

**The Ohio State University**  
**Colleges of the Arts and Sciences New Course Request**

Social and Behavioral Sciences

Academic Unit

Psychology

Book 3 Listing (e.g., Portuguese)

518 Attitudes: Structure, Function, and Consequences

Number Title

Attitude Functions

U G

4

18-Character Title Abbreviation

Level

Credit Hours

Summer

Autumn

Winter

Spring X

Year 2008

Proposed effective date, choose one quarter and put an "X" after it; and fill in the year. See the OAA curriculum manual for deadlines.

**A. Course Offerings Bulletin Information**

Follow the instructions in the OAA curriculum manual. If this is a course with decimal subdivisions, then use one New Course Request form for the generic information that will apply to all subdivisions; and use separate forms for each new decimal subdivision, including on each form the information that is unique to that subdivision. If the course offered is less than a quarter or a term, please complete the Flexibly Scheduled/Off Campus/Workshop Request form.

Description (*not to exceed 25 words*): Survey of theory and evidence related to the structure and functional value of attitudes and their effects on information processing, judgments, and behavior.

Quarter offered:

Distribution of class time/contact hours: 2 1.5-hr cl

Quarter and contact/class time hours information should be omitted from Book 3 publication (yes or no): yes

Prerequisite(s): 325 or 367.01 or 375 or 376

Exclusion or limiting clause:

Repeatable to a maximum of \_\_\_\_\_ credit hours.

Cross-listed with:

Grade Option (Please check): Letter  S/U  Progress  What course is last in the series? \_\_\_\_\_

Honors Statement: Yes  No

GEC: Yes  No

Admission Condition

Off-Campus: Yes  No

EM: Yes  No

Course: Yes  No

Embedded Honors Statement: Yes  No

Other General Course Information:

(e.g. "Taught in English." "Credit does not count toward BSBA degree.")

**B. General Information**

Subject Code 42.1601 Subsidy Level (V, G, T, B, M, D, or P) D

If you have questions, please email Jed Dickhaut at [dickhaut.1@osu.edu](mailto:dickhaut.1@osu.edu).

1. Provide the rationale for proposing this course:

No existing course surveys the literature on the functional value of attitudes and the effects that attitudes have on information processing, judgment, and behavior. The only related course (Psych 630) focuses on attitude formation and change, largely as a function of persuasion. A "pilot test" as a Psych 594 Group Studies course in Spring 2006 proved very successful.

2. Please list Majors/Minors affected by the creation of this new course. Attach revisions of all affected programs.

This course is (check one):  Required on major(s)/minor(s)  A choice on major(s)/minors(s)  
 An elective within major(s)/minor(s)  A general elective:

3. Indicate the nature of the program adjustments, new funding, and/or withdrawals that make possible the implementation of this new course.

No adjustment is necessary. The course will be part of Dr. Fazio's regular teaching rotation.

4. Is the approval of this request contingent upon the approval of other course requests or curricular requests?

Yes  No  List:

5. If this course is part of a sequence, list the number of the other course(s) in the sequence: \_\_\_\_\_

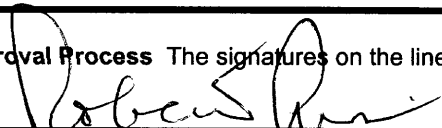
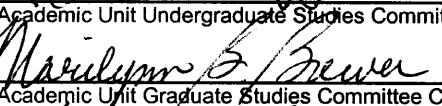

6. Expected section size: 60 Proposed number of sections per year: 1

7. Do you want prerequisites enforced electronically (see OAA manual for what can be enforced)? Yes  No

8. This course has been discussed with and has the concurrence of the following academic units needing this course or with academic units having directly related interests (*List units and attach letters and/or forms*):  
Not Applicable

9. **Attach a course syllabus that includes a topical outline of the course, student learning outcomes and/or course objectives, off-campus field experience, methods of evaluation, and other items as stated in the OAA curriculum manual and e-mail to [asccurrofc@osu.edu](mailto:asccurrofc@osu.edu).**

**Approval Process** The signatures on the lines in ALL CAPS ( e.g. ACADEMIC UNIT) are required.

1.		Robert Arkin	1/18/07
	Academic Unit Undergraduate Studies Committee Chair	Printed Name	Date
2.		Marilynn Brewer	1/18/07
	Academic Unit Graduate Studies Committee Chair	Printed Name	Date
3.		Gifford Weary	
	ACADEMIC UNIT CHAIR/DIRECTOR	Printed Name	Date

4. After the Academic Unit Chair/Director signs the request, forward the form to the ASC Curriculum Office, 105 Brown Hall, 190 West 17<sup>th</sup> Ave. or fax it to 688-5678. Attach the syllabus and any supporting documentation in an e-mail to [asccurrofc@osu.edu](mailto:asccurrofc@osu.edu). The ASC Curriculum Office will forward the request to the appropriate committee.

