

ATTITUDES BELIEF CONSISTENCY



Subject : Social Psychology (MPF 1703)

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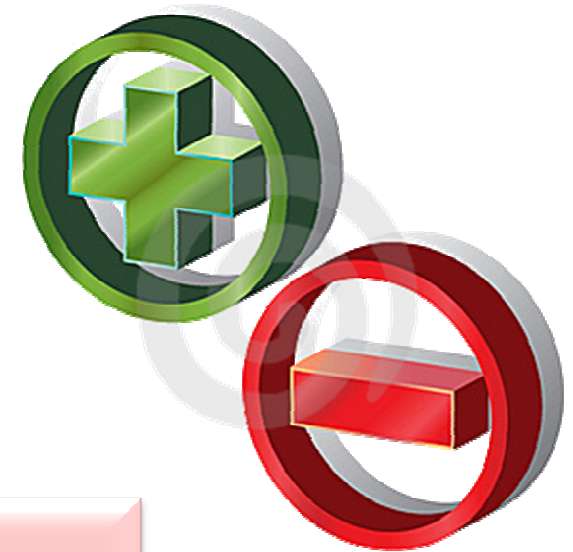
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Types of Attitudes



1) IMPLICIT ATTITUDES

Automatic and nonconscious
evaluation responses

2) EXPLICIT ATTITUDES

Controlled and conscious evaluative
responses

Why people have attitudes?

1. Human life is now highly complex and people need to have a broad assortment of attitudes.
2. Attitudes are evaluations (to know whether you like or dislike)
3. Attitudes are tremendously helpful in making choices.



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