

REQUIRED TEXTS:

For Undergraduate Students:

- (1) Petty, R. E., & Cacioppo, J.T. (1996). *Attitudes and persuasion: Classic and contemporary approaches*. Boulder, CO: Westview Press.
- (2) Bohner, G., & Wänke, M. (2002). *Attitudes and attitude change*. New York: Taylor & Francis.

For Graduate Students:

- (1) Bohner, G., & Wänke, M. (2002). *Attitudes and attitude change*. New York: Taylor & Francis.
- (2) Petty, R. E., & Fazio, R. H. (Eds.) (in preparation). *Readings in attitudes and persuasion*. Philadelphia: Psychology Press.

COURSE GOALS REQUIREMENTS:

The aim of this course is to provide an overview of the major theories and research findings in the area of attitude change – how people’s opinions, beliefs, and evaluations are formed and modified. The course is divided into three sections for purposes of the exams (see schedule).

Grading:

- ** FIRST EXAM** (covers first part of course; Topics 1-3; 30% of grade)
- ** SECOND EXAM** (covers second part of course; Topics 4-6; 30% of grade)
- **THIRD EXAM** (covers third part of course; Topics 7-10; 40% of grade)

IMPORTANT DATES:

OCTOBER 11:	Exam # 1
NOVEMBER 6:	Exam # 2
NOVEMBER 22	No Class
DECEMBER 4 (3:30)	Exam # 3

Any student who feels she or he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Also, please contact the Office of Disability Services at 614-292-3307 in room 150 Pomerene Hall to coordinate reasonable accommodations for your documented disability.

SEQUENCE OF COURSE TOPICS AND READINGS:

<i>Course Topics:</i>	Readings in: <i>Petty & Cacioppo</i>	Readings in: <i>Bohner & Wänke</i>	Readings in: <i>Petty & Fazio</i>
I INTRODUCTION TO ATTITUDES & MEASUREMENT Definitions and functions of attitudes (Implicit versus explicit attitudes); Measurement of attitudes (direct and indirect measures).	Ch 1: 3-22.	Ch 1: (all); Ch 2: (all); Ch 3: pp. 49-56.	1, 2
II SIMPLE AFFECTIVE THEORIES Mere exposure; Subliminal influence; Classical and operant conditioning; Vicarious learning	Ch 2: (all).	Ch 4: (all)	3, 4, 5
III MESSAGE LEARNING APPROACH Reception and yielding; Sleeper effect; On-line versus memory based processing.	Ch 3: (all).	Ch 6: 123-126	6, 7, 8
IV ANCHORING & CONTEXT THEORIES Adaptation-level, Social judgment, and Perspective theories; Set-reset theory; Flexible Correction Model.	Ch 4: (all).	Ch 5: (all)	9, 10, 11
V MOTIVATIONAL THEORIES Balance theory; Congruity theory; Cognitive dissonance theory; Self-affirmation theory; Reactance theory; Impression management theories.	Ch 5: (all).	Ch 8: 165-182 Ch 3: 58-62.	12, 13, 14
VI ATTRIBUTION/INFERENCE THEORIES Self-perception theory; Attributional Analysis; Affect as information	Ch 6: (all).	Ch 6: pp.117-123 Ch 8: pp. 182-184	15, 16, 17
VII COMBINATORY & STRUCTURAL THEORIES Probabilogical model; Thought systems approach; Information integration theory; Adding vs. averaging.	Ch 7: (all).	Ch 9: (all) Ch 3: 56-58	18, 19
VIII SELF-PERSUASION THEORIES Role playing; Mere thought effects; Cognitive response approach;	Ch 8: (all).	Ch 6: 126-132	20, 21, 22
IX MULTI-PROCESS THEORIES The Elaboration Likelihood Model (ELM); the Heuristic/Systematic Model (HSM); Multiple roles (self-validation processes); the Unimodel.	Ch 9: (all)	Ch 7: (all)	23, 24, 25
X IMPACT ON JUDGMENT & BEHAVIOR Attitude Strength; Theories of reasoned action and planned behavior; MODE model.	Ch 1: 22-36.	Ch 3: pp. 62-66 Ch 10: (all)	26, 27, 28

Psychology 630 Readings for Graduate Students

(*also available from OSU on-line journals collection - PSYCH INFO)

I. Attitude Measurement

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

2. 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.

II. Simple Affective Theories

3. Staats, C. K., & Staats, A. W. (1958). Attitudes established by classical conditioning. *Journal of Abnormal and Social Psychology*, 57, 37-40.

