

Psych 661: ATTITUDES

Fall 2008

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Tobin 625

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This course deals with theory and research in the area of attitudes and attitude change. The first part reviews the history of the attitude concept, theories of attitude formation and organization, and methods of attitude measurement; the second part examines the dynamics of attitudes, including the attitude-behavior relation; and the third part deals with communication and persuasion. Course grades are based on two in-class exams (open book, short-answer format; 33% each) and a term paper due on **Friday, Dec. 19** (33%). Possible topics for the term paper will be discussed.

The following reading list is divided into sections, each of which should be regarded as the assignment for one week. Attendance and participation in class discussions are required. Assignments should be read prior to class meetings; required readings are identified by an asterisk.

The major text for this course is: Eagly, A. E., & Chaiken, S. (1993). *The psychology of attitudes*. Fort Worth, TX: Harcourt Brace Jovanovich.

Other required readings are available online, on the course website, or are non-circulating in the library.

PART I: DEFINITION AND MEASUREMENT OF ATTITUDES

1. **INTRODUCTION.** Historical overview, definition of attitude, attitude structure.

- * Allport, G. W. (1935). Attitudes. In M. Fishbein (Ed.) (1967). *Readings in attitude theory and measurement*. New York: Wiley. Ch. 1 – **On course website**.
- * Eagly, A. H., & Chaiken, S. (1993). *The psychology of attitudes*. Fort Worth, TX: Harcourt, Brace, Jovanovich, Ch. 1.
- * Ajzen, I. (2005). *Attitudes, personality, and behavior* (2nd Ed.). Chicago, IL: Dorsey Press. Ch. 1. – **On course website**.
- * Prislun, R., & Crano, W. D. (2008). Attitudes and attitude change: The fourth peak. In Crano, D. W., & Prislun R. (Eds.), *Attitudes and attitude change* (pp. 3-15). New York: Psychology Press. – **On course website**.

Greenwald, A. G. (1989). Why are attitudes important? In A. R. Pratkanis, S. J. Breckler., & A. G. Greenwald (Eds.). *Attitude structure and function*. Hillsdale, NJ: Erlbaum. Ch. 1 – **On course website**.

Rosenberg, M. J., & Hovland, C. I. (1960). Cognitive, affective, and behavioral components of attitudes. In C. I. Hovland, & M. J. Rosenberg (Eds.), *Attitude organization and change* (pp. 1-14). New Haven, CT: Yale University Press.

Breckler, S. J. (1984). Empirical validation of affect, behavior, and cognition as distinct components of attitude. *Journal of Personality and Social Psychology*, 47, 1191-1205.

McGuire, W. J. (1985). Attitudes and attitude change. In G. Lindzey & E. Aronson (Eds.), *Handbook of social psychology* (3rd Ed., Vol. 2, pp. 233-346). New York: Random House.

Campbell, D. T. (1963). Social attitudes and other acquired behavioral dispositions. In S. Koch (Ed.), *Psychology: A study of a science*. (Vol. 6, pp. 94-172). New York: McGraw-Hill.

2. ATTITUDE MEASUREMENT I: Standard attitude scaling, subjective probabilities and values.

* Himmelfarb (1993). The measurement of attitudes. In A. H. Eagly & S. Chaiken (1993). *The psychology of attitudes*. Fort Worth, TX: Harcourt, Brace, Javanovich. Ch. 2.

* Fishbein, M. (1967). A consideration of beliefs and their role in attitude measurement. In M. Fishbein (Ed.). *Readings in attitude theory and measurement*. New York: Wiley. Ch. 28. – **On course website**.

* Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Reading, MA: Addison-Wesley. Pp. 53–89. – **On course website**.

Dawes, R. M., & Smith, T. L. (1985). Attitude and opinion measurement. In G. Lindzey & E. Aronson (Eds.), *Handbook of social psychology* (3rd Ed., Vol. 1, pp. 509-566). New York: Random House.

