

## Psychology 2125

### Attitudes and Social Influence

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**TEXT:** Eagly, A., & Chaiken, S. (1993). Psychology of Attitudes. NY: Harcourt, Brace Jovanovich.

### SCHEDULE OF TOPICS

<b>DATE</b>	<b>TOPIC</b>
Aug. 29	Introduction
Sept. 5	Attitudes: Definition and Structure
Sept. 12	Attitude Formation: Theoretical Approaches
Sept. 19	Attitudes as Predictors of Behavior
Sept. 26	Changing Attitudes by Changing Behavior
Oct. 3	Balance and Congruity
Oct. 10	The Learning Approach
Oct. 17	The Cognitive Approach
Oct. 24	Central versus Peripheral Routes to Attitude Change
<b>Oct. 31</b>	Related Topics
Nov. 7	Related Topics
Nov. 14	Discussion of Term Papers
Nov. 21	Discussion of Term Papers
Dec. 5	Discussion of Term Papers

## READING ASSIGNMENTS

### Sept. 5 Attitudes: Definition and Structure

McGuire, W. J. (1985). Attitudes and attitude change. In G. Lindzey & E. Aronson (Eds.), The Handbook of Social Psychology (Vol. 2, pp. 238-241). NY: Random House.

Fishbein, M., & Ajzen, I. (1975). Belief, Attitude, Intention, and Behavior. Chap 1. Reading, MA: Addison-Wesley.

Zanna, M. P., & Rempel, J. K. (1988). Attitudes: A new look at an old concept. In D. Bar-Tal, & A. W. Kruglanski (Eds.), The Social Psychology of Knowledge. (pp. 315-334).

Haddock, G. & Zanna, M. P. (1999). Cognition, affect and the prediction of social attitudes. In W. Stroebe & M. Hewstone (Eds.), European Review of Social Psychology (Vol. 10, pp. 75-99). Chichester: Wiley.

Eagly & Chaiken (1993): Chap. 1, Pp. 57-64

### Sept. 12 Attitude Formation: Theoretical Approaches

Fishbein and Ajzen (1975) Pp. 216-228.

McGuire (1985) Pp. 253-256.

Katz, D. (1960). The functional approach to the study of attitudes. Public Opinion Quarterly, 24, 163-204.

Eagly and Chaiken (1993): Chap. 9, Pp. 111-114, 479-490

### Sept. 19 Attitudes as Predictors of Behavior

Wicker, A. W. (1969). Attitudes vs. actions: The relationship of verbal and overt behavioral responses to attitude objects. Journal of Social Issues, 25, 41-78.

Fishbein & Ajzen (1975) Chapters 7 & 8

Fazio, R. H., and Zanna, M. P. (1981). Direct experience and attitude-behavior

consistency. In L. Berkowitz (Ed.), Advances in Experimental Social Psychology (Vol. 14, pp. 162-202). NY: Academic Press.

Fazio, R. H., and Towles-Schwen, T. (1999). The MODE Model of attitude-behavior processes. In S. Chaiken and Y. Trope (Eds.), Dual-Process Theories in Social Psychology (pp. 97-116). NY: Guilford Press.

Eagly & Chaiken (1993): Chap. 4

Ajzen, I., & Fishbein, M. (2000). Attitudes and the attitude-behavior relation: Reasoned and automatic processes. In W. Stroebe & M. Hewstone (Eds.), European Review of Social Psychology, (Vol. 11, pp. 1-33). Chichester: Wiley.

### Sept. 26 **Changing Attitudes by Changing Behavior**

Festinger, L. (1957). A Theory of Cognitive Dissonance. Chaps. 1, 2

Cooper, J., & Fazio, R. H. (1984). A new look at dissonance theory. In L. Berkowitz (Ed.), Advances in Experimental Social Psychology (Vol. 17, pp. 229-266). NY: Academic Press.

