Subject : Social Psychology (MPF 1703)

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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**

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

3) **SOCIAL LEARNING**

*Observational Learning, Imitation, Vicarious 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.*