Contents

Preface		
1.	Strategies for Exploring Attitudes and Behavior	1
	Statistical Prediction ModelsDecision ResearchGoal-Directed BehaviorThe Process of Preparing for ActionAffinity of Judgment and BehaviorLatent Attitude StructuresHeuristics and BiasesThe Experimental Approach	2 7 9 11 12 13 14 15
2.	A Component Theory for Attitude Objects Paul Dohmen, Jörg Doll, and Hubert Feger	19
	Definitions and Notations Basic Assumptions of the Component Theory Some Implications and Simplifying Assumptions Empirical Results Prediction of Behavior Toward Attitude Objects Formal Models	19 21 22 24 46 49
3.	Cognitive Choice Processes and the Attitude-Behavior Relation Dietrich Albert, K. Michael Aschenbrenner, and Franz Schmalhofer	61
	Fishbein and Ajzen's Contribution to the Attitude-Behavior Problem	61 63

	Principles for Analyzing Cognitive Choice ProcessesGeneral Method of Empirical InvestigationCriterion-Dependent Choice ModelsEmpirical ResultsComparison with Other ModelsAlternative Based Aggregation into Holistic Evaluationsor Attitudes?General Discussion	64 65 68 75 90 91 94
4.	Changing Choices: Why and How, If At All Helmut Jungermann, Regine S. May, Jürgen Hageböck, Margarete Isermann-Gerke, and Hans-Rüdiger Pfister	101
	Experiments 1	103 108 120
5.	A Computer Simulation System for Individual Decision Processes Alwin Engemann, Margarete Radtke, and Stefan Sachs	125
	Decision Research Computer Simulation A Computer Simulation System for Individual Decision Making Linking REASON and HEURISCO Recent Developments Appendix A: Description of the Heuristics Used in the Study by Jungermann et al. (1985)	125 126 127 128 141 142 143 144
6.	Egotism and Altruism in Social Dilemmata Dirk Wendt, Margit Popp, Andreas Wettengel, and Monika Isis Ksiensik	149
	Prisoner's Dilemma Game Commons Dilemma Game Empirical Studies	150 152 153 155 159
7.	Predicting Behavior in Natural Settings: Four Field Studies Bernd Six, Barbara Krahé, and Thomas Eckes	163
	Basic Concepts and Applied Perspectives in Attitude-Behavior Research	163

	Searching for Medium-Range Models of Behavior Prediction Putting the Models to Test General Discussion	166 167 178	
8.	Expectations and Decisions	183	
	Theory	183	
	Facets of Expectation Counter Model of Evaluated Expectations in	185	
	Predicting Decisions	191	
	Experiment: Changing Expectations	194	
	Discussion	212	
9.	Behavior as an Expressive Function of Attitudes	217	
	Prediction of Behavior	217	
	The New Trend	218	
	Structures of Attitude and Behavior	219	
	Biases	225	
	The Response Process	227	
	Testing Aspects of the Theory	228	
	Study 1	230	
	5	230	
	Study 2		
	Study 3	244	
	Final Discussion	247	
Aut	Author Index		
Sub	Subject Index		