Slide 4

Utilitarian • Attitudes help people obtain awards and avoid punishment

Slide 5



Slide 6



Slide 7

Social-adjustive

• We all like to be accepted by others. Attitudes help us adjust to reference groups. People believe they will be more accepted by others if they take this side.



Slide 8

Social identity

• People hold attitudes to communicate who they are and what they aspire to be.



Slide 9



Persuasion → Function matching

• A <u>persuasive message</u> is most likely to change an attitude when the message is <u>directed at the underlying function of attitude</u>. Messages that match the function served by an attitude should be more compelling than those that are not relevant to the function addressed by the attitude.