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