

**Psychology 4518**  
**Attitudes: Structure, Function, and Consequences**  
**Autumn 2017**  
**Tuesday & Thursday 12:45 - 2:05**  
**Psychology Bldg 010**

Instructor

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Course Overview

This course is intended to provide an introduction to basic theory and research regarding attitudes. The focus will be on the bases of attitudes, how they are represented in memory, the functional value that they serve and the consequences that they have for information processing, judgment, and behavior.

Course Textbooks

Fazio, R. H., & Petty, R. E. (Eds.) (2008). *Attitudes: Structure, Function, & Consequences*. New York: Psychology Press.

This book of readings is a collection of classic and contemporary journal articles from the social psychological literature on attitudes. It also includes valuable ancillary material introducing each major topic area.

Cooper, J., Blackman, S. F., & Keller, K. T. (2016). *The Science of Attitudes*. New York: Routledge.

This new text is an excellent overview of the literature, thus providing a context in which to place and integrate the journal articles from the Fazio & Petty reader.

Course Requirements

Readings are assigned for each class meeting, and are to be read prior to the class with which they are associated. Each day's readings consist of articles from the Fazio & Petty reader (referred to as F&P in the Tentative Schedule) and/or sections of the Cooper et al. text (referred to as CBK).

Grades will be based on three equally-weighted exams, each consisting of multiple choice, brief identification, and short essay questions.

1. Exam #1, covering the first third of the course, will be administered during class on September 21.
2. Exam #2, covering the next third, will be administered during class on November 2. Although the focus will be on the second third of the course, students will be expected to be able to integrate these topics with the material that was covered earlier.
3. Exam #3 will be administered during finals week. According to the Registrar's final exam schedule, the exam is scheduled for December 12, 2:00 - 3:45. Again, the focus will be on the material covered since the previous exam, but students will be expected to integrate these topics with the earlier material.

### Academic Misconduct

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term “academic misconduct” includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the [Code of Student Conduct](#) at <http://studentconduct.osu.edu>

### Sexual misconduct/relationship violence

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources at <http://titleix.osu.edu> or by contacting the Ohio State Title IX Coordinator, Kellie Brennan, at [titleix@osu.edu](mailto:titleix@osu.edu).

### Disability Services

The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. **SLDS contact information:** [slds@osu.edu](mailto:slds@osu.edu); 614-292-3307; [slds.osu.edu](http://slds.osu.edu); 098 Baker Hall, 113 W. 12<sup>th</sup> Avenue.

**Tentative schedule (subject to change)**

Note: F&P refers to the Fazio & Petty reader; CBK refers to the Cooper, Blackman, & Keller text.

**Aug 22: Course introduction**

***Part 1. Conceptualizing attitudes***

**Aug 24** F&P Appendix: How to Read a Journal Article in Social Psychology

F&P Section overview

CBK pp. 1-7

**Aug 29:** F&P Reading 1

CBK pp. 23-40

**Aug 31:** F&P Reading 2

***Part 2. Measurement***

**Sept 5:** F&P Section overview

F&P Readings 3 & 4

CBK pp. 7-14

**Sept 7:** F&P Readings 5 & 6

CBK pp. 15-22

**Sept 12:** F&P Reading 7

CBK pp. 226-240

**Sept 14:** CBK pp. 241-252

**Sept 19:** no new reading; use the time to review and integrate the earlier readings

**Sept 21: Exam I**

***Part 3. Bases of Attitudes***

**Sept 26:** F&P Section overview

F&P Reading 8

CBK pp. 51-57, 226-240

**Sept 28:** F&P Reading 9

CBK Chapter 4 (note: this chapter is not required reading; recommended only)

**Oct 3:** F&P Reading 10

**Oct 5:** CBK pp. 46-51, 253-255

**Oct 10:** F&P Readings 11 & 12

CBK pp. 40-43, 169-173

**Oct 12:** no class; Autumn Break

**Oct 17:** CBK pp. 174-198

***Part 4. Functions of Attitudes***

**Oct 19:** F&P Section overview

F&P Reading 13

CBK Chapter 3

**Oct 24:** F&P Readings 14, 15, & 16

**Oct 26:** F&P Readings 17 & 18

**Oct 31:** no new reading; use the time to review and integrate the earlier readings

**Nov 2:** Exam II

***Part 5. Impact on Perception and Cognition***

**Nov 7:** F&P Section overview

F&P Reading 19

**Nov 9:** F&P Reading 20

CBK pp. 214-225

**Nov 14:** F&P Reading 23

**Nov 16:** F&P Reading 21

CBK pp. 43-46

**Nov 21:** F&P Reading 22

**Nov 23:** no class; Thanksgiving Break

***Part 6. Impact on Behavior***

**Nov 28:** F&P Section overview

F&P Readings 24 & 25

**Nov 30:** F&P Readings 26 & 27

CBK Chapter 6

**Dec 5: Wrap-up**

CBK Chapter 10 (note: this chapter is not required reading; recommended only)

**Dec 12, 2:00 - 3:45: Exam III**

**Table of Contents of Fazio, R. H., & Petty, R. E. (Eds.) (2008). *Attitudes: Their Structure, Function and Consequences*. New York: Psychology Press.**

Preface

**Part 1. Conceptualizing Attitudes**

Section Overview

*Readings:*

(1) Zanna, M. P., & Rempel, J. K. (1988). Attitudes: A new look at an old concept. In D. Bar-Tal & A. W. Kruglanski (Eds.), The social psychology of knowledge (pp. 315-334). New York: Cambridge University Press. (ABRIDGED)

(2) Fazio, R. H., Sanbonmatsu, D. M., Powell, M. C., & Kardes, F. R. (1986). On the automatic activation of attitudes. Journal of Personality and Social Psychology, 50, 229-238.

