

Review

A. ATTITUDES

- ▶ Definition of attitude
- ▶ Expectancy – value model of attitude: $A = \sum b_i e_i$
- ▶ Attitude measurement: Direct and belief-based
- ▶ Role of accessible beliefs
- ▶ Attitude–behavior relation: Research findings
- ▶ Explanations for low attitude–behavior relations
- ▶ Fazio’s MODE model
- ▶ Aggregation of behaviors
- ▶ Principle of compatibility
- ▶ Theory of planned behavior

B. PERSUASIVE COMMUNICATION

- ▶ The Hovland paradigm
- ▶ Message elements: Evidence, arguments, conclusion
- ▶ Changing view of the receiver
- ▶ Cognitive responses: Pro/counter argumentation
- ▶ The Elaboration Likelihood Model
 - ▶ Central vs. peripheral routes to attitude change
 - ▶ Factors influencing motivation to process: Personal relevance, need for cognition
 - ▶ Factors influencing ability to process: Distraction, repetition
 - ▶ Peripheral cues: Source credibility / likability, number of arguments
 - ▶ Biased processing: Prior knowledge, forewarning
- ▶ Source factors: Credibility, likability
- ▶ Receiver factors: Gender, self-esteem, need for cognition