

Attitudes

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Elements of an attitude

- Cognitive component
 - Beliefs about the attitude object
 - In relation to other beliefs
- Evaluative component
 - Feelings about the attitude object
 - Background of other emotional elements
- Behavioral component
 - Predisposition to act
 - Behavioral intentions

Attitude scales

- Guttman scale
- Thurstone scale
- Semantic differential scale
- Likert scale
 - Items worded in the extreme
 - Degrees of agreement/disagreement
 - Summated ratings

Likert scale scoring

DISAGREEMENT			AGREEMENT		
STR	MOD	SLI	SLI	MOD	STR
1	2	3	5	6	7

A terrible Likert item

- “For the same work, women should be paid exactly the same amount of money as men are paid”

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- Who would *disagree strongly*?

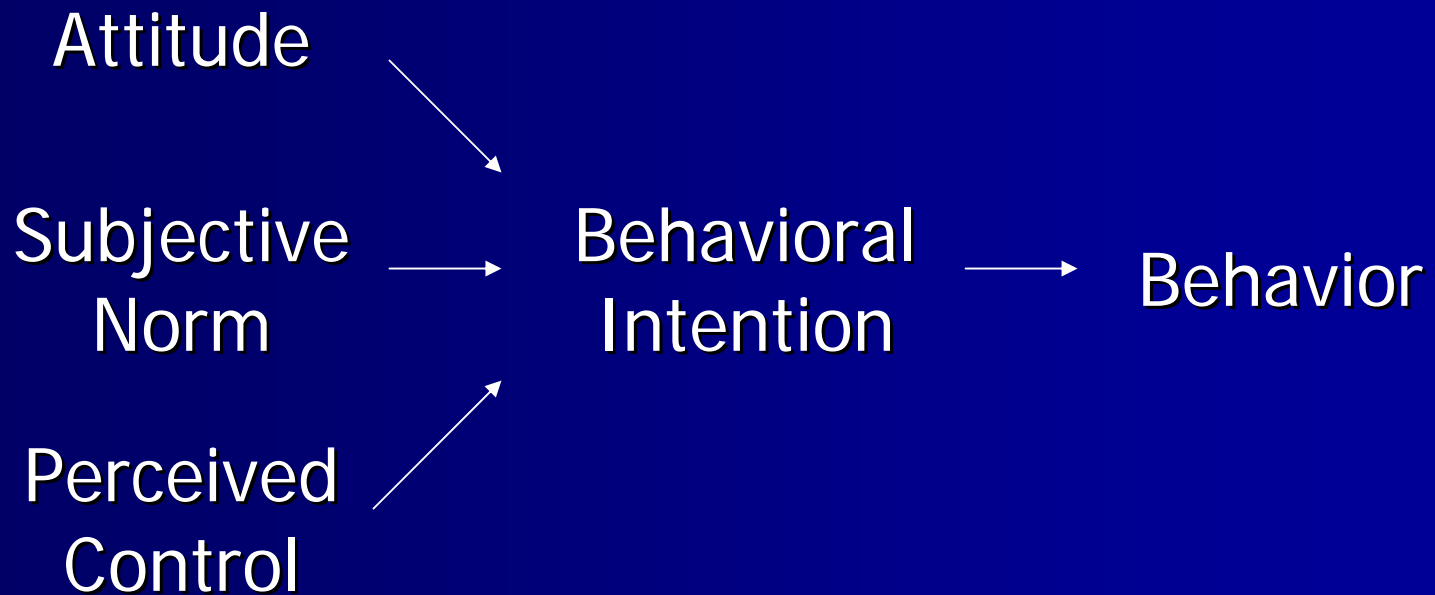
A terrible Likert item

- “For the same work, women should be paid exactly the same amount of money as men are paid”
- Who would *disagree strongly*?
 - Male chauvinist pigs
 - Radical feminists

The IAT

- <https://implicit.harvard.edu/implicit/>
- Tests attitudes outside of awareness
- Black and white faces
- Positive and negative words
- All possible pairings
- Relative speed of response (fastest to liked and positive)

Theory of planned behavior



Attitude strength

- Increases with
 - Self-interest
 - Deeply-held philosophical or religious beliefs
 - Issue is of concern to close friends or family
- Direct experience with the object
- Digging in against attacks