

Exercise walk-through

Attitude Formation and Attitude Change ■ 4.2

eXercise

You must be able to

- explain **cognitive dissonance** 认知失调 and how it is resolved
- distinguish the **central** 中心 from the **peripheral** 边缘 route to persuasion
- describe the **foot-in-the-door** 登门槛 technique
- state when attitudes predict behaviour and when they do not

Method — Cognitive dissonance

Holding two inconsistent cognitions, or acting against an attitude, produces discomfort. The cheapest resolution is usually to change the **attitude** to fit the behaviour that has already happened.

Method — Two routes to persuasion

The **central route** persuades through the quality of the argument; it requires motivation and ability to think, and produces durable change. The **peripheral route** persuades through cues — attractiveness, length, repetition — and produces weaker, shorter-lived change.

Method — Foot-in-the-door

Agreeing to a small request makes a later larger request more likely to be accepted, because the first compliance changes how people see themselves.

Method — When attitudes predict behaviour

Best when the attitude is specific to the behaviour, strongly held, personally relevant, and when situational pressure is weak. General attitudes predict single actions poorly.

Practice 2.1 ■ 2 marks

Explain what cognitive dissonance is and one way it is resolved.

Solution 2.1

Method: Cognitive dissonance

Worked steps

discomfort from holding inconsistent cognitions or acting against an attitude **B1**;
resolved by changing the attitude to fit the behaviour **B1**.

Practice 2.2 ■ 2 marks

State the difference between the central and peripheral routes.

Solution 2.2

Method: Two routes to persuasion

Worked steps

central: persuasion by argument quality, producing durable change **B1**; peripheral: persuasion by cues such as attractiveness or repetition, producing weaker change **B1**.

Practice 2.3 ■ 1 mark

A charity first asks people to sign a petition, then to donate.

- (a) Name the technique.
- (b) Explain why it works.

Solution 2.3

Method: Foot-in-the-door

Worked steps

(a) foot-in-the-door **B1**. (b) the small compliance changes self-perception, making the larger request consistent with it **B1**.

Exam-style 3.1 ■ 1 mark

A person who argued publicly for a view they doubted comes to believe it more. This illustrates

- A** the peripheral route
- B** cognitive dissonance reduction
- C** the foot-in-the-door technique
- D** stereotype threat

Solution 3.1

- A the peripheral route
- B cognitive dissonance reduction**
- C the foot-in-the-door technique
- D stereotype threat



Worked steps

- B. attitude shifts to reduce the inconsistency with the public act.

Exam-style 3.2 ■ 1 mark

Persuasion by a celebrity endorsement rather than evidence uses the

- A** central route
- B** peripheral route
- C** dissonance route
- D** door-in-the-face technique

Solution 3.2

- A** central route
- B** peripheral route
- C** dissonance route
- D** door-in-the-face technique



Worked steps

- B.** the endorsement is a cue, not an argument.

Exam-style 3.3 ■ 1 mark

A survey finds most people say they support recycling, but participation is low.

- (a) State one reason the attitude fails to predict behaviour.
- (b) Explain what kind of attitude measure would predict better.

Solution 3.3

Method: When attitudes predict behaviour

Worked steps

(a) the attitude is general while the behaviour is specific, and situational barriers intervene **B1**. (b) a measure of the attitude toward the specific act, e.g. "I will sort my waste this week" **B1**, since specificity and personal relevance improve prediction **B1**.