

## Chapter 9: Cognitive Structures of Attitudes

1. Describe one of the ways in which older and newer cognitive approaches to attitudes are similar, and two of the ways in which they are dissimilar
  - a. Similar: Newer approaches build on the methodological procedures of older approaches, many of the variables are the same, many newer problems are variants of older ones
  - b. Dissimilar: metatheoretical differences where major conceptual differences separate the overarching framework, the social cognitive approach draws on previously unavailable theories, new methods have been borrowed from cognitive psychology
2. Provide 2 examples for each of 3 of the concepts/variables proposed by Lasswell (1948; elaborated by Hovland and colleagues, 1953) for the persuasion framework (see page 235).
3. Draw the diagrams for two example balanced structures and two unbalanced structures from balance theory. (see pages 239-240)
4. Would you prefer important decisions to be made by a group of people or by individuals? Explain your answer by providing examples and definitions from the chapter that support your position (see page 245-248)
5. Explain what the concepts of conviction, strength, and importance refer to in the context of the functional dimensions of attitudes (pages 250-251)
6. Which of the following would likely be more persuasive, an attractive communicator advocating an undesirable position or a desirable position? Describe why this is likely to be the case, citing empirical evidence from the text.
  - a. An attractive communicator advocating an undesirable position is more likely to be persuasive.
  - b. Because attractive people are expected to advocate attractive positions. The unexpected message, given the communicator's dispositions and communication setting, are more persuasive than messages that are predictable on the basis of who is saying them.
  - c. Empirical example: Attractive communicator who makes pessimistic statements about college grads.