5. COLLEGE CURRICULUM COMMITTEE Printed Name Date

6. ARTS AND SCIENCES EXECUTIVE DEAN Printed Name Date

7. Graduate School (if appropriate) Printed Name Date

8. University Honors Center (if appropriate) Printed Name Date

9. Office of International Education (if appropriate) Printed Name Date

10. ACADEMIC AFFAIRS Printed Name Date

**Psychology 518**  
**Attitudes: Structure, Function, and Consequences**  
**Spring Quarter 2008**  
**Mon & Wed 12:30 - 1:48**

Instructor

Russell Fazio  
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E-mail: [fazio.11@osu.edu](mailto:fazio.11@osu.edu)

Course Overview

This course is intended to provide an introduction to basic theory and research regarding attitudes. The focus will be on the bases of attitudes, how they are represented in memory, the functional value that they serve and the consequences that they have for information processing, judgment, and behavior.

Course Textbook

Fazio, R. H., & Petty, R. E. (Eds.) (in press). *Attitudes: Structure, Function, & Consequences*. New York: Psychology Press.

This book of readings is a collection of classic and contemporary journal articles from the social psychological literature on attitudes.

Course Requirements

Readings are assigned for each class meeting, and are to be read prior to the class with which they are associated. Each day's readings consist of articles from the Fazio & Petty reader.

Grades will be based on three exams:

1. Exam #1 covering the first 3 weeks of the syllabus will be administered during class on April 21. It will be weighted 30% of the course grade.
2. Exam #2 covering the next third of the course will be administered during class on May 14. It too will be weighted 30%.
3. Exam #3 will be administered during finals week. Although the focus will be on the final third of the course, students will be expected to integrate these topics with the material that was covered earlier. This final exam will be weighted 40%.

### Academic Misconduct

All students at the Ohio State University are bound by the Code of Student Conduct (see <http://oaa.ohio-state.edu/coam/code.html>). Suspected violations of the code in this class will be dealt with according to the procedures detailed in that code. Specifically, any alleged cases of misconduct will be referred to the Committee on Academic Misconduct.

### Students with disabilities

This syllabus is available in alternative formats upon request. In addition, if you may need an accommodation based on the impact of a disability, you should contact the instructor immediately. Students with special needs should contact the Office of Disability Services (ODS) at 292-3307 for certification if they have not already done so. Upon such certification, the ODS and the instructor will make every effort to accommodate special needs. However, to ensure that evaluation of student performance in the course is conducted in a manner that is fair to all students, special accommodations will not be granted in the absence of ODS certification.

**Tentative schedule (subject to change)**

**March 31: Course introduction**

**April 2: Conceptualizing attitudes**

Section overview

Appendix: How to Read a Journal Article in Social Psychology

**April 7: Readings 1 & 2**

**April 9: Measurement**

Section overview

Reading 3

**April 14: Readings 4 & 5**

**April 16: Readings 6 & 7**

**April 21: Exam I**

**April 23: Bases of Attitudes**

Section overview

Reading 8

**April 28: Readings 9 & 10**

**April 30: Readings 11 & 12**

**May 5: Functions of Attitudes**

Section overview

Readings 13 & 14

**May 7: Readings 15 & 16**

**May 12: Readings 17 & 18**

**May 14: Exam II**

**May 19: Impact on Perception and Cognition**

Section overview

Reading 19

**May 21:** Readings 20 & 21

**May 28:** Readings 22 & 23

**June 2: Impact on Behavior**

Section overview

Readings 24 & 25

**June 4:** Readings 26 & 27

**Table of Contents of Fazio, R. H., & Petty, R. E. (Eds.) (in press). *Attitudes: Their Structure, Function and Consequences*. New York: Psychology Press.**

Preface

**A. Conceptualizing Attitudes**

Section Overview

*Readings:*

(1) 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). New York: Cambridge University Press.

(2) Fazio, R. H., Sanbonmatsu, D. M., Powell, M. C., & Kardes, F. R. (1986). On the automatic activation of attitudes. Journal of Personality and Social Psychology, 50, 229-238.

**B. Measurement of Attitudes**

Section Overview

*Readings:*

(3) Thurstone, L. L. (1928). Attitudes can be measured. American Journal of Sociology, 33, 529-544. (ABRIDGED)

(4) Schwarz, N. (1999). Self-Reports: How the questions shape the answers. American Psychologist, 54, 93-105.

(5) Cacioppo, J. T., Petty, R. E., Losch, M. E., & Kim, H. S. (1986). Electromyographic activity over facial muscle regions can differentiate the valence and intensity of affective reactions. Journal of Personality and Social Psychology, 50, 1260-268.

