Attitudes and Attitude Change

Gerd Bohner
Universität Bielefeld
and
Michaela Wänke
Universität Erfurt



Contents

Part I Basic issues in attitude research 1	
1	What is an attitude, and why is it important? What is an attitude? Why do people have attitudes? Research applying attitude functions Why study attitudes? 10 Overview of the book 15 Chapter summary 16
	Exercises 17 Note 17 Further reading 18
2	The measurement of attitudes 19 The concept of measurement 19 Direct measurement 22
	How do we know if the measurement is good? 30 Indirect measurement 33
	Implicit attitudes: A conceptual case for indirect attitude measurement 39 Chapter summary 45 Exercises 46 Notes 47 Further reading 47
3	Beyond valence: Structure and strength 49

ix

xi

Acknowledgements

Series preface

Intra-attitudinal structure 50
Inter-attitudinal structure 60
Attitude strength 62
Concluding comments 66
Chapter summary 66
Exercises 67
Notes 67
Further reading 68

Part II Where do attitudes come from? 69

71

118

4 Nature and nurture as sources of attitudes
Genetic influences 71
Attitudes may be acquired 76
Concluding comment 85
Chapter summary 85
Exercises 86
Notes 86
Further reading 87

Attitudes as temporary constructions Context influences on information retrieval for attitude 90 construction 96 Context influences on evaluations How the judgment is put together: Context influences on information use 106 . Attitudes as temporary constructions versus stable entities: A critical appraisal 111 114 Chapter summary Exercises 115 115 Notes Further reading 116

Persuasion: I. From effortless judgments to complex processing 117
 Persuasion processes that require little cognitive effort

Persuasion through more effortful processing 122

Chapter summary 13 Exercises 133

Notes 134

Further reading 134

νi

7	Persuasion: II. The dual-processing approach The elaboration likelihood model 135 The heuristic-systematic model 153 Concluding remarks on dual-processing accounts 159 Chapter summary 161 Exercises 162 Notes 163 Further reading 163	
8	Behaviour influences on attitudes 165 When sanctions or incentives backfire: Reactance and overjustification 165 Incentives versus cognitive dissonance 168 Behaviour-induced attitude change and processing effort 183 Chapter summary 184 Exercises 185 Note 186 Further reading 186	
Part III Consequences of attitudes 187		
9	Attitude influences on information processing 189 Theoretical assumptions guiding research on attitude- processing links: Consistency, function and structure 189 Attitude effects on attention, encoding and exposure 192 Attitude effects on judgment and elaboration 198 Attitude effects on memory 211 Conclusion: Attitudes predict information processing 215 Chapter summary 216 Exercises 217 Further reading 217	
10	Attitude influences on behaviour 219 Do attitudes predict behaviour? 219 When do attitudes predict behaviour? 221 Expectancy-value models: Attitudes toward behaviour and other determinants of behaviour 233 Two processes by which attitudes guide behaviour: The MODE model 239 Conclusion: Attitudes do predict behaviour (but do they	

Chapter summary 242 Exercises 243 Further reading 243

Part IV Postscript 245

11 What's left? 247

Glossary 249

References 255

Author index 285

Subject index 291

viii