

**Psychology 518**  
**Attitudes: Structure, Function, and Consequences**  
**Spring Quarter 2008**  
**Mon & Wed 3:30 - 4:48**  
**Psychology Building 14**

Instructor

Russell Fazio  
100c Lazenby Hall  
Phone: 688-5408  
E-mail: [fazio.11@osu.edu](mailto:fazio.11@osu.edu)

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 Textbook

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.

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.

Grades will be based on three equally-weighted exams:

1. Exam #1 covering the first 3 weeks of the syllabus will be administered during class on April 14.
2. Exam #2 covering the next third of the course will be administered during class on May 5. 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 on the last day of class, May 28. 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

All students at the Ohio State University are bound by the Code of Student Conduct (see <http://oaa.ohio-state.edu/coam/code.html>). Suspected violations of the code in this class will be dealt with according to the procedures detailed in that code. Specifically, any alleged cases of misconduct will be referred to the Committee on Academic Misconduct.

Students with disabilities

This syllabus is available in alternative formats upon request. In addition, if you may need an accommodation based on the impact of a disability, you should contact the instructor immediately. Students with special needs should contact the Office of Disability Services (ODS) at 292-3307 for certification if they have not already done so. Upon such certification, the ODS and the instructor will make every effort to accommodate special needs. However, to ensure that evaluation of student performance in the course is conducted in a manner that is fair to all students, special accommodations will not be granted in the absence of ODS certification.

**Tentative schedule (subject to change)**

**March 24: Course introduction**

**March 26: Conceptualizing attitudes**

Appendix: How to Read a Journal Article in Social Psychology

Section overview

Reading 1

**March 31: Reading 2**

**April 2: Measurement**

Section overview

Readings 3 & 4

**April 7: Readings 5 & 6**

**April 9: Reading 7**

**April 14: Exam I**

**April 16: Bases of Attitudes**

Section overview

Readings 8 & 9

**April 21: Readings 10, 11, & 12**

**April 23: Functions of Attitudes**

Section overview

Readings 13 & 14

**April 28: Readings 15 & 16**

**April 30: Readings 17 & 18**

**May 5: Exam II**

**May 7: Impact on Perception and Cognition**

Section overview

Reading 19 & 20

**May 12:** Readings 21 & 22

**May 14:** Reading 23

**May 19: Impact on Behavior**

Section overview

Readings 24 & 25

**May 21:** Readings 26 & 27

**May 26:** Memorial Day – No class

**May 28: 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.