Definition of attitude
Tricomponent model of attitudes
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  Behavioral measures
  Covert measures
    Attitude-related tasks
    Bogus pipeline
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  Ego defensive
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  Classical conditioning
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Systematic vs Heuristic processing
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  Factors necessary for them to occur
  Benefits of systematic processing
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Cognitive dissonance theory
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  Properties
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Self-perception theory
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  How attitudes guide behavior
  Theory of reasoned action
  Theory of planned behavior
  When do attitude guide behavior
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Conformity -- private vs public conformity
  Informational vs normative influence
  Sherif study
  Asch study
  Conditions increasing conformity
  What if you don't conform?
Group polarization
  Reasons for group polarization
Groupthink
  Contributing processes
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Minority influence
  Factors increasing minority influence
Foot-in-the-door technique
  Reasons it works
Door-in-the-face technique
  Reasons it works
Low-ball technique
  Reasons it works
Norm of obedience to authority
  Milgram experiments
  Factors increasing obedience