(6) Fazio, R. H., Jackson, J. R., Dunton, B. C., & Williams, C. J. (1995). Variability in automatic activation as an unobtrusive measure of racial attitudes: A bona fide pipeline? Journal of Personality and Social Psychology, 69, 1013-1027.

(7) Greenwald, A.G., McGhee, D. E., & Schwartz, J. L K. (1998). Measuring individual differences in implicit cognition: The implicit association test. Journal of Personality and Social Psychology, 74, 1464-1480.

## C. Affective, Cognitive, and Behavioral Bases of Attitudes

### Section Overview

#### *Readings:*

(8) Fishbein, M. J. (1963). An investigation of the relationships between beliefs about an object and the attitude toward that object. Human Relations, 16, 233-240.

(9) Zajonc, R. (1980). Feeling and thinking: Preferences need no inferences. American Psychologist, 35, 151-175.

(10) Chaiken, S., & Baldwin, M. W. (1981). Affective-cognitive consistency and the effect of salient behavioral information on the self-perception of attitudes. Journal of Personality and Social Psychology, 41, 1-12.

(11) Haddock, G., Zanna, M. P., & Esses, V. M. (1993). Assessing the structure of prejudicial attitudes: The case of attitudes toward homosexuals. Journal of Personality and Social Psychology, 65, 1105-1118.

(12) Newby-Clark, I. R., McGregor, I., & Zanna, M. P. (2002). Thinking and caring about cognitive inconsistency: When and for whom does attitudinal ambivalence feel uncomfortable? Journal of Personality and Social Psychology, 82, 157-166.

## D. Functions of Attitudes

### Section Overview

#### *Readings:*

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

(14) Snyder, M., & DeBono, K. G. (1985). Appeals to images and claims about quality: Understanding the psychology of advertising. Journal of Personality and Social Psychology, 49, 586-597.

(15) Petty, R. E., & Wegener, D. T. (1998). Matching versus mismatching attitude functions: Implications for scrutiny of persuasive messages. Personality and Social Psychology Bulletin, 24, 227-240.

(16) Fein, S., & Spencer, S. J. (1997). Prejudice as self-image maintenance: Affirming the self through derogating others. Journal of Personality and Social Psychology, 73, 31-44.

(17) Fazio, R. H., Blascovich, J., & Driscoll, D. M. (1992). On the functional value of attitudes: The influence of accessible attitudes upon the ease and quality of decision making. Personality and Social Psychology Bulletin, 18, 388-401.

(18) Wilson, T. D., & Schooler, J. W. (1991). Thinking too much: Introspection can reduce the quality of preferences and decisions. Journal of Personality & Social Psychology, 60, 181-192.



## E. Impact on Perception and Cognition:

### Section Overview

#### *Readings:*

- (19) Hastorf, A., & Cantril, H. (1954). They saw a game: A case study. Journal of Abnormal and Social Psychology, 49, 129-134.
- (20) Lord, C.G., Ross, L., & Lepper, M.R. (1979). Biased assimilation and attitude polarization: The effects of prior theories on subsequently considered evidence. Journal of Personality and Social Psychology, 37, 2098-2109.
- (21) Ross, M., McFarland, C., & Fletcher G. J. O. (1981). The effect of attitude on the recall of personal histories. Journal of Personality and Social Psychology, 40, 627-634.
- (22) Roskos-Ewoldson, D. R., & Fazio, R. H. (1992). On the orienting value of attitudes: Attitude accessibility as a determinant of an object's attraction of visual attention. Journal of Personality and Social Psychology, 63, 198-211.
- (23) Sweeney, P. D., & Gruber, K. L. (1984). Selective exposure: Voter information preferences and the Watergate affair. Journal of Personality and Social Psychology, 46, 1208-1221.

## F. Impact on Behavior

### Section Overview

#### *Readings:*

- (24) LaPiere, R. (1934). Attitudes versus actions. Social Forces, 13, 230-237.
- (25) Lord, C. G., Lepper, M. R., & Mackie, D. (1984). Attitude prototypes as determinants of attitude-behavior consistency. Journal of Personality and Social Psychology, 46, 1254-1266.
- (26) Ajzen, I., & Fishbein, M. (1973). Attitudinal and normative variables as predictors of specific behaviors. Journal of Personality and Social Psychology, 27, 41-57.
- (27) Fazio, R. H., & Williams, C. J. (1986). Attitude accessibility as a moderator of the attitude-perception and attitude-behavior relations: An investigation of the 1984 presidential election. Journal of Personality and Social Psychology, 51, 505-514.

## Appendix

Jordan, C. H., & Zanna, M. P. How to read a journal article in social psychology.