Green, B. F. (1954). Attitude measurement. In G. Lindzey (Ed.), *Handbook of social psychology*, (Vol. 1, pp. 335-369). Reading, MA: Addison-Wesley.

Osgood, C. E., Suci, G. J., & Tannenbaum, P. H. (1957). *The measurement of meaning*. Urbana, IL: University of Illinois Press. Especially Ch. 5.

3. **ATTITUDE MEASUREMENT II:** Alternative techniques, reliability and validity of attitude measures.

- * Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Reading, MA: Addison-Wesley. Pp. 89–114. **On course website.**
- * Ajzen, I. (2002). Attitude assessment. In R. F. Ballesteros (Ed.), *Encyclopedia of psychological assessment* (Vol. 1, pp. 110-115). London: Sage Publications. – **On course website.**
- * Greenwald, A. G., McGhee, D. E., & Schwartz, J. L. K. (1998). Measuring individual differences in implicit cognition: The implicit association test. *Journal of Personality and Social Psychology*, *74*, 1464-1480. – **On course website.**
- * Devos, I. (2002). Implicit attitudes 101: Theoretical and empirical insights. In Crano, D. W., & Prinslin R. (Eds.), *Attitudes and attitude change* (pp. 3-15). New York: Psychology Press.
- * Take the Implicit Association Test for race:
<https://implicit.harvard.edu/implicit/demo/measureyourattitudes.html>

Petty, R. E., & Cacioppo, J. T. (1983). The role of bodily responses in attitude measurement and change. In J. T. Cacioppo & R. E. Petty (Eds.), *Social psychophysiology: A source book* (pp. 51-101). New York: Guilford Press. – **On course website.**

Kidder, L. H. & Campbell, D. T. (1970). The indirect testing of social attitudes. In G. F. Summers, (Ed.). *Attitude measurement* (pp. 333-385). Chicago: Rand McNally. Ch. 20.

Greenwald, A. G., & Banaji, M. R. (1995). Implicit social cognition: Attitudes, self-esteem, and stereotypes. *Psychological Review*, *102*, 4-27.

4. **ATTITUDE FORMATION AND STRUCTURE I:** Behavioral and Dynamic Approaches.

- * Eagly, A. H., & Chaiken, S. (1993). *The psychology of attitudes*. Fort Worth, TX: Harcourt, Brace, Javanovich. Ch. 9, pp. 392-424 and Ch. 10, pp. 455-492.
- * Olson, M. A., & Fazio, R. H. (2001). Implicit attitude formation through classical conditioning. *Psychological Science*, *12*, 413-417. – **On course website.**
- * Pleyers, G., Corneille, O., Luminet, O., & Yzerbyt, V. (2007). Aware and (dis)liking: Item-based analyses reveal that valence acquisition via evaluative conditioning emerges only when there is contingency awareness. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, *33*, 130-144. Click here. – **On course website.**

* Walther, E., & Langer, T. (2008). Attitude formation and change through association: An evaluative conditioning account. In Crano, D. W., & Prislin R. (Eds.), *Attitudes and attitude change* (pp. 87-109). New York: Psychology Press. – **On course website.**

Staats, A. W. & Staats, C. K. (1958). Attitudes established by classical conditioning. *Journal of Abnormal and Social Psychology*, 57, 87-40. Reprinted in M. Fishbein (Ed.). *Readings in attitude theory and measurement*. New York: Wiley. Ch. 42 – **On course website.**

Fishbein, M. (1967). A behavior theory approach to the relations between beliefs about an object and the attitude toward the object. In M. Fishbein (Ed.). *Readings in attitude theory and measurement*. New York: Wiley. Ch. 44.

5. **ATTITUDE FORMATION AND STRUCTURE II:** Cognitive Consistency and Information Processing Approaches.

* Stone, J., & Fernandez, N. C. (2008). How behavior shapes attitudes: Cognitive dissonance processes. In Crano, D. W., & Prislin R. (Eds.), *Attitudes and attitude change* (pp. 313-334). New York: Psychology Press. – **On course website.**

* Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Reading, MA: Addison-Wesley. Ch. 6. – **On course website.**

* Eagly, A. H., & Chaiken, S. (1993). *The psychology of attitudes*. Fort Worth, TX: Harcourt, Brace, Jovanovich. Ch. 3.

