

Slide 2

Dual attitudes and ambivalence

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

- Ambivalence = intra-attitudinal inconsistency







Slide 3

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

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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
- Measured by reaction time procedures



Slide 5

Social Judgment theory (Sherif, Hovland, 1961)

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



Slide 6

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





Slide 8

Why is involvement important to marketers?

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







2. Marketers want to increase brand loyalty





Slide 9

Involvement Scale in Marketing Research

To Me (Object to be Judged) Is

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

SJT - summary of definitions

Social Judgment Theory: a throw of attitudes that emphasizes the role plexed by the mean attitudes in their judgments and enhantions of persuasive messages. The throw says that project 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 rejection: the positions on an issue the individual finds objectionable.

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Latitude of mean moncommittal.

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 more similar to his or her attitude than it really is. Contrast: perceptual distortion in which an individual assumes that a rouge differs more sharply from his or her own attitude than it actually the contrast of the perceptual distortion in which an individual assumes that a rouge endired more sharply from his or her own attitude than it actually the contrast of the perceptual distortion in which an individual assumes that a rouge endired more sharply from his or her own attitude than it actually seed that the perceptual distortion in which an individual assumes that a rouge in the perceptual distortion in which an individual assumes that a congenial message is more similar to his or her own attitude than it actually seed the perceptual distortion in which an individual assumes that a congenial message is more similar to his or her own attitude than it actually seed the perceptual despective and the perceptual despective the perceptual despective that a congenial message is more similar to the perceptual despective that a congenial message is more similar to his order.

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