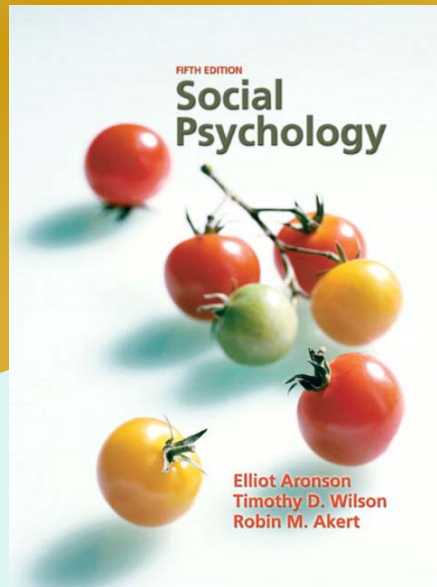


Chapter 7

Attitudes and Attitude Change: Influencing Thoughts and Feelings



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Chapter Outline

I. The Nature and Origin of Attitudes

The Nature and Origin of Attitudes

Social psychologists define an *attitude* as an enduring evaluation, positive or negative, of people, objects, or ideas.



The Nature and Origin of Attitudes

Attitudes consist of three components: an affective component, a cognitive component, and a behavioral component.

The Nature and Origin of Attitudes

- **Where Do Attitudes Come From?**

Attitudes may originate from one's genetic background and from one's social experiences. Although all attitudes have three components, any given attitude can be based more on one component than another.

The Nature and Origin of Attitudes

- Where Do Attitudes Come From?

Cognitively based attitudes are based primarily on a person's beliefs about the properties of the attitude object. Their function is informational or utilitarian.

The Nature and Origin of Attitudes

- Where Do Attitudes Come From?

Affectively based attitudes are based more on people's feelings and values than on their beliefs. Their function may be value-expressive. Affectively based attitudes may result from either *classical conditioning* or *operant conditioning* .

The Nature and Origin of Attitudes

- Where Do Attitudes Come From?

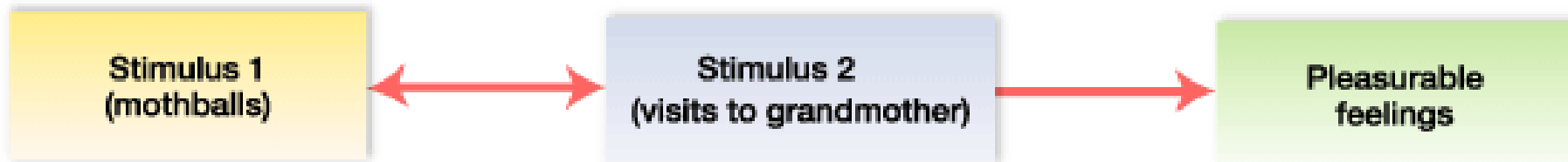
Behaviorally based attitudes are based on self-perceptions of one's own behavior when the initial attitude is weak or ambiguous.

The Nature and Origin of Attitudes

- Where Do Attitudes Come From?

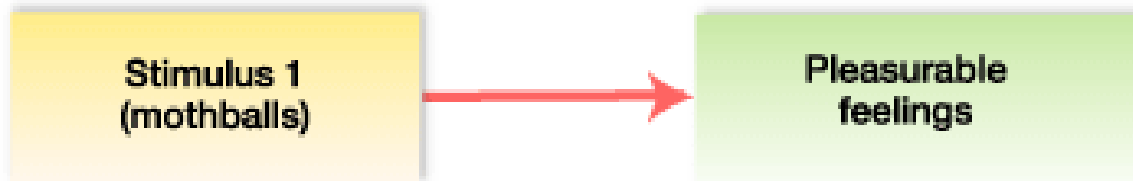
Classical conditioning

(A)