Eagly, A. H., & Chaiken, S. (1998). Attitude structure and function. In D. T. Gilbert, S. T. Fiske, & G. Lindzey (Eds.), *The handbook of social psychology* (4th Ed., Vol. 1, pp. 269-322). Boston: McGraw-Hill. – **Tower Library**

Anderson, N. H. (1965). Averaging versus adding as a stimulus-combination rule in impression formation. *Journal of Experimental Psychology*, 70, 394-400.

Snyder, M., & DeBono, K. G. (1989). Understanding the functions of attitudes: Lessons from personality and social behavior. In A. R. Pratkanis, S. J. Breckler, & A. G. Greenwald, *Attitude structure and function* (pp. 339-359). Hillsdale, NJ: Erlbaum. Ch. 13.

PART II: ATTITUDES AND BEHAVIOR

6. **ATTITUDES AND BEHAVIOR I:** Failure of the traditional approach; compatibility and the aggregation solution; moderating variables.

* Eagly, A. H., & Chaiken, S. (1993). *The psychology of attitudes*. Fort Worth, TX: Harcourt, Brace, Jovanovich. Ch. 4.

- * Ajzen, I. (2005). *Attitudes, personality, and behavior* (2nd Ed.). Chicago, IL: Dorsey Press. Chs. 2, 3, and 4. – **On course website.**
- * Ajzen, I., & Gilbert Cote, N. (2008). Attitudes and the prediction of behavior. In Crano, D. W., & Prislin R. (Eds.), *Attitudes and attitude change* (pp. 289-311). New York: Psychology Press. – **On course website.**
- Rajecki, D. W. (1990). *Attitudes*. 2nd Ed. Sunderland, MA: Sinauer. Ch. 4 (pp. 107-142). – **On course website.**
- Ajzen, I., & Fishbein, M. (1977). Attitude-behavior relations: A theoretical analysis and review of empirical research. *Psychological Bulletin*, 84, 888-918.
- Wicker, A. W. (1969). Attitudes versus actions. *Journal of Social Issues*, 25, 41-78.
- Epstein, S. (1983). Aggregation and beyond: Some basic issues on the prediction of behavior. *Journal of Personality*, 51, 360-392.

7. ATTITUDES AND BEHAVIOR II: The theory of reasoned action / planned behavior.

- * Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50, 179-211. – **On course website.**
- * Conner, M. & Sparks, P. (2005), Theory of planned behavior and health behaviors. In M. Conner & P. Norman (Eds.). *Predicting health behavior* (2nd Ed., pp. 121-162). Buckingham, UK: Open University Press. Ch. 5. – **On course website.**
- * Bamberg, S., Ajzen, I., & Schmidt, P. (2003). Choice of travel mode in the theory of planned behavior: The roles of past behavior, habit, and reasoned action. *Basic and Applied Social Psychology*, 25, 175-188.
- * Hrubes, D., Ajzen, I., & Daigle, J. (2001). Predicting hunting intentions and behavior: An application of the theory of planned behavior. *Leisure Sciences*, 23, 165-178. – **On course website.**
- * Browse my personal website: <http://www.people.umass.edu/aizen/> — follow the link to the theory of planned behavior (TpB). Note the list of references on the TpB and the two papers describing how to construct a TpB questionnaire and how to use the theory for purposes of designing an intervention.

EXAM: Short-answer questions, Parts I and II.

8. **ATTITUDES AND BEHAVIOR III:** Reasoned vs. automatic processes; past behavior and habit; the MODE model.

