

ATTITUDES

BELIEF

CONSISTENCY



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ATTITUDES

Definition of Attitudes.

- Attitudes are global evaluation toward some object or issue.
 - Ideas that determine actions

Eagle & Chaiken, 1998

e.g: - You like or dislike something, you are favor of or opposed to some position.
- Evaluation of chocolate as good, and prison as bad, and your new shoes as great.



Logically,
attitudes are
choosing

choosing

attitudes are
logically