

Preview of “How do people form opinions?”

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Overview for next week

Readings for Next Week

- Eagly and Chaiken – “Attitude Structure and Function”
- Druckman and Lupia – “Preference Formation”
- Zaller – *Nature and Origins of Mass Opinion*
- Lau and Redlawsk – “Advantages and Disadvantages of Cognitive Heuristics”

Readings for Next Week

- Eagly and Chaiken – “Attitude Structure and Function”

Eagly and Chaiken

- Note: Skip section on behavior (pp.295–303)
- Psychological foundations
- What is an attitude? How is it structured?
- What function(s) do attitudes serve?
- What makes attitudes strong?

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Druckman and Lupia

- What is a political preference?
- Are preferences and attitudes equivalent?
- How do people form attitudes/preferences?
- Do people in general have preferences?

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Zaller

- How does Zaller's model compare to the other models described by Druckman and Lupia?
- Is Zaller talking about attitudes or preferences?
- Is Zaller talking about attitude formation (like Druckman and Lupia describe) or just attitude expression (in the form of survey responding)?
- How important is information for opinion formation?

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Lau and Redlawsk

- How do people make decisions without full information?
- Types of “heuristics”
 - Party
 - Ideology
 - Endorsements
 - Viability/Horserace
 - Appearance

Who will lead discussion next week?

