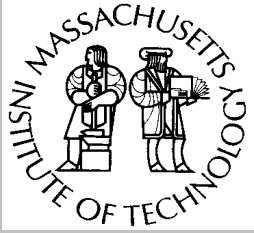




Perception & Attitudes

- Perception of People and Situations
 - ◆ The 'Semantic Differential'
- What is an attitude?
- Relations among attitudes
- Formation of attitudes
- Changing of attitudes
 - ◆ 'Brainwashing'
 - ☞ Prisoners
 - ☞ Military Training
 - ☞ MIT
 - ☞ Industry



Shopper #1

1 bu. Carrots

1 can Rumford's Baking Powder

1 loaf bread

1 half gallon milk

1 can Maxwell House Coffee (drip grind)

1 doz. eggs



Shopper # 2

1 bu. Carrots

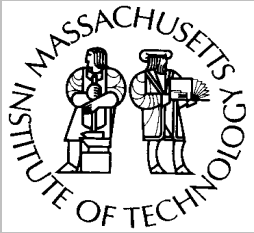
1 can Rumford's Baking Powder

1 loaf bread

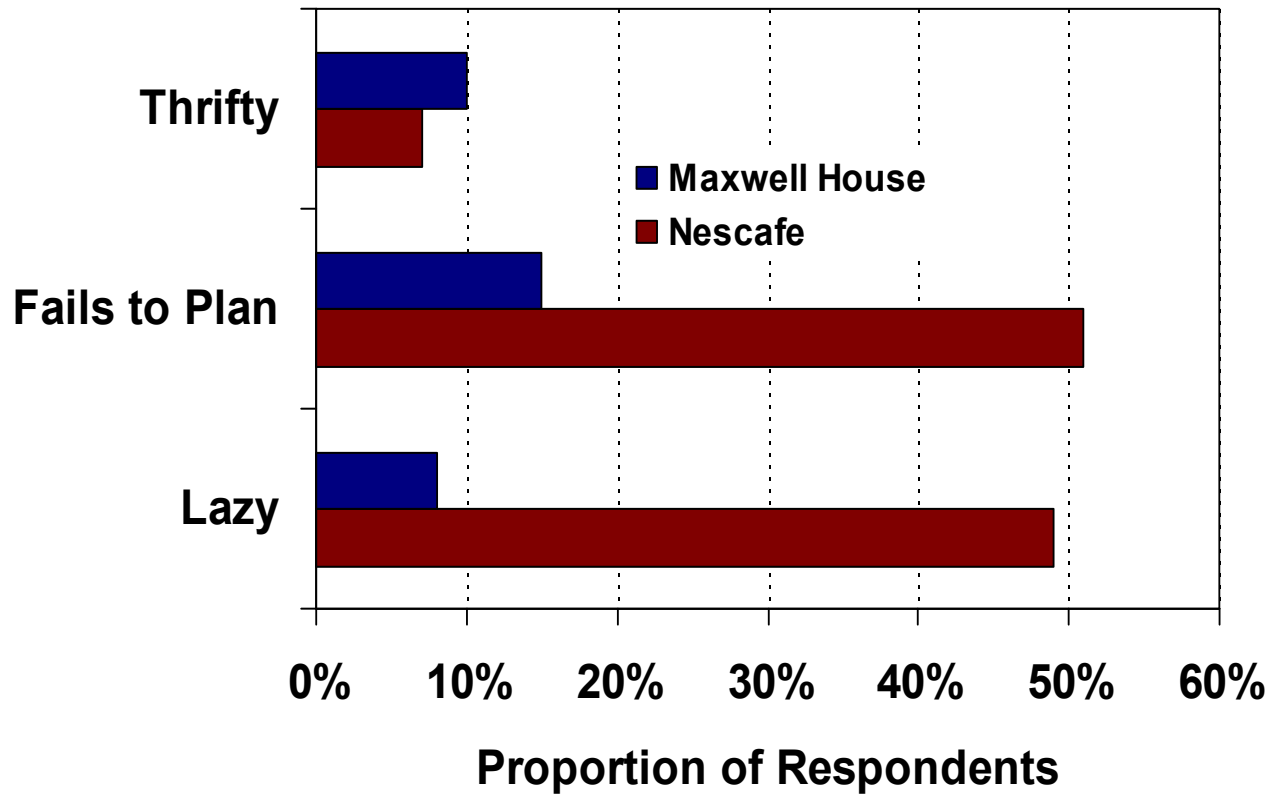
1 half gallon milk

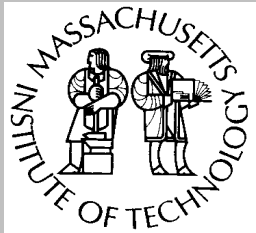
1 jar Nescafe

1 doz. eggs



Comparison of Shoppers





Components of an Attitude

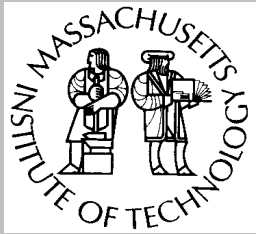
- Cognitive
- Affective
- Behavioral



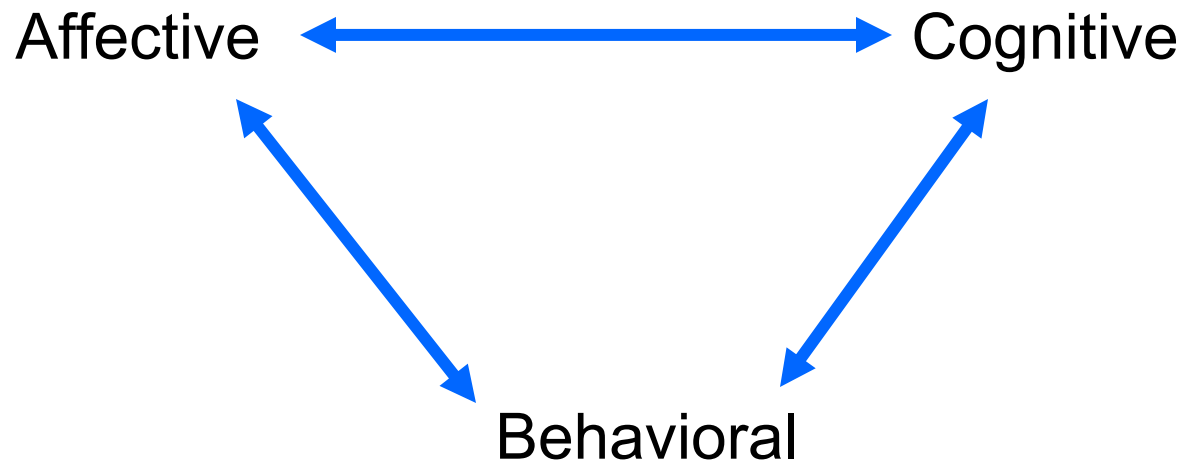
Balance

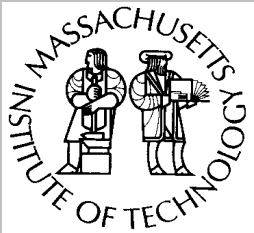
- We Prefer:

