



## The Science of Attitudes (500 Tips)

*Joel Cooper, Shane Blackman, Kyle Keller*

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
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The Science of Attitudes is the first book to integrate classic and modern research in the field of attitudes at a scholarly level. Designed primarily for advanced undergraduates and graduate students, the presentation of research will also be useful for current scholars in all disciplines who are interested in how attitudes are formed and changed. The treatment of attitudes is both thorough and unique, taking a historical approach while simultaneously highlighting contemporary views and controversies. The book traces attitudes research from the inception of scientific study following World War II to the issues and methods of research that are prominent features of today's research.

Researchers in the field of attitudes will be particularly interested in classic and modern research on the organization, structure, strength and function of attitudes. Researchers in the field of persuasion will be particularly interested in work on attitude change focusing on propositional and associative learning, metacognition and dynamic theories of dissonance, balance and reactance. The book is designed to present the integration of the properties of the attitude with the dynamic considerations of attitude change. The Science of Attitudes is also the first book on attitudes to devote entire chapters to work on implicit measurements, resistance to persuasion, and social neuroscience.

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