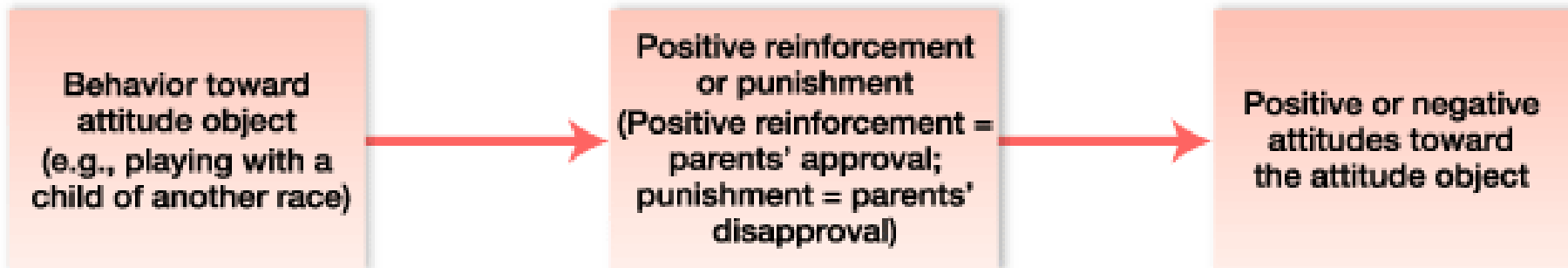


(B)

(after repeated pairings of stimuli 1 and 2)



Operant conditioning



The Nature and Origin of Attitudes

- **Explicit versus Implicit Attitudes**

Explicit attitudes are attitudes that we consciously endorse and can easily report.

Implicit attitudes are attitudes that are involuntary, uncontrollable, and at times unconscious.

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Chapter Outline

II. How Do Attitudes Change?



How do Attitudes Change?

Attitudes may be very changeable; changes are frequently due to social influence.

How do Attitudes Change?

- **Changing Attitudes by Changing Behavior: Cognitive Dissonance Theory Revisited**

Attitudes may change due to the cognitive dissonance that results from behavior that appears to have insufficient internal justification; changing the attitude to correspond with the behavior provides an internal justification.

How do Attitudes Change?

- **Changing Attitudes by Changing Behavior: Cognitive Dissonance Theory Revisited**

Counterattitudinal advocacy is hard to induce on a mass scale, so people usually attempt to change the attitudes of the masses through *persuasive communications*.

How do Attitudes Change?

- **Persuasive Communications and Attitude Change**

The study of persuasive communication by social psychologists began with the ***Yale Attitude Change approach***, which examines the conditions under which people are most likely to change their attitudes in response to a persuasive appeal and focuses on *who said what to whom*.

How do Attitudes Change?

- **Persuasive Communications and Attitude Change**

The Yale Attitude Change Approach

The effectiveness of persuasive communications depends on who says what to whom.

Who: The Source of the Communication

- **Credible speaker** (e.g., those with obvious expertise) persuade people more than speakers lacking in credibility (Hovland & Weiss, 1951; Jain & Posavac, 2000).
- **Attractive speaker** (whether due to physical or personality attributes) persuade people more than unattractive speakers do (Eagly & Chaiken, 1975; Petty, Wegener, & Fabrigar, 1997).

What: The Nature of the Communication

- People are more persuaded by messages that do not seem to be designed to influence them (Petty & Cacioppo, 1986; Walster & Festinger, 1962).
- Is it best to present a one-sided communication (one that presents only arguments favoring your position) or a two-sided communication (one that presents arguments for and against your position)? In general, two-sided messages work better, if you are sure to refute the arguments on the other side (Allen, 1991; Crowley & Hoyer, 1994; Lumsdaine & Janis, 1953).
- Is it best to give your speech before or after someone arguing for the other side?

If the speeches are to be given back to back and there will be a delay before people have to make up their minds, it is best to go first. Under these conditions, there is likely to be a **primacy effect**, where in people are more influenced by what they hear first. If there is a delay between the speeches and people will make up their minds right after hearing the second one, it is best to go last. Under these conditions, there is likely to be a **recency effect**, where in people remember the second speech better than the first one (Haugtvedt & Wegener, 1994; Miller & Campbell, 1959).

