







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.

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