**Part 2. Measurement of Attitudes**

Section Overview

*Readings:*

(3) Thurstone, L. L. (1928). Attitudes can be measured. American Journal of Sociology, 33, 529-544. (ABRIDGED)

(4) Schwarz, N. (1999). Self-Reports: How the questions shape the answers. American Psychologist, 54, 93-105.

(5) Cacioppo, J. T., Petty, R. E., Losch, M. E., & Kim, H. S. (1986). Electromyographic activity over facial muscle regions can differentiate the valence and intensity of affective reactions. Journal of Personality and Social Psychology, 50, 1260-268.

(6) Fazio, R. H., Jackson, J. R., Dunton, B. C., & Williams, C. J. (1995). Variability in automatic activation as an unobtrusive measure of racial attitudes: A bona fide pipeline? Journal of Personality and Social Psychology, 69, 1013-1027.

(7) Greenwald, A.G., McGhee, D. E., & Schwartz, J. L K. (1998). Measuring individual differences in implicit cognition: The implicit association test. Journal of Personality and Social Psychology, 74, 1464-1480.

### Part 3. Affective, Cognitive, and Behavioral Bases of Attitudes

#### Section Overview

##### *Readings:*

(8) Fishbein, M. J. (1963). An investigation of the relationships between beliefs about an object and the attitude toward that object. Human Relations, 16, 233-240.

(9) Zajonc, R. (1980). Feeling and thinking: Preferences need no inferences. American Psychologist, 35, 151-175.

(10) Chaiken, S., & Baldwin, M. W. (1981). Affective-cognitive consistency and the effect of salient behavioral information on the self-perception of attitudes. Journal of Personality and Social Psychology, 41, 1-12.

(11) Haddock, G., Zanna, M. P., & Esses, V. M. (1993). Assessing the structure of prejudicial attitudes: The case of attitudes toward homosexuals. Journal of Personality and Social Psychology, 65, 1105-1118.

(12) Newby-Clark, I. R., McGregor, I., & Zanna, M. P. (2002). Thinking and caring about cognitive inconsistency: When and for whom does attitudinal ambivalence feel uncomfortable? Journal of Personality and Social Psychology, 82, 157-166.

### Part 4. Functions of Attitudes

#### Section Overview

##### *Readings:*

(13) Katz, D. (1960). The functional approach to the study of attitudes. Public Opinion Quarterly, 24, 163-204. (ABRIDGED)

(14) Snyder, M., & DeBono, K. G. (1985). Appeals to images and claims about quality: Understanding the psychology of advertising. Journal of Personality and Social Psychology, 49, 586-597.

(15) Petty, R. E., & Wegener, D. T. (1998). Matching versus mismatching attitude functions: Implications for scrutiny of persuasive messages. Personality and Social Psychology Bulletin, 24, 227-240.

(16) Fein, S., & Spencer, S. J. (1997). Prejudice as self-image maintenance: Affirming the self through derogating others. Journal of Personality and Social Psychology, 73, 31-44.

(17) Fazio, R. H., Blascovich, J., & Driscoll, D. M. (1992). On the functional value of attitudes: The influence of accessible attitudes upon the ease and quality of decision making. Personality and Social Psychology Bulletin, 18, 388-401.

(18) Wilson, T. D., & Schooler, J. W. (1991). Thinking too much: Introspection can reduce the quality of preferences and decisions. Journal of Personality & Social Psychology, 60, 181-192.

**Part 5. Impact on Perception and Cognition:**

## Section Overview

*Readings:*

(19) Hastorf, A., & Cantril, H. (1954). They saw a game: A case study. Journal of Abnormal and Social Psychology, 49, 129-134.

(20) Lord, C.G., Ross, L., & Lepper, M.R. (1979). Biased assimilation and attitude polarization: The effects of prior theories on subsequently considered evidence. Journal of Personality and Social Psychology, 37, 2098-2109.

(21) Ross, M., McFarland, C., & Fletcher G. J. O. (1981). The effect of attitude on the recall of personal histories. Journal of Personality and Social Psychology, 40, 627-634.

(22) Roskos-Ewoldson, D. R., & Fazio, R. H. (1992). On the orienting value of attitudes: Attitude accessibility as a determinant of an object's attraction of visual attention. Journal of Personality and Social Psychology, 63, 198-211.

(23) Sweeney, P. D., & Gruber, K. L. (1984). Selective exposure: Voter information preferences and the Watergate affair. Journal of Personality and Social Psychology, 46, 1208-1221.

**Part 6. Impact on Behavior**

## Section Overview

*Readings:*

(24) LaPiere, R. (1934). Attitudes versus actions. Social Forces, 13, 230-237.

(25) Lord, C. G., Lepper, M. R., & Mackie, D. (1984). Attitude prototypes as determinants of attitude-behavior consistency. Journal of Personality and Social Psychology, 46, 1254-1266.

(26) Ajzen, I., & Fishbein, M. (1973). Attitudinal and normative variables as predictors of specific behaviors. Journal of Personality and Social Psychology, 27, 41-57.

(27) Fazio, R. H., & Williams, C. J. (1986). Attitude accessibility as a moderator of the attitude-perception and attitude-behavior relations: An investigation of the 1984 presidential election. Journal of Personality and Social Psychology, 51, 505-514.

**Appendix**

Jordan, C. H., & Zanna, M. P. How to read a journal article in social psychology.