**Ядро**

**Attitude** – an overall evaluation of an object that is based on cognitive, affective, and behavioral information.

/

**Behavior** – any action or function that can be objectively observed or measured in response to controlled stimuli.

<https://dictionary.apa.org/behavior>

Behavioral component of attitudes – past behaviors or experiences regarding an attitude object.

**Information** –

1 knowledge about facts or ideas gained through investigation, experience, or practice. (2. in information theory, a message that reduces uncertainty; that is, information tells us something we do not already know. The bit is the common unit of information in information theory.)

**Message** – a discrete unit of communication intended by the source for consumption by some recipient or group of recipients.

**Social Influence** – any change in an individual’s attitudes (thoughts, feelings), or behaviors caused by other people, who may be actually present or whose presence is imagined, expected, or only implied.

**Beliefs** – an association of some characteristic or attribute, usually evaluative in nature, with an object (e.g., this car is reliable).

**Evaluations** – Evaluations are valenced responses (Albarracin et. al., 2005).

**Persuasion** – an active attempt by one person to change another person’s attitudes, beliefs, or emotions associated with some issue, person, concept, or object.

**Уровень 1 что такое уровень?**

**Object** –

<https://dictionary.apa.org/object>

Объект влияния / изменения установки, attitude object

Attitude objects – anything that is evaluated along a dimension of favorability.

**Cognitive** –

См. Attitude выше

Cognitive component of attitudes – the beliefs, thoughts, and attributes we associate with an object.

**Affective** –

adj. demonstrating, capable of producing, or otherwise pertaining to emotion or feelings. **—affectivity** n.

<https://dictionary.apa.org/affective>

В значении выше (см. Attitude)

Affective component of attitudes – feelings or emotions linked to an attitude object.

**Change** –

См. **Attitude change** –

any alteration in an attitude, which may result from active attempts by others to change the attitude or from processes initiated by the person holding the attitude.

<https://dictionary.apa.org/attitude-change>

Доп. <https://psychological.slovaronline.com/181-ATTITYUDA_IZMENENIE>

**Implicit** –

См. **Implicit attitude** –

a relatively enduring and general evaluative response of which a person has little or no conscious awareness. Compare [explicit attitude](https://dictionary.apa.org/explicit-attitude).

<https://dictionary.apa.org/implicit-attitude>

[Доп. implicit attitude measure](https://dictionary.apa.org/implicit-attitude-measure)

any procedure for evaluating attitudes in which a person is not consciously aware of the fact that his or her attitude toward something or someone is being assessed. Measures of this type are generally [indirect attitude measures](https://dictionary.apa.org/indirect-attitude-measures). Compare [explicit attitude measure](https://dictionary.apa.org/explicit-attitude-measure).

<https://dictionary.apa.org/implicit-attitude-measure>

<https://psychological.slovaronline.com/647-IMPLITSITNAYA_TEORIYA_LICHNOSTI>

Implicit measures – techniques for assessing attitudes without individuals’ awareness of their attitude or how it is being measured.

**Cognitive dissonance**

an unpleasant psychological state resulting from inconsistency between two or more elements in a cognitive system. It is presumed to involve a state of heightened arousal and to have characteristics similar to physiological drives (e.g., hunger). Thus, cognitive dissonance creates a motivational drive in an individual to reduce the dissonance (see [dissonance reduction](https://dictionary.apa.org/dissonance-reduction)). See also [cognitive consonance](https://dictionary.apa.org/cognitive-consonance). [first described by Leon Festinger]

<https://dictionary.apa.org/cognitive-dissonance>

<https://809.slovaronline.com/2871-%D0%BA%D0%BE%D0%B3%D0%BD%D0%B8%D1%82%D0%B8%D0%B2%D0%BD%D1%8B%D0%B9_%D0%B4%D0%B8%D1%81%D1%81%D0%BE%D0%BD%D0%B0%D0%BD%D1%81>

Cognitive dissonance – a state of imbalance among beliefs, including the beliefs that support a person’s attitudes.

