

ATTITUDES

BELIEF

CONSISTENCY



Subject : Social Psychology (MPF 1703)

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CONSISTENCY BETWEEN BELIEF & ATTITUDE

- Global evaluations toward object or issue
- Like or dislike
- e.g.
 - prison is bad
 - new car is cool

ATTITUDES



- Pieces of information(facts) about something
- More specific
- e.g.
 - Moon is made of rock

BELIEF



CONSISTENCY BETWEEN BELIEF & ATTITUDE

- One way to look at the consistency between belief and attitudes is to examine how people rationalize things
- e.g. If you believe that SONY is the BEST manufacturer, you will persuade yourself that they have the most desirable qualities

