

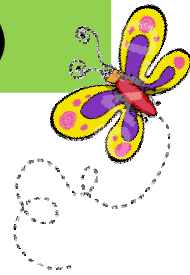
ATTITUDES BELIEF CONSISTENCY



Subject : Social Psychology (MPF 1703)

Date : 29 November 2011

Lecturer : Prof. Madya Dr. Azizi bin Yahaya



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Balance Theory (P-O-X Theory)

The idea that relationships among one person (P), the other person (O), and an attitude object (X) may be either balanced or unbalanced.

P : Person (Perceiver, self)

O : Other person

X : Attitude Object (Thing, event. action)



Example of (P-O-X Theory)

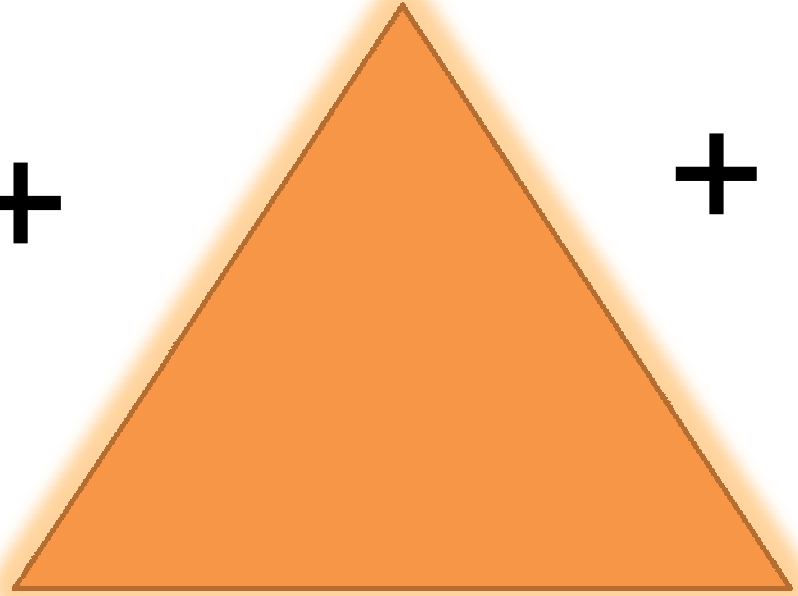


$$(+)\times(+)\times(-)=-$$

unbalanced (inconsistent)



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Example of (P-O-X Theory)

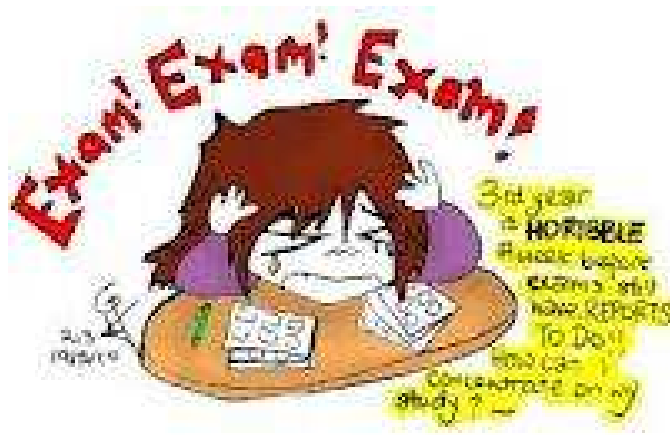
$$(+)\times(-)\times(-)=+$$

balance(consistent)



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