

1. Record Nr.	UNINA9910459237403321
Titolo	The psychology of attitudes and attitude change // edited by Joseph P. Forgas, Joel Cooper, William D. Crano
Pubbl/distr/stampa	New York : , : Psychology Press, , 2010
ISBN	1-136-89779-8 1-283-03715-7 9786613037152 0-203-84130-1
Descrizione fisica	1 online resource (315 p.)
Collana	The Sydney Symposium of Social Psychology series ; ; v. 12
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Disciplina	153.8
Soggetti	Attitude (Psychology) Attitude change Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	section 1. Introduction and basic issues -- section 2. Attitudes : cognitive and affective practices -- section 3. Attitudes and persuasion -- section 4. Applications and implications of attitude research.
Sommario/riassunto	Human beings have a unique ability to create elaborate predispositions and evaluations based on their social experiences. The concept of attitudes is central to understanding how experience gives rise to these predispositions, and psychologists have spent the best part of the past 100 years trying to understand the intricacies of this process. Yet, despite decades of research, we still do not fully understand how attitudes are created, maintained and changed. The main objective of this book is to review and integrate some of the most recent, cutting-edge developments in research on a