

Attitude Change

UNFREEZING

Mechanisms:

- a) Lack of confirmation or disconfirmation
- b) Induction of Guilt/Anxiety

CHANGING

Mechanisms:

- a) Cognitive redefinition through:
 - i. Identification (information from a single source)
 - ii. Screening information from several sources

REFREEZING

Mechanisms:

- a) Integrating new responses into personality
- b) Integrating new responses into significant ongoing relationships through reconfirmation