To Whom: The Nature of the Audience

- An audience that is distracted during the persuasive communication will often be persuaded more than one that is not (Festinger & Maccoby, 1964; Albarracín & Wyer, 2001).
- People low in intelligence tend to be more influenceable than people high in intelligence, and people with moderate self-esteem tend to be more influenceable than people with low or high self-esteem (Rhodes & Wood, 1992).
- People are particularly susceptible to attitude change during the impressionable ages of 18 to 25. Beyond those ages, people's attitudes are more stable and resistant to change (Krosnick & Alwin, 1988; Sears, 1981).

The Atatürk Memorial

Atatürk Memorial is situated on a ridge above Tarakina Bay, Wellington. The Memorial looks out over Cook Strait and the site was chosen for its remarkable likeness to the [landscape of the Gallipoli Peninsula](#).



The Memorial is an outcome of an agreement between the Turkish, Australian and New Zealand governments. In 1984, Australia asked Turkey if the cove on the Gallipoli peninsula could be renamed Anzac Cove in memory of the Australian and New Zealand troops who died there in 1915 during the Gallipoli Campaign of the First World War. The Turkish Government agreed to change the cove's name from Ari Burnu and also built a large monument to all those who died in the campaign. In return, the Australian and New Zealand governments agreed to build monuments in Canberra and Wellington to Mustafa Kemal Atatürk, who served as a divisional commander at Gallipoli and went on to become the first president of modern Turkey.

The Memorial was designed by Ian Bowman and was unveiled on Anzac Day 1990 by the Turkish Minister of Agriculture. The Memorial comprises a marble crescent, a bust of Atatürk, inscriptions and soil from Anzac Cove. In 1999, a paved forecourt and path, also designed by Bowman, and gravel car parking areas were added with funding from the Turkish Government.



The following inscription appears on the Kemal Atatürk Memorial, ANZAC Parade, Canberra.

In 1934 Atatürk wrote a tribute to the ANZACs killed at Gallipoli:

Those heroes that shed their blood and lost their lives... You are now lying in the soil of a friendly country. Therefore rest in peace. There is no difference between the Johnnies and the Mehmets to us where they lie side by side now here in this country of ours... you, the mothers, who sent their sons from faraway countries wipe away your tears; your sons are now lying in our bosom and are in peace. After having lost their lives on this land. They have become our sons as well.

How do Attitudes Change?

- **Persuasive Communications and Attitude Change**

Two influential theories, Chaiken's *heuristic-systematic persuasion model* and Petty and Cacioppo's *elaboration likelihood model* have tried to specify when people will be more influenced by message content and when they will be more influenced by superficial characteristics of the message.

How do Attitudes Change?

- **Persuasive Communications and Attitude Change**

Both theories state that under certain conditions, people are motivated to pay attention to and think about the facts in a message; this is referred to as the *central route to persuasion*.

