

Attitudes - Part 1

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

- II. How are they formed
 - A. ABCs

- III. Do attitudes predict behavior?
 - A. LaPiere (1934) Chinese tourists study
 - B. Corey (1937) cheating study

- IV. What factors will increase the relationship between attitudes and behavior?
 - A. Attitude specificity
 - B. Accessibility
 - C. How attitude was formed
 1. Regan & Fazio (1977) housing shortage study.

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