- ◆ Among the components of an attitude
- ◆ Among attitudes

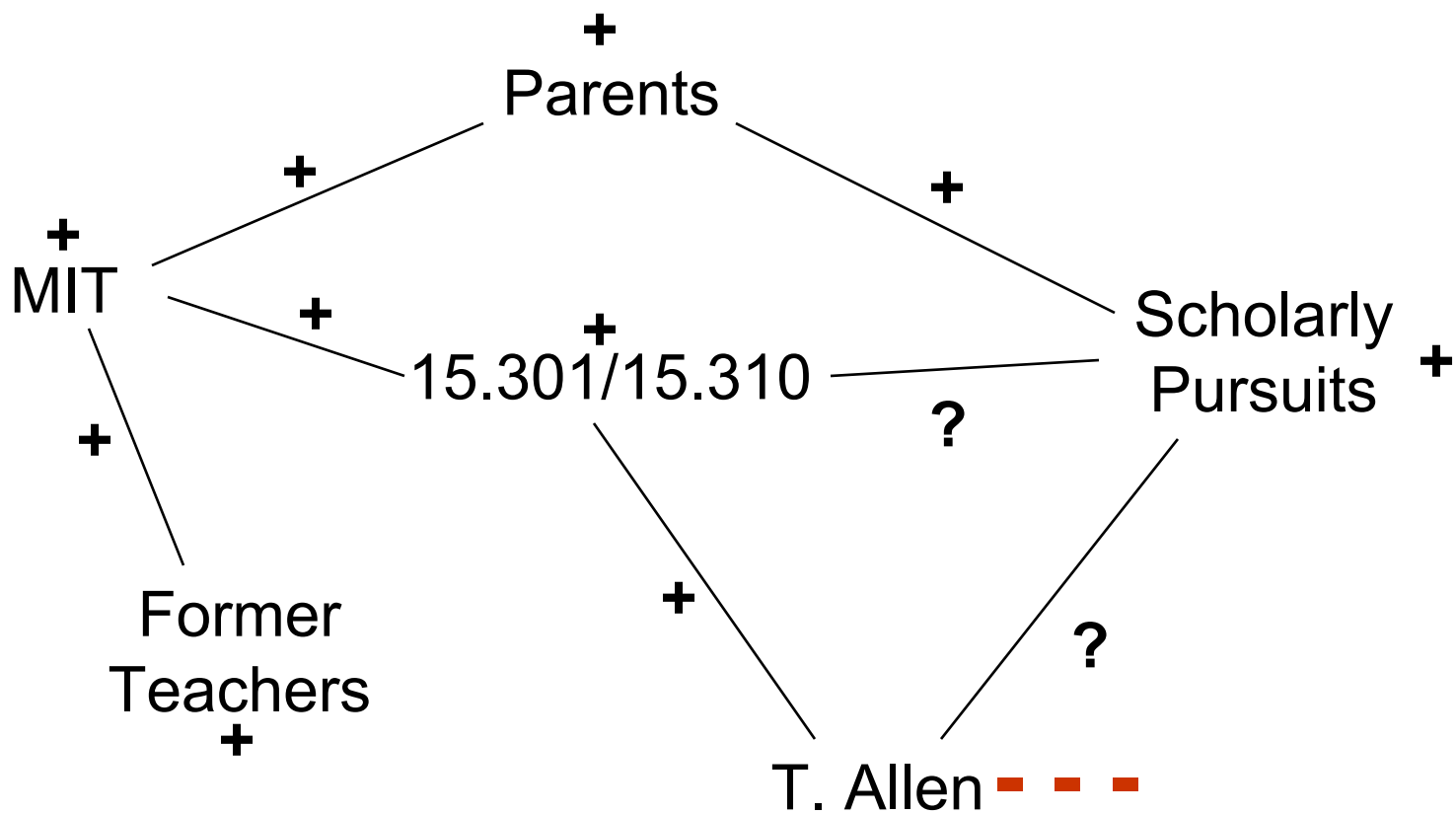


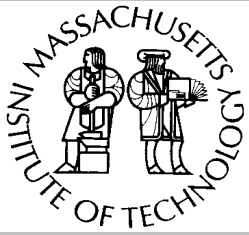
Components of an Attitude





A Balancing Act





cognitive

mental outlook
perceive life

behavioral

how you behave
" " react
person's manner
response to
perceptions

affective

emotional
disposition toward
circumstances

reaction to how
you're perceived
by that around

