

CONTENTS

<i>PREFACE</i>	v
1. INTRODUCTION	1
The Concept of Attitude. General Methodological Considerations.	
2. HOVLAND, JANIS, AND KELLEY'S REINFORCEMENT THEORY	12
Theory. Research. Evaluation.	
3. SHERIF AND HOVLAND'S ASSIMILATION-CONTRAST THEORY	64
Theory. Research. Evaluation.	
4. HELSON'S ADAPTATION-LEVEL THEORY	92
Theory. Research. Evaluation.	
5. MCGUIRE'S LOGICAL-AFFECTIVE CONSISTENCY THEORY	102
Theory. Research. Evaluation.	
6. OSGOOD AND TANNENBAUM'S CONGRUITY THEORY	112
Theory. Research. Evaluation.	
7. ROKEACH'S BELIEF CONGRUENCE THEORY	141
Theory. Research. Evaluation.	
8. HEIDER AND NEWCOMB'S BALANCE THEORIES	161
Theory. Research. Evaluation.	

9. ROSENBERG AND ABELSON'S AFFECTIVE-COGNITIVE CONSISTENCY THEORY	177
Theory. Research. Evaluation.	
10. FESTINGER'S DISSONANCE THEORY	198
Theory. Research. Evaluation.	
11. SARNOFF'S PSYCHOANALYTIC THEORY	285
Theory. Research. Evaluation.	
12. McGUIRE'S INOCULATION THEORY	296
Theory. Research. Evaluation.	
13. TYPE THEORIES	330
Introduction. Smith, Bruner, and White's Theory. Katz's Theory. Kelman's Theory.	
14. EVALUATION	345
Research. Theories.	
<i>REFERENCES</i>	349
<i>NAME INDEX</i>	367
<i>SUBJECT INDEX</i>	371