*4 Monahan, J. L., Murphy, S. T., & Zajonc, R. B. (2000). Subliminal mere exposure: Specific, general, and diffuse effects. *Psychological Science*, 11, 462-466.

*5. Olson, M., & Fazio, R. H. (2001). Implicit attitude formation through classical conditioning. *Psychological Science*, 12, 413-417.

III. Learning and Memory Processes

6. Kelman, H. C., & Hovland, C. I. (1953). Reinstatement of the communicator in delayed measurement of opinion change. *Journal of Abnormal and Social Psychology*, 48, 327-335.

*7. Mackie, D. M., & Asuncion, A. G. (1990). On-line and memory-based modification of attitudes: Determinants of message recall-attitude change correspondence. *Journal of Personality and Social Psychology*, 59, 5-16.

*8. Wänke, M., Bohner, G., & Jurkowitsch, A. (1997). There are many reasons to drive a BMW: Does imagined ease of argument generation influence attitudes? *Journal of Consumer Research*, 24, 170-177.

IV. Anchoring and Context Effects

9. Sherif, M., Taub, D. & Hovland, C. I. (1958). Assimilation and contrast effects of anchoring stimuli on judgments. *Journal of Experimental Psychology*, 55, 150-155.

10. Ostrom, T. M. (1970). Perspective as a determinant of attitude change. *Journal of Experimental Social Psychology*, 6, 280-292.

*11. Wegener, D. T., & Petty, R. E. (1995). Flexible correction processes in social judgment: The role of naive theories in corrections for perceived bias. *Journal of Personality and Social Psychology*, 68, 36-51.

V. Dissonance and other Motivational Theories

12. Brehm, J. W. (1956). Postdecision changes in the desirability of alternatives. *Journal of Abnormal and Social Psychology*, 52, 384-389.

13. Festinger, L., & Carlsmith, J. M. (1959). Cognitive consequences of forced compliance. *Journal of Abnormal and Social Psychology*, 58, 203-210.

14. Steele, C. M., & Liu, T. J. (1983). Dissonance processes as self-affirmation. *Journal of Personality and Social Psychology*, 45, 5-19.

VI. Attribution Theories

15. Lepper, M.R., Greene, D., & Nisbett, R. E. (1973). Undermining children's intrinsic interest with extrinsic reward. *Journal of Personality and Social Psychology*, 28, 129-137.

16. Fazio, R.H., Zanna, M.P., & Cooper, J. (1977). Dissonance and self-perception: An integrative view of each theory's proper domain of application. *Journal of Experimental Social Psychology*, 13, 464-479.

17. Wood, W., & Eagly, A. H. (1981). Stages in the analysis of persuasive messages. The role of causal attributions and message comprehension. *Journal of Personality and Social Psychology*, *40*, 246-269.

VII. Combinatory Approaches

18. 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.

19. Andersen, N. (1965). Adding versus averaging as a stimulus combination rule in impression formation. *Journal of Experimental Psychology*, *70*, 394-400.

VIII. Cognitive Responses

20. Janis, I. L., & King, B. T. (1954). The influence of role playing on opinion change. *Journal of Abnormal and Social Psychology*, *49*, 211-218.

21. McGuire, W. J., & Papageorgis, D. (1961). The relative efficacy of various types of prior belief-defense in producing immunity against persuasion. *Journal of Abnormal and Social Psychology*, *62*, 327-337.

22. Tesser, A., & Leone, C. (1977). Cognitive schemas and thought as determinants of attitude change. *Journal of Experimental Social Psychology*, *13*, 340-356.

IX. Dual Process Models

23. Chaiken, S. (1980). Heuristic versus systematic information processing and the use of source versus message cues in persuasion. *Journal of Personality and Social Psychology*, *39*, 752-766.

24. Petty, R. E., & Cacioppo, J. T. (1984). The effects of involvement on response to argument quantity and quality: Central and peripheral

routes to persuasion. *Journal of Personality and Social Psychology*, *46*, 69-81.

*25. Petty, R. E., Briñol, P., & Tormala, Z. L. (2002). Thought confidence as a determinant of persuasion: The self-validation hypothesis. *Journal of Personality and Social Psychology*, *82*, 722-741.

X. Strength and Consequences of Attitudes

26. 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.

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.

*28. Tormala, Z.L., & Petty, R.E. (2002). What doesn't kill me makes me stronger: The effects of resisting persuasion on attitude certainty. *Journal of Personality and Social Psychology*, *83*, 1298-1313.