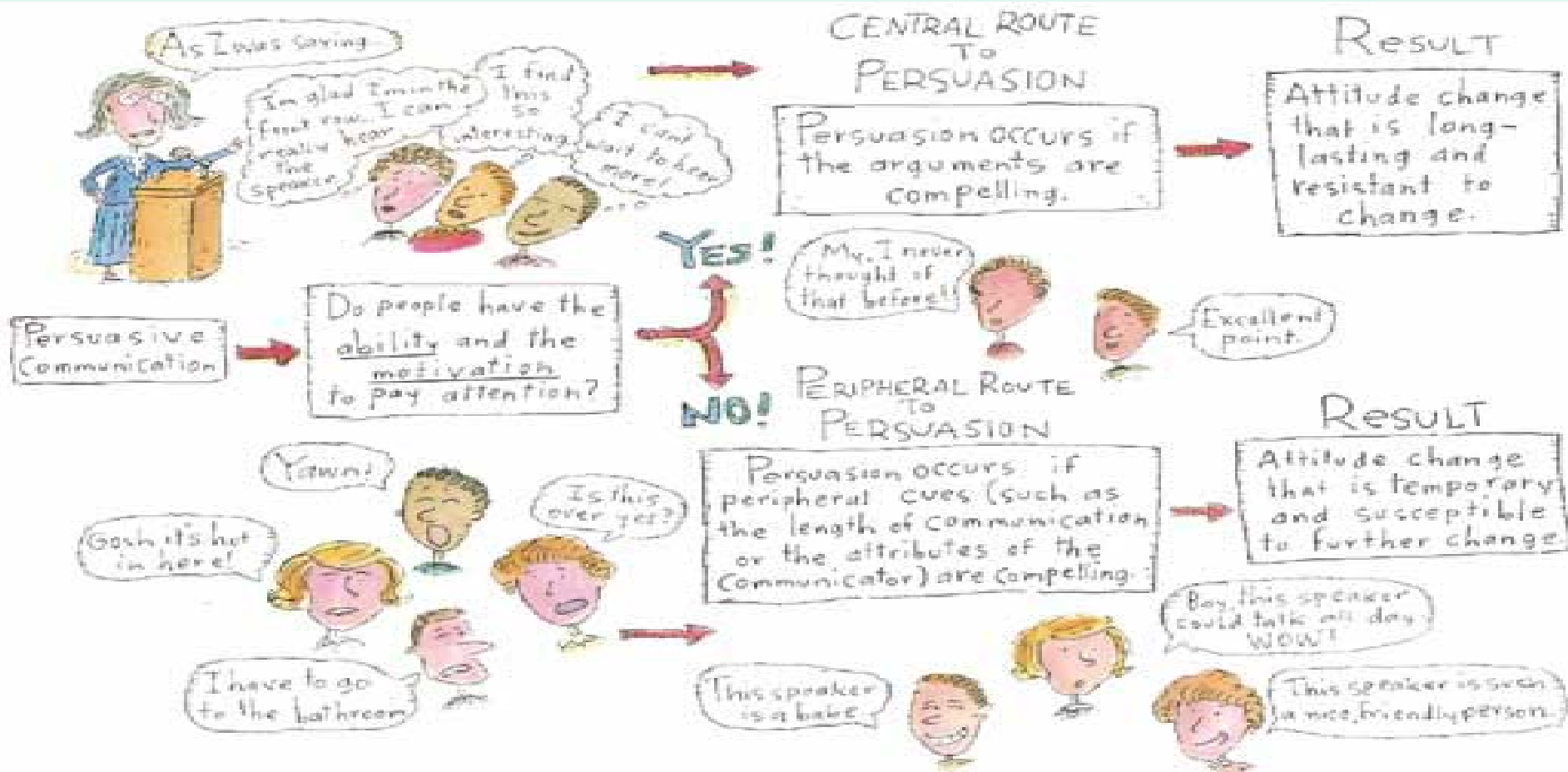
How do Attitudes Change?

- **Persuasive Communications and Attitude Change**

Under other conditions, people are not motivated to pay attention to the facts a message presents and only attend to superficial characteristics such as who delivers it and how long it is. In this case people may be influenced by the *peripheral route to persuasion*.

How do Attitudes Change?

- Persuasive Communications and Attitude Change



How do Attitudes Change?

- **Persuasive Communications and Attitude Change**

Which route to attitude change will people take? One determinant is the personal relevance of the topic. The more relevant the topic, the more people will take the central route to persuasion. Here, they will be influenced the most by the strength of the arguments.

How do Attitudes Change?

- **Persuasive Communications and Attitude Change**

People's motivation to listen carefully to message content may also depend on their level of *need for cognition*, the extent to which they seek out and think about information in their social worlds.

How do Attitudes Change?

- **Persuasive Communications and Attitude Change**

The route to attitude change also depends on people's ability to pay attention to the arguments. The more distracted people are, the more they will take the peripheral route.

