

Attitude Structure and Function



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Utilizing "new wave" research including new psychological theories, new statistical techniques, and a stronger methodology, this collection unites a diversity of recent research perspectives on attitudes and the psychological functions of an attitude. The objective of the editors was to bring together the bits and pieces of validated data into one systematic and adequate set of general principles leading to the view of attitudes as predictions. As the volume reformulates old concepts, explores new angles, and seeks a relationship among various sub-areas, it also shows improvements in the sophistication of research designs and methodologies, the specifications of variables, and the precision in defining concepts.

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