

INSTITUTE OF PSYCHIATRY, PSYCHOLOGY & NEUROSCIENCE

Module:

Psychological Foundations of Mental Health

Week 4:

Beyond basic cognition and emotion



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Topic 1:
Attitudes

Part 3 of 4



The adaptive and maladaptive sides of attitudes



Dr. Wijnand van Tilburg

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Previously

Attitudes

- What they are
- Functions
- Origins

Can be maladaptive

Beliefs

How they are related to mental health

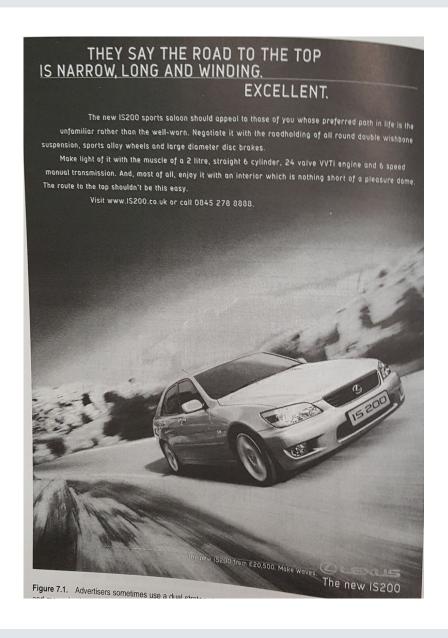
3 of 8

In this lecture



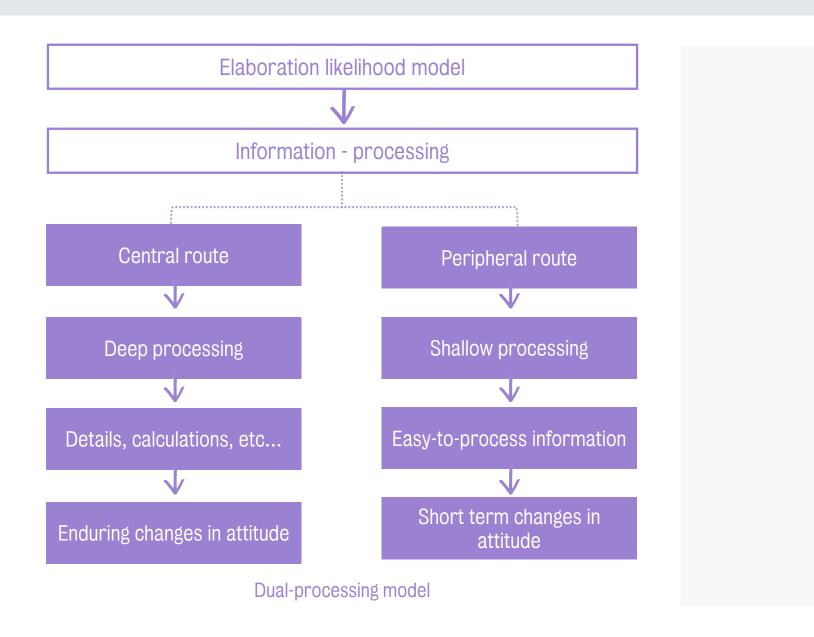
HOW CAN WE CHANGE ATTITUDES AND BELIEFS?

Week 4 Beyond basic cognition and emotion Topic 1: Attitudes



Bohner & Wänke (2002)

Elaboration likelihood model



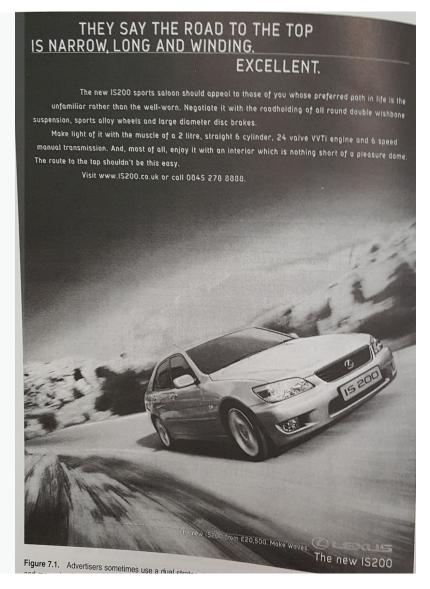
What determines the route?

Motivation

High motivation = central route

Petty & Cacioppi (1986)

What kind of information will be effective depends on the **motivation** of the viewer.



Bohner & Wänke (2002)

Are you aware of your own attitudes?

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Implicit attitudes

Implicit attitudes

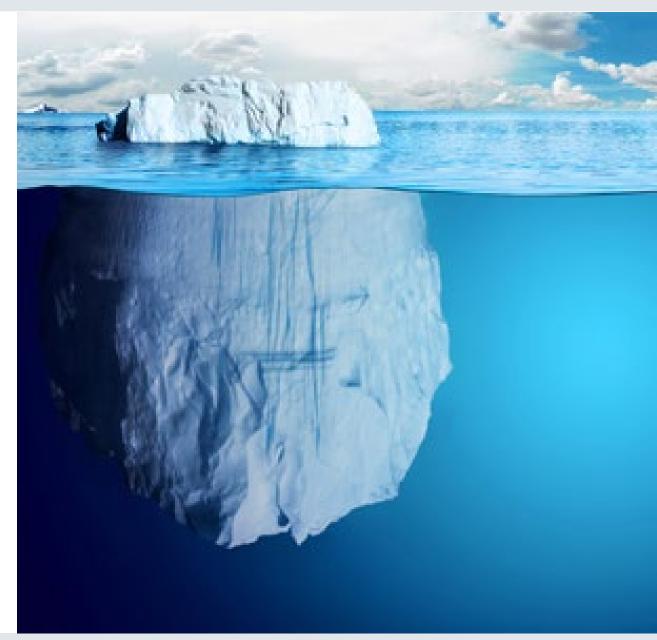


Evaluations: origins unknown Implicit responses

Explicit attitudes



Evaluations: origins known Explicit responses



Topic 1: Attitudes

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