I. Attitude Formation

A. Attitudes

B. Conditioning

C. Cognitive Evaluation

D. Other Sources

1. Culture

2. Parents

3. Peers

II. Functions of Attitudes

A. Self-Defenses

B. Guidelines

III. Attitude Changes

A. Compliance

B. Identification

C. Internalization

IV. Cognitive Consistency

A. Cognitive Consistency

B. Cognitive Dissonance

C. Eliminating Dissonance

V. Attitudes & Attitudes

A. Counter attitudinal Behavior

B. Self-Justification

C. Self-Fulfilling Prophecy

VI. Prejudice

A. Prejudice

B. Stereotype

C. Role

D. Patricia Devine Model

E. Illusory Correlation

F. Causes of Prejudice

G. Discrimination

VII. Persuasion

A. Persuasion

B. The Source

1. Boomerang Effect

C. The Message

1. Central Route

2. Peripheral Route

D. The Channel

E. The Audience

1. Foot in the Door

Technique

VIII. Models of Persuasion

A. Heuristic

B. Sleeper Effect

C. Inoculation Effect

D. Brain Washing