How do Attitudes Change?

- **Persuasive Communications and Attitude Change**

Attitude change will be more long-lasting if it occurs through the central route.



Healthy lungs



Lungs of a heavy smoker



How do Attitudes Change?

- **Emotion and Attitude Change**

In order to get people to use the central processing route, you need to get their attention. This can be done by playing to their emotions.

How do Attitudes Change?

- **Emotion and Attitude Change**

However, people want to preserve good moods, so they will avoid activities that might spoil their good mood. This means that people in good moods will often avoid paying close attention to a persuasive communication, because they think that doing so will lower their mood.

How do Attitudes Change?

- Emotion and Attitude Change

Fear-arousing communications are most effective if they induce a moderate amount of fear and people believe that listening to the message will reduce this fear. If the message is too scary or not scary enough, it will fail.

How do Attitudes Change?

- Emotion and Attitude Change

In the *heuristic-systematic model of persuasion*, when people take the peripheral route to persuasion they often use heuristics, e.g., “length equals strength,” or “Experts are always right.”

How do Attitudes Change?

- **Emotion and Attitude Change**

Emotions and moods themselves can be used as a heuristic; we ask ourselves “How do I feel about it?” and if we feel good, we infer we have a positive attitude. This can get us into trouble if the good feelings are due to something other than the attitude object.



How do Attitudes Change?

- **Emotion and Attitude Change**

The central route to persuasion works well for cognitively based attitudes but not for affectively based ones. If an attitude is cognitively based, it is best to use rational arguments to change it.

How do Attitudes Change?

- **Emotion and Attitude Change**

Affectively based attitudes can be changed using persuasive communications that are emotional.



How do Attitudes Change?

- **Emotion and Attitude Change**

In general, advertisements work best if they are tailored to the kind of attitude they are trying to change.

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Chapter Outline

III. Resisting Persuasive Messages



Resisting Persuasive Messages

- **Attitude Inoculation**

One way to bolster people against persuasion attempts is to have them consider the arguments for and against their attitude before somebody attacks it.



Resisting Persuasive Messages

- **Attitude Inoculation**

Attitude inoculation procedure does this by exposing people to a small dose of the argument against their position; this induced them to counter-argue and provide a “vaccination” that helps people ward off later, stronger influence attempts.



Resisting Persuasive Messages

- **Being Alert to Product Placement**



Resisting Persuasive Messages

- **Resisting Peer Pressure**

Attitude inoculation that is designed to combat affectively based persuasion techniques can be effective at helping people resist peer pressure.



Resisting Persuasive Messages

- **When Persuasion Attempts Boomerang: Reactance Theory**

It is important not to use too heavy a hand when trying to immunize people against assaults on their attitudes. If you administer too strong a prohibition, the prohibition may boomerang and lead to an increase in the prohibited activity.



Resisting Persuasive Messages

- **When Persuasion Attempts Boomerang: Reactance Theory**

Reactance theory explains this by saying that strong prohibitions threaten a person's feeling of freedom, and engaging in the forbidden behavior is an attempt to restore that feeling of freedom.



Chapter Outline

IV. When Will Attitudes Predict Behavior?

When Will Attitudes Predict Behavior?

- **Sometimes people's behaviors do not correspond to their attitudes.**

When Will Attitudes Predict Behavior?

- Predicting Spontaneous Behaviors

Attitude accessibility is the strength of the association between an attitude object and a person's evaluation of the object, measured by the speed with which people can report how they feel about the object.

When Will Attitudes Predict Behavior?

- Predicting Deliberative Behaviors

The *theory of planned behavior* is a theory of how attitudes predict planned, deliberative behavior; according to this theory the best predictors of these behaviors are the person's specific attitudes, his or her subjective norms, and his or her perceived control over the behavior.

When Will Attitudes Predict Behavior?