Eagly and Chaiken (1993): Pp. 469-479, Chap. 11

Festinger, L. (1999). Reflections on cognitive dissonance: 30 years later. In J. Mills, and E. Harmon-Jones (Eds.), Cognitive Dissonance: Progress on a Pivotal Theory in Social Psychology (pp. 381-385). Washington, D. C.: APA.

### Oct. 3 **Balance and Congruity**

Heider, F. (1958). The Psychology of Interpersonal Relations (Chapter 7). NY: Wiley.

Osgood, C. E., & Tannenbaum, P. H. (1964). The principle of congruity in the prediction of attitude change. In E. E. Sampson (Ed.), Approaches, Contexts, and Problems of Social Psychology (pp. 237-248). Englewood Cliffs, NJ: Prentice Hall.

Brown, R. (1965). Social Psychology (Chapter 11). NY: Free Press.

Eagly and Chaiken (1993): Pp. 133-144, 455-469

Oct. 10 **The Message-Learning Approach**

Maguire (1985) Pp. 258-262

Eagly and Chaiken (1993): Pp. 259-278, 427-447

Oct. 17 **The Cognitive Approach**

Eagly, A. H., & Chaiken, S. (1984). Cognitive theories of persuasion. In L. Berkowitz (Ed.), Advances in Experimental Social Psychology (Vol. 17, pp. 267-296, 304-359). NY: Academic Press.

Eagly and Chaiken (1993): Pp. 351-363, 280-296

Oct. 24 **Central versus Peripheral Routes to Attitude Change**

Petty, R. E., and Wegener, D. T. (1999). The Elaboration Likelihood Model: Current status and controversies. In S. Chaiken, and Y. Trope (Eds.), Dual-Process Theories in Social Psychology (pp. 41-72). NY: Guilford Press.

Chen, S., and Chaiken, S. (1999). The Heuristic-Systematic Model in its broader context. In S. Chaiken, and Y. Trope (Eds.), Dual-Process Theories in Social Psychology (pp. 73-96). NY: Guilford Press.

Eagly and Chaiken (1993): Chap. 7

Oct 31 **Related Topics**

Frey, D. (1986). Recent research on selective exposure to information. In L. Berkowitz (Ed.), Advances in Experimental Social Psychology (Vol. 19, pp. 41-80). NY: Academic Press.

Tesser, A. (1978). Self-generated attitude change. In L. Berkowitz (Ed.), Advances in Experimental Social Psychology (Vol. 11, pp. 290-338). NY: Academic Press.

Schwarz, N., Bless, H., & Bohner, G. (1991). Mood and persuasion: Affective states influence the processing of persuasive communications. In M. Zanna (Ed.), Advances in Experimental Social Psychology (Vol. 24, pp. 161-199). NY: Academic Press.

Eagly and Chaiken (1993): Pp. 590-608, 447-455, Chap. 13

**Nov 7 Related Topics**

Wilson, T. D., Dunn, D. S., Kraft, D., & Lisle, D. J. (1989). Introspection, attitude change, and attitude-behavior consistency: The disruptive effects of explaining why we feel the way we do. In L. Berkowitz (Ed.), Advances in Experimental Social Psychology (Vol. 22, pp. 287-343). NY: Academic Press.

Cook, T. D., & Flay, B. R. (1978). The persistence of experimentally induced attitude change. In L. Berkowitz (Ed.), Advances in Experimental Social Psychology (Vol. 11, pp. 1-57). NY: Academic Press.

Eagly, A. H., & Chaiken, S. (1995). Attitude strength, attitude structure, and resistance to change. In R. E. Petty & J. A. Krosnick (Eds.). Attitude strength: Antecedents and consequences (pp. 413-432). Mahwah, NJ: Erlbaum

Eagly & Chaiken (1993): Pp.580-589, 608-622

Eagly & Chaiken (1998). Attitude strength and selectivity. In Gilbert, Fiske, & Lindzey (Eds.), The Handbook of Social Psychology (4<sup>th</sup> ed., Vol. 1, pp. 287-296).

Nov. 14            **Discussion of Term Papers**

Nov. 21            **Discussion of Term Papers**

Dec. 5 **Discussion of Term Papers**