

Contents

1. THE CONCEPT AND MEASUREMENT OF ATTITUDES	1
Some Problems in the Definition of Attitudes	1
Historical Beginning of the Concept of Attitude	5
Brief Review of Attitude Measurement Techniques	9
Behaviors and Attitudes	22
Chapter Summary	38
2. EVALUATING THEORIES OF ATTITUDE CHANGE	39
Formal Theory and the Theories of Attitude Change	40
Experimental Methodology and Theories of Attitude Change	44
Social Attitudes and Other Acquired Behavioral Dispositions (Campbell)	81
Chapter Summary	87
3. STIMULUS-RESPONSE AND BEHAVIORISTIC THEORIES OF ATTITUDE CHANGE	89
Attitude as an Implicit Response: Leonard Doob	92
The Yale Communication and Attitude Change Program	103
Persuasion and the Acquisition of Attitude: Models from Conditioning and Selective Learning	118
Skinnerian "Radical Behaviorism" (Bem)	128
Inoculation Theory (McGuire)	133
The Awareness Problem	142
Chapter Summary	152

4. CONSISTENCY THEORIES	155
Variations of the Basic Balance Model	168
Other Consistency Models	178
Some Criticisms of Consistency Theories	188
5. DISSONANCE THEORY	191
Dissonance and Decision-Making	200
The Forced Compliance Paradigm	205
The Forced Compliance Controversy	211
An Alternative Explanation of Dissonance Phenomena	217
Other Research Topics Related to Dissonance Theory	223
Summary and Conclusions	229
Some Criticisms of Dissonance Theory	232
6. SOCIAL JUDGMENT THEORY	238
The Theoretical Propositions and Supporting Data	240
Recent Experimental Literature	264
Conclusion	297
7. FUNCTIONAL THEORIES OF ATTITUDE	302
Two Functional Theories: Smith, Bruner, and White and Katz	302
Criticism of the Functional Theories	326
Compliance, Identification, and Internalization: Three Processes of Attitude Change (Kelman)	330
8. EPILOGUE	343
REFERENCES	347
INDEX	377