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Nota di contenuto	Cover; Half Title; Title Page; Copyright Page; Table of Contents; Acknowledgements; Series preface; Part I Basic issues in attitude research; 1 What is an attitude, and why is it important?; What is an attitude?; Why do people have attitudes?; Research applying attitude functions; Why study attitudes?; Overview of the book; Chapter summary; Exercises; Note; Further reading; 2 The measurement of attitudes; The concept of measurement; Direct measurement; How do we know if the measurement is good?; Indirect measurement; Implicit attitudes: A conceptual case for indirect attitude measurement Chapter summaryExercises; Notes; Further reading; 3 Beyond valence: Structure and strength; Intra-attitudinal structure; Inter-attitudinal structure; Attitude strength; Concluding comments; Chapter summary; Exercises; Notes; Further reading; Part II Where do attitudes come from?; 4 Nature and nurture as sources of attitudes; Genetic influences; Attitudes may be acquired; Concluding comment; Chapter summary; Exercises; Notes; Further reading; 5 Attitudes as temporary constructions; Context influences on information retrieval for attitude construction; Context influences on evaluations How the judgment is put together: Context influences on information useAttitudes as temporary constructions versus stable entities: A

critical appraisal; Chapter summary; Exercises; Notes; Further reading; 6 Persuasion: I. From effortless judgments to complex processing; Persuasion processes that require little cognitive effort; Persuasion through more effortful processing; Chapter summary; Exercises; Notes; Further reading; 7 Persuasion: II. The dual-processing approach; The elaboration likelihood model; The heuristic-systematic model; Concluding remarks on dual-processing accounts Chapter summary Exercises; Notes; Further reading; 8 Behaviour influences on attitudes; When sanctions or incentives backfire: Reactance and overjustification; Incentives versus cognitive dissonance; Behaviour-induced attitude change and processing effort; Chapter summary; Exercises; Note; Further reading; Part III Consequences of attitudes; 9 Attitude influences on information processing; Theoretical assumptions guiding research on attitude-processing links: Consistency, function and structure; Attitude effects on attention, encoding and exposure; Attitude effects on judgment and elaboration Attitude effects on memory Conclusion: Attitudes predict information processing; Chapter summary; Exercises; Further reading; 10 Attitude influences on behaviour; Do attitudes predict behaviour?; When do attitudes predict behaviour?; Expectancy-value models: Attitudes toward behaviour and other determinants of behaviour; Two processes by which attitudes guide behaviour: The MODE model; Conclusion: Attitudes do predict behaviour (but do they cause it?); Chapter summary; Exercises; Further reading; Part IV Postscript; 11 What's left?; Glossary; References; Author index; Subject index

Sommario/riassunto

Attitudes - cognitive representations of our evaluation of ourselves, other people, things, actions, events, ideas - and attitude change have been a central concern in social psychology since the discipline began. People can - and do - have attitudes on an infinite range of things but what are attitudes, how do we form them and how can they be modified? This book provides the student with a comprehensive and accessible introduction to the basic issues in the psychological study of attitudes. Drawing on research from Europe and the USA it presents up-to-date coverage of the key issues
