

Attitude and Attitude Change



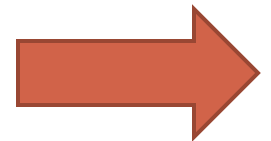
Attitude

- *Attitude is a learned evaluation of an object or action which has valence and intensity and which influences behavior* (Perloff, 2008)
- Evaluations of people, objects, and ideas
(Aronson, Wilson, Akert, 2005).
- (Association between an object and evaluative category)



Attitude

- Attitudes are learned
- Attitudes are evaluations
- Attitudes have valence and intensity
- Attitudes influence thought and action



Attitudes are learned



Attitudes are evaluations



Excellent
 Very good
 Good
 Average
 Poor

Attitudes have valence and intensity



Attitudes influence thought and action

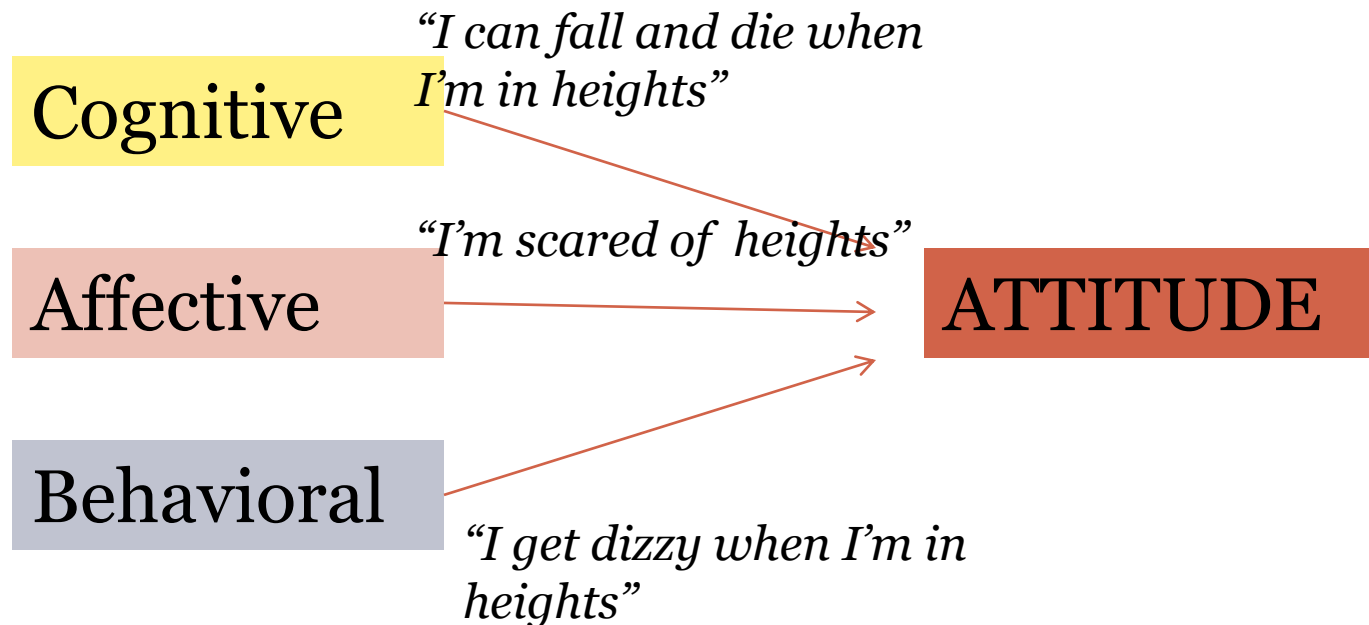
Thought:

E.g.

- Selective exposition
- Selective attention
- Selective perception
- Selective retention

Tripartite model

(3 types of Attitude origins)



Behavioral origin



- **Self-perception Theory** (Bem, 1972)

In situations when we lack either a cognitive or affective basis for an attitude, we can infer an attitude by observing our past behavior toward the object in a process of self-perception.

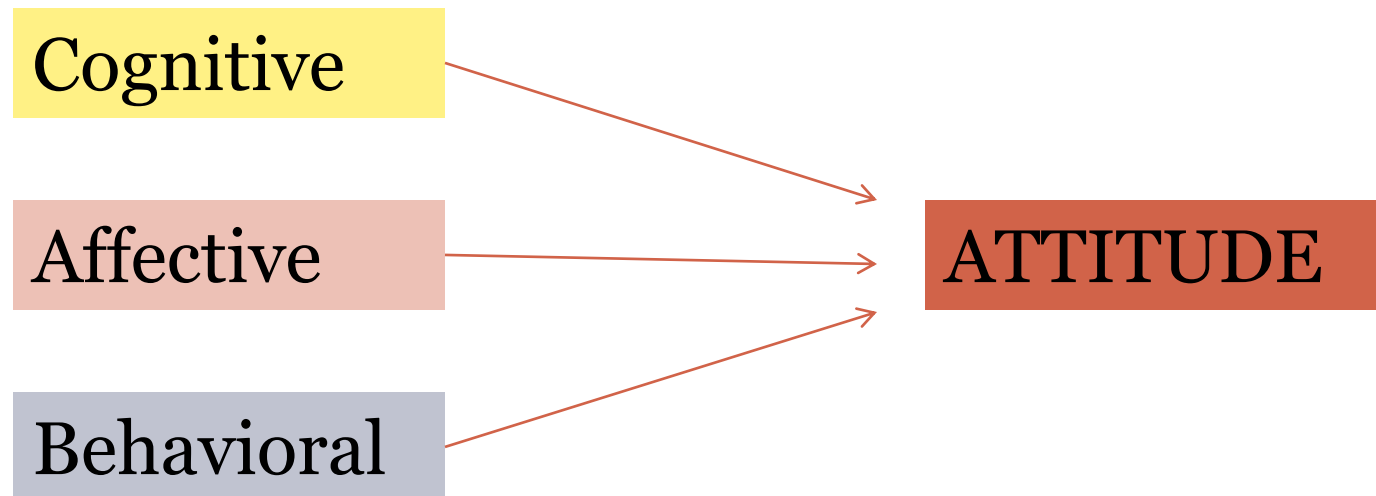
- In some cases, we develop our attitudes by observing our behavior and concluding what attitudes must have caused them

