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More than 75 years ago, Gordon Allport stated that the attitude construct is the heart of social psychology. Allport's sentiment remains true today - people's evaluations of themselves, other individuals, groups and social issues are the core of the discipline. This four-volume set brings together important papers on the psychology of attitudes to serve as the most fully comprehensive collection on the attitude concept.

Psychology of Attitudes | SAGE Publications Ltd

The psychology of attitudes. A.H. Eagly & S. Chaiken. Fort Worth, TX: Harcourt, Brace, & Janovich, 1993, 794 pp. Reviewed by Christopher Leone, University of North ...

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Abstract Written by two world-leading academics in the field of attitudes research, is a brand new textbook that gets to the very heart of this fascinating and far-reaching field. Greg Maio and...

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Attitudes Definition. Attitudes refer to our overall evaluations of people, groups, and objects in our social world. Reporting an attitude involves making a decision concerning liking versus disliking or favoring versus disfavoring an attitude object. Attitudes are important because they affect both the way we perceive the world and how we behave. Indeed, over 70 years ago, Gordon Allport asserted that the attitude concept is the most indispensable concept in social psychology.

Attitudes (SOCIAL PSYCHOLOGY) iResearchNet

Abstract Written by two world-leading academics in the field of attitudes research, is a brand new textbook that gets to the very heart of this fascinating and far-reaching field. Greg Maio and Geoffrey Haddock describe how scientific methods have been used to better understand attitudes and how they change.

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Professor of Psychology, Cardiff University I have a number of interests within the study of attitudes, including the role of affective and cognitive processes in attitudes, the impact on mindfulness on attitudes and attitude change, how individual differences influence attitude processes, and how reading persuasive material in different media formats influences attitudes and attitude change.

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