SUPPLEMENTAL RESOURCES:**A. The Annual Review of Psychology Series:** (reviews work on attitudes every 3 years or so)

1. Chaiken, S. & Stangor, C. (1987), Volume 38, pp. 575-630.
2. Shaffer, D. & Tesser, A. (1990), Volume 41, pp. 479-523.
3. Olson, J. & Zanna, M. (1993), Volume 44, pp. 117-154
4. Petty, R., Wegener, D., & Fabrigar, L. (1997), Volume 48, pp. 609-647.
5. Wood, W. (2000), Volume 51, pp. 539-571.
6. Fazio, R.H., & Olson, M.A. (2003), Volume 54, pp. 297-328.
7. Crano, W. D., & Prislin, R. (2006), Volume 57, pp. 345-374.

B. The Ohio State Series on Attitudes and Persuasion.

- V 1: Greenwald, A.G., Brock, T.C., & Ostrom, T. (Eds.) (1968). *Psychological foundations of attitudes*. New York: Academic Press. [Presents a number of theoretical approaches to the study of attitudes other than consistency models].
- V 2: Petty, R.E., Ostrom, T.M., & Brock, T.C. (Eds.) (1981). *Cognitive responses in persuasion*. Hillsdale, N.J.: Erlbaum. [edited volume emphasizing self-persuasion approaches].
- V 3: Pratkanis, A. R., Breckler, S.J., & Greenwald, A. G. (1989). *Attitude structure and function*. Hillsdale N.J.: Erlbaum. [edited volume focusing on the structure of attitudes and the functional approach to attitudes and persuasion].
- V 4: Petty, R. E., & Krosnick, J.A. (1995). *Attitude strength: Antecedents and consequences*. Mahwah, NJ: Erlbaum. [edited volume focusing on what determines when attitudes are strong vs. weak, what the consequences are, and how to assess strong attitudes].
- V 5: Petty, R. E., Fazio, R. H., & Briñol, P. (2007). *Attitudes: Insights from the new implicit measures*. Mahwah, NJ: Erlbaum [edited volume focusing on how indirect measures of attitudes, and especially of automatic evaluations, can contribute to understanding evaluative processes]

C. Additional Books of General Interest:

1. Petty, R.E., & Cacioppo, J.T. (1986). *Communication and persuasion: Central and peripheral routes to attitude change*. New York: Springer/Verlag. [An integrative text presenting research on the elaboration likelihood model of persuasion].
2. Zanna, M.P., Olson, J.M., & Herman, C.P. (Eds.) (1987). *Social influence: The Ontario symposium*. Hillsdale, NJ: Erlbaum. [An edited volume presenting different research programs on attitudes, persuasion, and compliance].
3. Oskamp, S. (1991). *Attitudes and opinions*. Englewood Cliffs, NJ: Prentice-Hall. [An overview of attitude theories with a focus on public opinion research].
4. Zimbardo, P. G., & Leippe, M. R. (1991). *The psychology of attitude change and social influence*. New York: McGraw Hill. [A readable undergraduate text with a focus on applications of basic work on attitudes and persuasion]
5. Eagly, A. H., & Chaiken, S. (1993). *Psychology of attitudes*. Fort Worth, TX: Harcourt, Brace, Jovanovich [encyclopedia coverage of major topics in attitudes and persuasion - intended for grad students]
6. Maio, G. R., & Olson, J. M. (Eds.) (2000). *Why we evaluate: Functions of attitudes*. Mahwah, NJ: Erlbaum. [Chapters focusing on the functional and motivational properties and bases of attitudes].
7. Terry, D. J., & Hogg, M. A. (Eds) (2000). *Attitudes, behavior, and social context*. Mahwah, NJ: Erlbaum. [Chapters focus on the role of groups, social identity, and norms in attitude processes]
8. Haddock, G., & Maio, G.R. (Eds) (2004). *Contemporary perspectives on the psychology of attitudes*. London, England: Psychology Press. [presents a diversity of current research programs]
9. Knowles, E. S., & Linn, J. A. (Eds.) (2004). *Resistance and persuasion*. Mahwah NJ: Erlbaum. [Chapters focus on theory and research on resistance to persuasion, its processes and how to overcome it.]
10. Albarracín, D., Johnson, B. T., & Zanna, M. P. (Eds) (2005). *The handbook of attitudes*. Mahwah, NJ: Erlbaum. [Chapters cover the full range of issues on attitude processes from measurement to structure to change – intended for graduate students]