

Course Outline

	<u>Topic</u>	<u>Readings</u>
Week 1: (Sept. 11, 13)	Introduction To Attitudes and Persuasion Definitions/Types Functions Structure Measurement Methods for studying persuasion	Ch. 1
Week 2: (Sept. 18, 20)	Impact of Attitudes on Behavior and Cognition Original Conceptualizations Criticisms Methodological Issues Attitude Strength	Ch. 1
Week 3: (Sept. 25, 27)	Conditioning and Modeling Approaches Classical Conditioning Operant Conditioning Social Learning Mere Exposure	Ch. 2
Week 4: (Oct. 2, 4)	Debates Evaluating the MODE Debate Meta-attitudinal and Operative Measures Debate	Supplementary
Week 5: (Oct. 9, 11)	The Message Learning Approach Source Effects Message Effects Recipient Effects Channel Effects Attitude Persistence	Ch. 3
Week 6: (Oct. 16, 18)	Judgmental/Motivational Approaches/Midterm Social Judgment Theory Perspective Theory Balance Theory Midterm Exam (Oct.18)	Ch. 4 & 5
Week 7: (Oct. 23, 25)	Debates Explicit and Implicit Attitudes Non-Cognitive Attitude Formation/Change	Supplementary

	<u>Topic</u>	<u>Readings</u>
Week 8:	Dissonance Theory	Ch. 5

Supplementary Readings

Week 4:

Topic 1 (Evaluating the MODE Theory of Attitude-Behaviour Consistency):

Fazio, R. H. (1990). Multiple processes by which attitudes guide behavior: The MODE model as an integrative framework. In L. Berkowitz (Ed.), *Advances in experimental social psychology* (Vol. 23, pp. 75-109). San Diego, CA: Academic Press.

Fazio, R. H., & Towles-Schwen, T. (1999). The MODE model of attitude-behavior processes. In S. Chaiken & Y. Trope (Eds.), *Dual-process theories in social psychology* (pp. 97-116). New York, NY: Guilford.

and how they influence which attitudes

Schwarz, N. (1997). Moods and attitude judgments: A comment on Fishbein and Middlestadt. *Journal of Consumer Psychology, 6*, 93-98.

Fishbein, M., & Middlestadt, S. (1997). A striking lack of evidence for nonbelief-based attitude formation and change: A response to five commentaries. *Journal of Consumer Psychology, 6*, 107-115.

Week 10:

Topic 1 (Aronson's Self-Consistency Model of Dissonance Versus the World):

Harmon-Jones, E., &

Aronson, J., Cohen, G., & Nail, P. R. (1999). Self-affirmation theory: An update and appraisal. In E. Harmon-Jones & J. Mills (Eds.), *Cognitive Dissonance: Progress on a Pivotal Theory in Social Psychology* (pp. 127-147). Washington, DC: American Psychological Association.

Aronson, E. (1999). Dissonance, hypocrisy, and the self-concept. In E. Harmon-Jones & J. Mills (Eds.), *Cognitive Dissonance: Progress on a Pivotal Theory in Social Psychology* (pp. 103-126). Washington, DC: American Psychological Association.

Steele, C. M., Spencer, S. J., & Lynch, M. (1993). Self-image resilience and dissonance: The role of affirmational resources. *Journal of*

Petty, R. E., Brinol, P., & Tormala, Z. L. (2002). Thought confidence as a determinant of persuasion: The self-validation hypothesis. *Journal of Personality and Social Psychology*, 82, 722-741.

Tormala, Z. L., Brinol, P., & Petty, R. E. (2007). Multiple roles for source credibility under high elaboration: Its all in the timing. *Social Cognition*, 25, 536-552.

Allen, M., & Reynolds, R. (1993). The Elaboration Likelihood Model and the sleeper effect: An assessment of attitude change over time. *Communication Theory*, 3, 73-82.

Hamilton, M. A., Hunter, J. E., & Boster, F. J. (1993). The Elaboration Likelihood Model as a theory of attitude formation: A mathematical analysis. *Communication Theory*, 3, 50-65.

Mongeau, P. A., & Stiff, J. B. (1993). Specifying causal relationships in the Elaboration Likelihood Model. *Communication Theory*, 3, 65-72.

Week 12:

Topic 1 (Evaluating the Unimodel):

Kruglanski, A. W., & Thompson, E. P. (1999). Persuasion by a single route: A view from the unimodel. *Psychological Inquiry*, 10, 83-109.

Chaiken, S., Duckworth, K. L., & 0.000 TD(13:W)13 1.0000 TD(12:)TjET1.00000 0.00025.sOE