

Attitudes - Part 1

- I. Importance of attitudes
 - A. Knowledge function
 - B. Value expressive function

- II. How are they formed
 - A. ABCs

- III. Attitude-behavior consistency
 - A. LaPiere (1934)
 - B. Corey (1937)

 - C. Attitude specificity
 - D. Accessibility
 - E. How attitude was formed
 - 1. Regan & Fazio (1977)

- IV. Theory of Planned Behavior
 - A. Behavioral intentions
 - B. Subjective social norms
 - C. Perceived behavioral control
 - D. Bryan (1997)