



Attitudes

Psychology 320
Social Psychology

Listen to the audio lecture while viewing these slides

1

Psyc 320 – Social Psychology

Impact of Attitudes

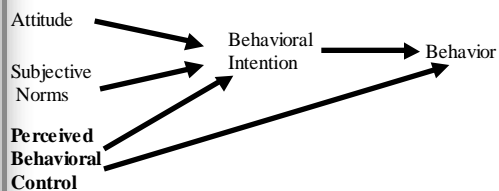
- Guide Behavior
 - Where do I look?
 - What do I see?
 - Which studies do you criticize?

2

Psyc 320 – Social Psychology

Behavioral Intentions

- Theory of Reasoned Action



- Theory of Planned Behavior

3

Psyc 320 – Social Psychology

Implementation Intentions

- Making Plans
- Future oriented
- Specific plans

4

Psyc 320 – Social Psychology

Behavioral Expectations

- The road to hell...
- Baseball examples
- Current work

5

Psyc 320 – Social Psychology

Increasing Attitude-Behavior Consistency

- Attitudes are accessible
 - Directly
 - Consider your 'feelings'
 - Self-aware
 - Important attitudes (values)
 - Automatic
 - Direct experience

6

Making up your mind...

- How do you choose?
 - Difficult
 - Attitudes → shortcuts
 - New objects, people, ideas → attitude formation
 - BBQ Chicken pizza