



The Psychology of Attitudes and Attitude Change (Sydney Symposium of Social Psychology)

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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 attitudes and attitude change, presenting the work of eminent scholars in this field. Chapters in this book deal with such intriguing questions as: What role do associative processes play in the formation of attitudes? How do attitudes function as global and local action guides? What is the function of implicit evaluations, and vicarious experiences in producing attitude change? Are implicit associations a useful way to measure attitudes? What role does affect play in attitude formation and change? What role do social interaction processes play in persuasion, and how does persuasion work in real-life settings?

The book is essential reading for students and researchers in social psychology, as well as practitioners in every field where understanding and changing attitudes is important, such as clinical, counseling, organizational, marketing, forensic, and developmental psychology.



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