

Solutions

Each answer shows the steps, then the **result**.

2.1

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

2.2

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

2.3

(a)

- foot-in-the-door

(b)

- the small compliance changes self-perception, making the larger request consistent with it

3.1 B

- attitude shifts to reduce the inconsistency with the public act

3.2 B

- the endorsement is a cue, not an argument

3.3

(a)

- the attitude is general while the behaviour is specific, and situational barriers intervene

(b)

- a measure of the attitude toward the specific act, e.g. “I will sort my waste this week”, since specificity and personal relevance improve prediction

3.4

(a)

- The **elaboration likelihood model** (1); Advert 1 takes the **central route** (1) and Advert 2 the **peripheral route** (1)

(b)

- The central route works for an audience that is motivated and able to think carefully about the issue; the peripheral route works when motivation or ability is low, because it relies on cues such as the source’s attractiveness or fame (1)

(c)

- The **foot-in-the-door** technique (1) — agreeing to a small request makes a person much more likely to agree to a larger one later, because the first agreement changes their view of themselves (1)

(d)

- Having publicly committed to the pledge, a person who then shops as before holds two inconsistent cognitions (1); the discomfort is resolved most easily by adjusting the attitude to match the commitment already made