Course Overview

This course is intended to provide an introduction to basic theory and research regarding attitudes. The focus will be on the bases of attitudes, how they are represented in memory, the functional value that they serve and the consequences that they have for information processing, judgment, and behavior.

Course Textbooks


This book of readings is a collection of classic and contemporary journal articles from the social psychological literature on attitudes. It also includes valuable ancillary material introducing each major topic area.


This new text is an excellent overview of the literature, thus providing a context in which to place and integrate the journal articles from the Fazio & Petty reader.

Course Requirements

Readings are assigned for each class meeting, and are to be read prior to the class with which they are associated. Each day’s readings consist of articles from the Fazio & Petty reader (referred to as F&P in the Tentative Schedule) and/or sections of the Cooper et al. text (referred to as CBK).

Grades will be based on three equally-weighted exams, each consisting of multiple choice, brief identification, and short essay questions.

1. Exam #1, covering the first third of the course, will be administered during class on September 21.
2. Exam #2, covering the next third, will be administered during class on November 2. Although the focus will be on the second third of the course, students will be expected to be able to integrate these topics with the material that was covered earlier.
3. Exam #3 will be administered during finals week. According to the Registrar’s final exam schedule, the exam is scheduled for December 12, 2:00 - 3:45. Again, the focus will be on the material covered since the previous exam, but students will be expected to integrate these topics with the earlier material.
Academic Misconduct

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term “academic misconduct” includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct at http://studentconduct.osu.edu

Sexual misconduct/relationship violence

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources at http://titleix.osu.edu or by contacting the Ohio State Title IX Coordinator, Kellie Brennan, at titleix@osu.edu.

Disability Services

The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: slds@osu.edu; 614-292-3307; slds.osu.edu; 098 Baker Hall, 113 W. 12th Avenue.
Tentative schedule (subject to change)

Note: F&P refers to the Fazio & Petty reader; CBK refers to the Cooper, Blackman, & Keller text.

Aug 22: Course introduction

Part 1. Conceptualizing attitudes

Aug 24  F&P Appendix: How to Read a Journal Article in Social Psychology

  F&P Section overview

  CBK pp. 1-7

Aug 29:  F&P Reading 1

  CBK pp. 23-40

Aug 31:  F&P Reading 2

Part 2. Measurement

Sept 5:  F&P Section overview

  F&P Readings 3 & 4

  CBK pp. 7-14

Sept 7:  F&P Readings 5 & 6

  CBK pp. 15-22

Sept 12: F&P Reading 7

  CBK pp. 226-240

Sept 14: CBK pp. 241-252

Sept 19: no new reading; use the time to review and integrate the earlier readings

Sept 21: Exam I

Part 3. Bases of Attitudes

Sept 26: F&P Section overview

  F&P Reading 8

  CBK pp. 51-57, 226-240
Sept 28:  F&P Reading 9
         CBK Chapter 4 (note: this chapter is not required reading; recommended only)
Oct 3:   F&P Reading 10
Oct 5:   CBK pp. 46-51, 253-255
Oct 10:  F&P Readings 11 & 12
         CBK pp. 40-43, 169-173
Oct 12:  no class; Autumn Break
Oct 17:  CBK pp. 174-198

Part 4. Functions of Attitudes
Oct 19:  F&P Section overview
         F&P Reading 13
         CBK Chapter 3
Oct 24:  F&P Readings 14, 15, & 16
Oct 26:  F&P Readings 17 & 18
Oct 31:  no new reading; use the time to review and integrate the earlier readings

Nov 2:   Exam II

Part 5. Impact on Perception and Cognition
Nov 7:   F&P Section overview
         F&P Reading 19
Nov 9:   F&P Reading 20
         CBK pp. 214-225
Nov 14:  F&P Reading 23
Nov 16:  F&P Reading 21
         CBK pp. 43-46
Nov 21:  F&P Reading 22
Nov 23:  no class; Thanksgiving Break
Part 6. Impact on Behavior

Nov 28: F&P Section overview

F&P Readings 24 & 25

Nov 30: F&P Readings 26 & 27

CBK Chapter 6

Dec 5: Wrap-up

CBK Chapter 10 (note: this chapter is not required reading; recommended only)

Dec 12, 2:00 - 3:45: Exam III
Preface

Part 1. Conceptualizing Attitudes

Section Overview

Readings:


Part 2. Measurement of Attitudes

Section Overview

Readings:
(3) Thurstone, L. L. (1928). Attitudes can be measured. American Journal of Sociology, 33, 529-544. (ABRIDGED)


Part 3. Affective, Cognitive, and Behavioral Bases of Attitudes

Section Overview

Readings:


Part 4. Functions of Attitudes

Section Overview

Readings:


Part 5. Impact on Perception and Cognition:

Section Overview

Readings:


Part 6. Impact on Behavior

Section Overview

Readings:


Appendix

Jordan, C. H., & Zanna, M. P. How to read a journal article in social psychology.