* Fazio, R. H., & Towles-Schwen, T. (1999). The MODE model of attitude-behavior processes. In S. Chaiken & Y. Trope (Eds.), *Dual-process theories in social psychology*. (pp. 97-116). New York: Guilford. – **On course website.**

* Ajzen, I., & Fishbein, M. (2000). Attitudes and the attitude-behavior relation: Reasoned and automatic processes. In W. Stroebe & M. Hewstone (Eds.), *European review of social psychology* (pp. 1-33). Chichester, England: Wiley. – **On course website.**

* Aizen, I. (2002). Residual effects of past on later behavior: Habituation and reasoned action perspectives. *Personality and Social Psychology Review*, 6, 107-122. – **On course website.**

*Gollwitzer, P. M. (1999). Implementation intentions: Strong effects of simple plans. *American Psychologist*, 54, 493-503. – **On course website.**

Ouellette, J. A., & Wood, W. (1998). Habit and intention in everyday life: The multiple processes by which past behavior predicts future behavior. *Psychological Bulletin*, 124, 54-74. – **On course website.**

Doll, J., & Ajzen, I. (1992). Accessibility and stability of predictors in the theory of planned behavior. *Journal of Personality and Social Psychology*, 63, 754-765. – **On course website.**

Krosnick, J. A., Boninger, D. S., Yao, C. C., Berent, M. K., & Carnot, C. G. (1993). Attitude strength: One construct or many related constructs? *Journal of Personality and Social Psychology*, 65, 1132-1151. – **On course website.**

For a recent review of the attitude-behavior issues, see:

Ajzen, I., & Fishbein, M. (2005). The influence of attitudes on behavior. In D. Albarracín, B. T. Johnson & M. P. Zanna (Eds.), *The handbook of attitudes* (pp. 173-221). Mahwah, NJ: Lawrence Erlbaum Associates. – **On course website.**

PART III. COMMUNICATION AND PERSUASION

9. **HISTORICAL PERSPECTIVE:** The Hovland Paradigm.

- * Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). *Communication and persuasion*. New Haven: Yale University Press. Ch. 9. – **On course website**.
 - * Eagly, A. H., & Chaiken, S. (1993). *The psychology of attitudes*. Fort Worth, TX: Harcourt, Brace, Jovanovich. Ch. 10, pp. 427-455.
 - * Ajzen, I. (1992). Persuasive communication theory in social psychology: A historical perspective. In M. J. Manfredo (Ed.), *Influencing human behavior: Theory and applications in recreation, tourism, and natural resource management* (pp. 1–27). Champaign, IL: Sagamore Publishing. – **On course website**.
- Petty, R. E., & Cacioppo, J. T. (1981). *Attitudes and persuasion: Classic and contemporary approaches*. Dubuque, Iowa: Wm. C. Brown. Chs. 3, 4.
- McGuire, W. J. (1985). Attitudes and attitude change. In G. Lindzey & E. Aronson (Eds.), *Handbook of social psychology* (3rd Ed., Vol. 2, pp. 233-346). New York: Random House.
- Cook, T. D., & Flay, B. R. (1978). The persistence of experimentally induced attitude change. In L. Berkowitz (Ed.), *Advances in experimental social psychology* (Vol. 11). New York: Academic Press.
10. **ACTIVE PARTICIPATION IN THE PERSUASION PROCESS:** Role playing, counterattitudinal advocacy, resistance to persuasion.
- * Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Reading, MA: Addison-Wesley. Ch. 10. – **On course website**.
 - * Eagly & Chaiken (1993), *The psychology of attitudes*. Fort Worth, TX: Harcourt, Brace, Jovanovich. Chs. 11, 12
 - * Eagly, A. H. (1992). Uneven progress: Social psychology and the study of attitudes. *Journal of Personality and Social Psychology*, 63, 693-710. – **On course website**.
11. **INFORMATION PROCESSING PERSPECTIVES:** Reception and yielding; cognitive responding.
- * Eagly, A. H., & Chaiken, S. (1993). *The psychology of attitudes*. Fort Worth, TX: Harcourt, Brace, Jovanovich. Chs. 5, 6, 8.
 - * Petty, R. E., Ostrom, T. M., & Brock, T. C. (1981). Historical foundations of the cognitive response approach to attitudes and persuasion. In R. E. Petty, T. M. Ostrom, & T. C. Brock (Eds.), *Cognitive responses in persuasion* (pp. 5-29). Hillsdale, NJ: Erlbaum. Ch. 1. – **On course website**.

