
Week 2

Attitudes are a psychological tendency that is expressed by evaluating a particular entity with some degree of favour or disfavour

ABC Model of attitudes

Affective

Behavioural

Cognitive

ABC model is important because it allows us to develop psychological/social interventions, behavioural interventions, policy interventions

La Piere Study

- Travelled around America with a Chinese student and his wife
- Visited hotels and restaurants
- Noted that they were not being refused entry at any of the establishments as well as discriminative behaviour

Corey Study

- Uni student cheating in exams
- Tests measuring attitudes towards cheating were taken
- Secretly marked the exams but then let the students self mark it to see if they lied or not able how many correct answers they got

Batson Study

- Recommended students to fun task and a possible \$30 prize or a dull task with no prize
- Testing whether they assigned themselves the fun task or assigned it to someone else

Wicker Study

- Studied link between attitudes and behaviour
- Attitudes link to the behaviour and vice versa

Principal of specificity proposes that general attitudes may not predict specific behaviours

Principal of aggregation proposes that effects of an attitude on behaviour become more apparent when we look at a person's aggregate or average of multiple behaviours, not just an isolated act

Social desirability is a type of response bias that is the tendency of survey respondents to answer questions in a manner that will be viewed favourably by others

Jones and Sigall Study

- Tests whether people actually hide real attitudes and beliefs
- EMG
- Told patients it could detect their real attitude

Carver and Scheier Study

- Mirror task: placing a mirror near a person improved honesty in responding on attitude measures

Bateson

- Placement and type of eyes above the money box to pay for tea and coffee supplies

Week 3

- Is consciousness or our conscious thought actually controlled and deliberative?
- Are the decisions we make and things we do (behaviours) driven by our own free will and conscious decision to do that act?
- Do we make up our attitudes and explanations for things as we go along?
- How might you go about testing whether what we say, and think is not just a post-hoc explanation for why we do what we do
- Split brain surgery
- What comes first - behaviour or attitudes?
- Role playing, how does it affect us?
- Stanford prison experiment
- Foot in the door phenomenon
- Lowball technique

Actions/behaviours affecting attitudes

- Cognitive dissonance: we feel anxious or uneasy when attitudes and beliefs clash with each other
- Self justification
- Self perception
- Self presentation

Aronson and Carlsmith Study

- Told children not to play with robots
- Some were told nicely, some were told with a threat

Elaboration Likelihood Model

- Explains how we might be persuaded or have our attitudes changed about something or someone
- **Central route processing** involves effortful thought and in depth analysis of the information present (logical reasoning)
- **Peripheral route processing** involves cognitively lazier processes (because its cool)
- Motivation and ability