sanders (1976)

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