- * Cacioppo, J. T., Harkins, S. G., & Petty, R. E. (1981). The nature of attitudes and cognitive responses and their relationships to behavior. In R. E. Petty, T. M. Ostrom, & T. C. Brock (Eds.), *Cognitive responses in persuasion* (pp. 31-54). Hillsdale, NJ: Erlbaum. Ch. 2. – **On course website.**

McGuire, W. J. (1968). Personality and attitude change: An information–processing theory. In A. G. Greenwald, T. C. Brock, & T. M. Ostrom, *Psychological foundations of attitudes* (pp. 171-196). New York: Academic Press.

12. **DUAL-MODE PROCESSING MODELS OF PERSUASION:** The nature of persuasion; acceptance, yielding, and impact; the elaboration likelihood model; the heuristic-systematic model.

- * Petty, R. E., Cacioppo, J. T., Strathman, A. J., & Priester, J. R. (1994). To think or not to think: Exploring two routes to persuasion. In S. Shavitt & T. C. Brock (Eds.), *Persuasion: Psychological insights and perspectives* (pp. 113-147). Boston: Allyn & Bacon. Ch. 6. – **On course website.**

- * Eagly, A. H., & Chaiken, S. (1993). *The psychology of attitudes*. Fort Worth, TX: Harcourt, Brace, Jovanovich. Ch. 7.

- * Fishbein, M., & Ajzen, I. (1981). Acceptance, yielding, and impact: Cognitive responses to message content. In R. E. Petty, T. M. Ostrom, & T. C. Brock (Eds.), *Cognitive responses in persuasion*. Hillsdale, NJ: Erlbaum. Ch. 15. – **On course website.**

- * Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. Englewood Cliffs, NJ: Prentice-Hall. Ch. 15. – **On course website.**

Chen, S., & Chaiken, S. (1999). The heuristic-systematic model in its broader context. In S. Chaiken & Y. Trope (Eds.), *Dual-process theories in social psychology*. (pp. 73-96). New York: Guilford Press.

Petty, R. E., & Wegener, D. T. (1999). The elaboration likelihood model: Current status and controversies. In S. Chaiken & Y. Trope (Eds.), *Dual-process theories in social psychology*. (pp. 41-72). New York: Guilford Press.

Chaiken, S. (1980). Heuristic versus systematic information processing and the use of source versus message cues in persuasion. *Journal of Personality and Social Psychology*, 39, 752-766.

13. **ISSUES AND CONTROVERSIES:** The logic of two persuasion processes; the limited impact of the mass media; subliminal persuasion. Conclusions.

- * Kruglanski, A. W., & Thompson, E. P. (1999). Persuasion by a single route: A view from the unimodel. *Psychological Inquiry*, 10, 83-109. – **On course website.**
 - * Petty, R. E., Wheeler, S. C., & Bizer, G. Y. (1999). Is there one persuasion process or more? Lumping versus splitting in attitude change theories. *Psychological Inquiry*, 10, 156-163. – **On course website.**
 - * Brannon, L. A., & Brock, T. C. (1994). The subliminal persuasion controversy. In S. Shavitt & T. C. Brock (Eds.). *Persuasion: Psychological insights and perspectives*. Boston: Allyn & Bacon. Ch. 12. – **On course website.**
- McGuire, W. J. (1986). The myth of massive media impact: Savagings and salvagings. In G. Comstock (Ed.), *Public communication and behavior* (Vol. 1, pp. 173-257). San Diego, CA: Academic Press.

EXAM: Short-answer questions, Parts II and III.

Academic Honesty

The Department policy states that all students are expected to adhere scrupulously to the University policy concerning academic honesty, which can be found at the website: http://www.umass.edu/dean_students/codeofconduct/acadhonesty. Any violations of the academic honesty policy will be vigorously pursued.