Other Factors in Attitudes

- Emotional Consideration
  - Mind is informed by the body
  - Shackle (1982): participants holding pencil in tooth rate things as funnier
    - Position receptor smile without person being aware so interpret action/behaviour as a smile must be enjoyable
    - So stimuli is funny
  - Opinion grounded in physical terms: 'weighty issues'
    - Schneider (1972): important books estimated to be heavier
    - Johnston (2001): holding heavy dinosaurs make question of price of other objects increase
  - Teuchere effects
    - Weight increases interpersonal dominance (Crandell, 1948) whilst feeling lonely as well asscript (Kerr & Elgin-whel, 1982)

Cognitive Dissonance Theory

- Festinger (1957)
  - Cognitive dissonance occurs when there is inconsistency between cognitions
  - Cognitive dissonance theory, beliefs relating to self, behaviour or environment
  - Presence: state of psychological tension which motivates people to do something in order to achieve cognitive consistency
    - e.g., believe a $2 bottle of wine tastes better than a $5 bottle to justify action

- Cognitive inconsistency results in dissonance
  - Cognitive inconsistency results in dissonance
  - Subject finds a change in dissonance will be taken (can be direct or indirect)
    - Change one of the inconsistent cognitions: 'not actually a bad grade, don't care'
    - Add consonant cognitions: 'did badly because I was working on something else'
    - Reduce perceived dissonance: 'bad grade will motivate me'
    - Reduce perceived dissonance: 'everybody did badly'

Self-Regulation Theory

- People infer attitudes and feelings based on observing own behaviour.