Attitudes and Persuasion (PSYC 441)

Instructor:

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Course Objectives: This course is designed to provide students with an introduction to attitude and persuasion research. Particular attention will be given to reviewing the various theoretical perspectives that have been proposed as explanations for the psychological processes underlying persuasion.

Format of Course: This course will alternate between several weeks of lecture followed by one week of discussion. Each cycle of lectures will provide students with background information concerning various theoretical perspectives in attitude and persuasion research. Each discussion will focus on selected topics covered in the preceding lectures. There will be a total of eight weeks of lecture and four weeks of discussion.

Class Discussions:

have an equitable opportunity to participate in all their academic activities. The Senate Policy for Accommodations for Students with Disabilities was approved at Senate in November 2016. If you are a

Week 8 (March 6, 8)	Motivational Approaches-Dissonance Theory Balance Theory Cognitive Dissonance Theory New Versions of Cognitive Dissonance Theory	Ch. 5
Week 9 (March 13, 15)	Dissonance Theory Impression Management Theory Self-Perception Theory Self-Affirmation Theory Self-Standards Model	Ch. 6

Week 10 (March 20, 22)

Debates

Supplementary Readings

Week 4:

- Aronson, J., Cohen, G., & Nail, P. R. (2019). Self-affirmation theory: An update and appraisal. In E. Harmon-Jones (Ed.), *Cognitive dissonance: Reexamining a pivotal theory in social psychology* (2nd Edition, pp. 159-174). Washington, DC: American Psychological Association.
- Aronson, E. (2019). Dissonance, hypocrisy, and the self-concept. In E. Harmon-Jones (Ed.), *Cognitive dissonance: Reexamining a pivotal theory in social psychology* (2nd Edition, pp. 141-157). Washington, DC: American Psychological Association.
- Stone, J., & Cooper, J. (2001). A self-standards model of cognitive dissonance. *Journal of Experimental Social Psychology*, *37*, 228-243.
- Stone, J., & Cooper, J. (2003). The effect of self-attribute relevance on how self-esteem moderates attitude change in dissonance processes. *Journal of Experimental Social Psychology*, 39, 508-515.
- Cooper, J. (2019). In search of the motivation for dissonance reduction: The drive to lessen aversive consequences. In E. Harmon-Jones (Ed.), *Cognitive dissonance: Reexamining a pivotal theory in social psychology* (2nd Edition, pp. 175-193). Washington, DC: American Psychological Association.

- Petty, R. E., Wheeler, S. C., & Bizer, G. Y. (1999). Is there one persuasion process or more? Lumping versus splitting in attitude change theories. *Psychological Inquiry*, 10, 156-162.
- Wegener, D. T., & Claypool, H. M. (1999). The elaboration continuum by any other name does not smell as sweet. *Psychological Inquiry*, *10*, 176-181.
- Kruglanski, A. W., & Thompson, E. P. (1999). The illusory second mode or, the cue is the message. *Psychological Inquiry*, *10*, 182-193.