

Attitudes and Attitude Change



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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 that will be encountered in this area, including attitude formation and change, functions of attitudes, attitude measurement, attitudes as temporary constructs, persuasion processes and prediction of behaviour from attitudes.

作者介绍:

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