Attitudes

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Elements of an attitude

- **Cognitive component**
  - Beliefs about the attitude object
  - In relation to other beliefs

- **Evaluative component**
  - Feelings about the attitude object
  - Background of other emotional elements

- **Behavioral component**
  - Predisposition to act
  - Behavioral intentions
Attitude scales

- Guttman scale
- Thurstone scale
- Semantic differential scale
- Likert scale
  - Items worded in the extreme
  - Degrees of agreement/disagreement
  - Summated ratings
# Likert scale scoring

<table>
<thead>
<tr>
<th>DISAGREEMENT</th>
<th>AGREEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>STR</td>
<td>MOD</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
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A terrible Likert item

- “For the same work, women should be paid exactly the same amount of money as men are paid”
A terrible Likert item

■ “For the same work, women should be paid exactly the same amount of money as men are paid”

■ Who would disagree strongly?
A terrible Likert item

- “For the same work, women should be paid exactly the same amount of money as men are paid”

- Who would disagree strongly?
  - Male chauvinist pigs
  - Radical feminists
The IAT

- [https://implicit.harvard.edu/implicit/](https://implicit.harvard.edu/implicit/)
- Tests attitudes outside of awareness
- Black and white faces
- Positive and negative words
- All possible pairings
- Relative speed of response (fastest to liked and positive)
Theory of planned behavior

Attitude

Subjective Norm

Perceived Control

Behavioral Intention

Behavior

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Attitude strength

- Increases with
  - Self-interest
  - Deeply-held philosophical or religious beliefs
  - Issue is of concern to close friends or family
- Direct experience with the object
- Digging in against attacks