Subject : Social Psychology (MPF 1703)

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CONSISTENCY BETWEEN BELIEF & ATTITUDE

ATTITUDES

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

BELIEF

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