Examples:

- Foot-in-the-door
- Festinger's and Carlsmith's experiment (\$20/\$1)
- Heterosocial anxiety

Tripartite model

(3 types of Attitude origins)



Dual attitudes and ambivalence

- Explicit vs. implicit
- Explicit vs. explicit
- Implicit vs. implicit

- Ambivalence = intra-attitudinal inconsistency



Implicit Attitudes

- Dual attitudes (explicit & implicit)
- Implicit = outside conscious awareness
- *Implicit attitudes* better predict relatively spontaneous, uncontrollable, or unconscious behaviors, whereas *explicit attitudes* are a more potent predictor of deliberate behavioral responses
- Implicit association test (IAT) - <https://implicit.harvard.edu/implicit/>
- *Name letter effect*

Attitude accessibility

- Strength of the association between an attitude object and its evaluation
(Degree to which attitude is automatically activated from memory)
- Strong attitudes are more accessible than weak ones
- Measured by reaction time procedures



Social Judgment theory (Sherif, Hovland, 1961)

- Latitude of acceptance
- Latitude of non-commitment
- Latitude of rejection



Assimilation and contrast are perceptual mistakes. People judge message positions not objectively, but subjectively. Their initial attitude serves as the reference point.

Assimilation: People pull a somewhat agreeable message toward their own attitude, assuming that the message is more similar to their attitude than it really is

Contrast: People push a somewhat disagreeable message away from their attitude, assuming it is more different than it really is

Social Judgment theory - Conclusion

- The theory says that people compare the position advocated in a message with their attitude, assimilating similar viewpoints, contrasting divergent positions
- Communication that is perceived to advocate a position that falls in the latitude of acceptance or the latitude of non-commitment will produce attitude change in the advocated direction, but communication that is perceived to advocate a position that falls in the latitude of rejection will produce no attitude change.

Ego-involvement



- Deep-seated commitment to an issue; strong, emotional, value-based concern about a social issue.
- *Individuals are high in involvement when they perceive that an issue is personally relevant*
- Involvement is a big deal in marketing psychology



Why is involvement important to marketers?

1. Marketers want to motivate consumers to process brand information/messages in ads



2. Marketers want to increase brand loyalty



Involvement Scale in Marketing Research

To Me (Object to be Judged) Is

1. important	_:_:_:_:_:_:_	unimportant
2. boring	_:_:_:_:_:_:_	interesting
3. relevant	_:_:_:_:_:_:_	irrelevant
4. exciting	_:_:_:_:_:_:_	unexciting
5. means nothing	_:_:_:_:_:_:_	means a lot
6. appealing	_:_:_:_:_:_:_	unappealing
7. fascinating	_:_:_:_:_:_:_	mundane
8. worthless	_:_:_:_:_:_:_	valuable
9. involving	_:_:_:_:_:_:_	uninvolving
10. not needed	_:_:_:_:_:_:_	needed

SJT - summary of definitions

- ***Social Judgment Theory***: a theory of attitudes that emphasizes the role played by people's own attitudes in their judgments and evaluations of persuasive messages. The theory says that people compare the position advocated in a message with their attitude, assimilating similar viewpoints, contrasting divergent positions, and responding in particularly strong ways when they are ego-involved in the issue.

Latitude of acceptance: the positions on an issue the individual finds acceptable.

Latitude of rejection: the positions on an issue the individual finds objectionable.

Latitude of noncommitment: the positions on which the person has preferred to remain noncommittal.

Assimilation: perceptual distortion in which an individual perceives that a congenial message is more similar to his or her attitude than it really is.

Contrast: perceptual distortion in which an individual assumes that a message differs more sharply from his or her own attitude than it actually does.

Ego-involvement: deep-seated commitment to an issue; strong, emotional, value-based concern about a social issue.

Summary

- **Attitude** is a learned evaluation of an object or action which has valence and intensity and which influences behavior
- **Tripartite Model**
- **Implicit Attitudes**
- **Attitude Accessibility**
- **Social Judgment Theory**
 - **Ego-involvement**