Contents

Foreword	хi
Preface	xiii

PART I: HISTORICAL AND METHODOLOGICAL PERSPECTIVES IN
THE ANALYSIS OF COGNITIVE RESPONSES: AN INTRODUCTION
Timothy C. Brock 1

1. Historical Foundations of the Cognitive Response Approach to Attitudes and Persuasion 5

Richard E. Petty, Thomas M. Ostrom, and Timothy C. Brock

Introduction 5

A Brief History of the Attitude Concept 7

Traditional Approaches to the Study of Persuasion 9
The Cognitive Response Approach to Persuasion 13
Themes in Early Research on Cognitive Responses 18

Chapter Summary 28

2. The Nature of Attitudes and Cognitive Responses and Their Relationships to Behavior 31

John T. Cacioppo, Stephen G. Harkins, and Richard E. Petty

Introduction 31

The Measurement of Attitudes 33

What is a Cognitive Response? 37

The Measurement of Cognitive Responses 38

Measuring Cognitive Structure 47

Relationships Between Cognitive Responses,

Attitudes, and Behaviors 48

Chapter Summary 53

3.	Thought Disruption and Persuasion: Asses	ssing	the
	Validity of Attitude Change Experiments	55	
	Richard E. Petty and Timothy C. Brock		

Introduction 55
Conceptual and Operational Levels of Research 56
Threats to the Validity of an Experiment 59
Chapter Summary 77

Psychophysiological Functioning, Cognitive Responding and Attitudes 81 John T. Cacioppo and Curt A. Sandman

Introduction 81
Measuring Attitudes Physiologically 82
Assessing and Affecting Cognitive Responses
Physiologically 92

Chapter Summary

Methodological Issues in Analyzing the Cognitive Mediation of Persuasion 105 Norman Miller and Debbra E. Colman

103

The Attitude Concept 105
Cognitive Mediating Responses 107
Measuring Cognitive Mediating Responses 109
Strategies for Assessing the Causal Role of
Cognitive Mediating Responses 111
Conclusion 124

6. Cognitive Response Analysis: An Appraisal 127
Anthony G. Greenwald

124

Retrospect and Critique 127
Prospect 129
Conclusion 133

Chapter Summary

PART II: THE ROLE OF COGNITIVE RESPONSES IN ATTITUDE CHANGE PROCESSES Richard E. Petty 135

7. Effects of Source Characteristics on Cognitive Responses and Persuasion 141

R. Glen Hass

Introduction 141
What is a Message Source? 142
Similarity Between the Source and the Recipient 151
Source Expertise and Trustworthiness 154
Cognitive Response Analysis of Source Credibility
Effects 161

Chapter Summary 171

8. Recipient Characteristics as Determinants of Responses to Persuasion 173

Alice H. Eagly

Introduction 173

The Personality Strategy 175

The Attitude Change Strategy 180

The Personality-Attitude Change Strategy 182

Dealing with the Empirical Inconsistencies of

Existing Persuasibility Research 188

Chapter Summary 194

9. Attitude Polarization in Groups 197

Eugene Burnstein and Keith Sentis

Introduction 197

Theories Based on Normative Influence 199
Theories Based on Informational Influence 203
Informational Versus Normative Influence 204
Generalizing Persuasive-Arguments Theory 213

Chapter Summary 215

10. Anticipatory Opinion Effects 217

Robert B. Cialdini and Richard E. Petty

Expectations that Produce Anticipatory Opinion Effects 218

Determining the Direction of Anticipatory Shifts

220

Mediation of Anticipatory Shifts 223

The Strategic Nature of Anticipatory Shifts 229

Chapter Summary 234

Beyond Logic

337

11. Repetition. Cognitive Responses, and Persuasion 237 Alan Sawver Introduction 237 Cognitive Responses to Multiple Exposures 238 Mere Exposure of Noncommunication Stimuli 239 Theories of Mere Exposure 241 Message Repetition and Attitude Change 248 Repetition and Cognitive Response Cognitive Response Explanations of Attitudinal Effects of Repetition 253 Future Research 254 Chapter Summary 260 12. Cognitive Responses to Mass Media Advocacy 263 Peter Wriaht Introduction 263 The Effects of the Ad Reception Environment on Immediate Cognitive Responses Reception Environments that Severely Limit Response Opportunity 273 How Much Thinking do TV and Radio Audiences Accomplish? 275 Audience Response Tendencies in Strainful Reception Environments 278 Chapter Summary 281 PART III: THEORETICAL PERSPECTIVES IN THE ANALYSIS OF **COGNITIVE RESPONSES** Thomas M. Ostrom 283 13. The Probabilogical Model of Cognitive Structure and Attitude Change 291 William J. McGuire Theory of the Cognitive System 291 Development of the Theory: Empirical Results 296 Conclusions 305 14. Balance Theory and Phenomenology 309 Chester A. Insko Balance Theory 309 Selected Topics in Attitude Change 323 Balance Theory, Hedonism, and Testability 335

15. Acceptance, Yielding and Impact: Cognitive Processes

Martin Fishbein and Icek Ajzen

Target Variables and Their Determinants 340
Structure and Content of a Persuasive
Communication 346
Effects of Independent Variables 354

Effects of Independent Variables 354 Summary and Conclusion 359

16. Integration Theory Applied to Cognitive Responses and Attitudes 361

Norman H. Anderson

Nature of Information Integration Theory 361
Testing the Integration Model: The Parallelism
Theorem 367

Measurement of Cognitive Responses 378
Six Applications of Integration Theory 385

17. Principles of Memory and Cognition in Attitude Formation 399

John H. Lingle and Thomas M. Ostrom

Some Principles of Thematic Structure and Human Thought 400

Attitudes as Thematic Frameworks 408

Summary and Conclusions 418

References 421

Author Index 461 Subject Index 473