

ATTITUDES

BELIEF

CONSISTENCY



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Formation of Attitudes.

1) CLASSICAL CONDITIONING

A type of learning in which, through repeated pairings, a neutral stimulus comes to evoke a conditioned response.

2) OPERANT CONDITIONING (INSTRUMENTAL CONDITIONING)

A type of learning in which people are more likely to repeat behaviors that have been rewarded and less likely to repeat behaviors that been punished



Formation of Attitudes.

3) SOCIAL LEARNING

(OBSERVATIONAL LEARNING, IMITATION,
VACARIOUS LEARNING)

A type of learning in which people are more likely to imitate behaviors if they have seen others rewarded for performing them, and less likely to imitate behaviors if they have seen others punished for performing them.



Formation of Attitudes.

4) POLARIZATION

Attitudes become more extreme as we think about them.