- Predicting Deliberative Behaviors

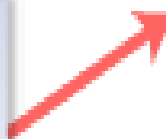
Attitude toward the behavior: People's specific attitude toward the behavior, not their general attitude

Subjective norms: People's beliefs about how other people they care about will view the behavior in question

Perceived behavioral control: The ease with which people believe they can perform the behavior

Behavioral intention

Behavior



When Will Attitudes Predict Behavior?

- **Predicting Deliberative Behaviors**

The attitude that is important is not a general attitude but their attitude toward the specific behavior in question.

When Will Attitudes Predict Behavior?

- **Predicting Deliberative Behaviors**

Subjective norms are people's beliefs about how those they care about will view the behavior in question. Perceived behavioral control is the ease with which people believe they can perform the behavior.

A yellow triangle pointing downwards, partially overlapping the text.

Chapter Outline

V. The Power of Advertising



The Power of Advertising

Wilson and Brekke (1994) found that most people think advertising works on everybody but themselves.



The Power of Advertising

- **How Advertising Works**

If a product is personally relevant, the best way to change it is through strong arguments; if a product is not personally relevant, advertising may attempt to make it seem so.



The Power of Advertising

- **How Advertising Works**

Ads may also try to make attitudes more affectively based by associating the product with emotions and values.



The Power of Advertising

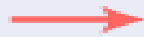
- **Subliminal Advertising: A New Form of Mind Control?**

Subliminal messages are words or pictures that are not consciously perceived but that supposedly influence people's judgments, attitudes, and behaviors.

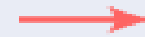
The Power of Advertising

- Subliminal Advertising: A New Form of Mind Control?

Shown for
4 milliseconds



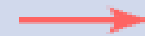
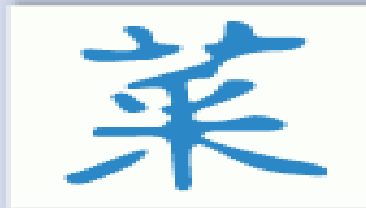
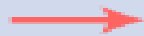
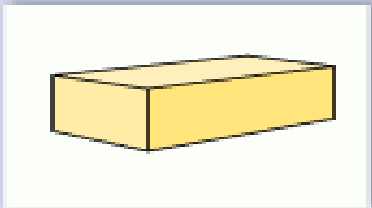
Shown for
2 seconds



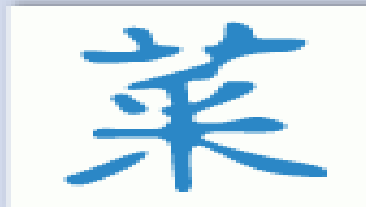
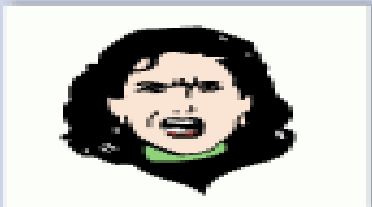
Ratings of how much
people liked the
Chinese ideograph*



3.4



3.1



2.7

*On a scale from 1 ("did not like at all") to 5 ("liked quite a bit")



The Power of Advertising

- **Subliminal Advertising: A New Form of Mind Control?**

Although most people believe that subliminal messages work, controlled studies do not indicate that they are effective when used in everyday life.



The Power of Advertising

- **Subliminal Advertising: A New Form of Mind Control?**

There is some evidence that subliminal messages may be effective in controlled laboratory studies. But subliminal effects only occur under very carefully controlled conditions.

The Power of Advertising

- **Subliminal Advertising: A New Form of Mind Control?**

The hysteria about subliminal advertising tends to obscure the powerful effects that consciously perceived ads can have on important societal issues. One example of their influence is their reinforcement and perpetuation of stereotypes.



The Power of Advertising

- **Advertising, Cultural Stereotypes, and Social Behavior**

Stereotype threat is the apprehension experienced by members of a group that their behavior might confirm a cultural stereotype.

The Power of Advertising

- Advertising, Cultural Stereotypes, and Social Behavior

