**Chapter 5: Attitudes Lecture Outline for March 26, 2012**

1. Attitude defined – implicit, explicit and dual attitudes
2. Theories of Attitudes
   1. Learning approach
   2. Motivational approaches: Cognitive consistency theories
      1. Balance Theory (Heider, 1958)
      2. Cognitive Dissonance Theory (Festinger, 1957)
      3. Self-perception Theory (Bem, 1967)
   3. Expectancy-value approaches
   4. Dual processing theories
      1. Cognitive response theory
3. Persuasion
   1. The source (communicator)
      1. Credibility (trustworthiness, expertise)
      2. Liking
      3. Reference groups
   2. The message (communication)
      1. Discrepancy from our own position
      2. Strength of argument
      3. Repetition
      4. Peripheral cues
      5. Matching
   3. The target (audience)
      1. Arousal: aggression, fear, mood
      2. Involvement
   4. The situation: Forewarning, distraction, inoculation
   5. Attitude change
      1. Spontaneous attitude change
      2. The sleeper effect
4. Attitudes and Behavior: when do they match?
   1. LaPiere’s (1934) trip across America
   2. Strength, Stability, Accessibility, Relevance, Salience of Attitude
   3. Situational pressures
   4. The Reasoned Action Model (Fishbein & Ajzen, 1975)