**Explicit** –

См. **Explicit attitude** –

a relatively enduring and general evaluative response of which a person is consciously aware. Compare [implicit attitude](https://dictionary.apa.org/implicit-attitude).

<https://dictionary.apa.org/explicit-attitude>

[Доп. Explicit attitude measure](https://dictionary.apa.org/explicit-attitude-measure)

any procedure for evaluating attitudes in which a person is consciously aware of the fact that his or her attitude toward something or someone is being assessed. Measures of this type are generally [direct attitude measures](https://dictionary.apa.org/direct-attitude-measures). Compare [implicit attitude measure](https://dictionary.apa.org/implicit-attitude-measure).

<https://dictionary.apa.org/explicit-attitude-measure>

Explicit measures – techniques that measure attitudes by directly asking respondents.

**Affect** –

n. any experience of feeling or emotion, ranging from suffering to elation, from the simplest to the most complex sensations of feeling, and from the most normal to the most pathological emotional reactions. Often described in terms of [positive affect](https://dictionary.apa.org/positive-affect) or [negative affect](https://dictionary.apa.org/negative-affect), both mood and emotion are considered affective states. Along with [cognition](https://dictionary.apa.org/cognition) and [conation](https://dictionary.apa.org/conation), affect is one of the three traditionally identified components of the mind.

<https://dictionary.apa.org/affect>

<https://psychological.slovaronline.com/201-AFFEKT>

**Motivation** –

<https://dictionary.apa.org/motivation>

<https://rus-big-psyho.slovaronline.com/5368-%D0%BC%D0%BE%D1%82%D0%B8%D0%B2%D0%B0%D1%86%D0%B8%D1%8F>

**Consistent** –

См. Attitude–behavior consistency, Consistency

+ **Attitude–behavior consistency**

the extent to which behavior toward an [attitude object](https://dictionary.apa.org/attitude-object) is consistent with the attitude associated with that object. Positive attitudes are associated with approach behaviors; negative attitudes are associated with withdrawal behaviors.

<https://dictionary.apa.org/attitude-behavior-consistency>

<https://psychological.slovaronline.com/1331-POVEDENIE>

**Consistency** –

См. **Attitude consistency** –

Согласованность установки как одно из свойств ее силы (Attitude strength, см. ниже).

Также в [consistency theory](https://dictionary.apa.org/consistency-theory)

a class of social psychological theory holding that people are chiefly motivated by a desire to maintain congruence or consistency among their cognitions. Originally introduced by Fritz Heider, Leon Festinger, and others, consistency theory was first applied specifically to work behavior by Abraham K. Korman (1933–  ) in 1970. Korman’s theory is based on a two-point premise: a balance notion and a self-image standard. The theory states that workers will engage in, and find satisfying, behaviors that maximize their sense of cognitive balance and will be motivated to perform in a manner consistent with their self-image. Also called **self-consistency theory**. See [consistency motive](https://dictionary.apa.org/consistency-motive); [self-verification motive](https://dictionary.apa.org/self-verification-motive).

<https://dictionary.apa.org/consistency-theory>

**Source** –

Attitude source. Источник происхождения установки, фактор Attitude formation (см. ниже), определение Attitude выше.

**+ Attitude content** – the types of information that influence attitudes.

**Intentions** –

[intention](https://dictionary.apa.org/intention)

n.

**1.** a prior conscious decision to perform a behavior. In experiments, intention is often equated with the goals defined by the task instructions.

**2.** more generally, any directedness in one’s thoughts or behaviors, whether or not this involves conscious decision making. **—intentional** adj.

<https://dictionary.apa.org/intention>

Также в [Theory of planned behavior:](https://dictionary.apa.org/theory-of-planned-behavior)

a model that resembles the [theory of reasoned action](https://dictionary.apa.org/theory-of-reasoned-action) but also incorporates the construct of [perceived behavioral control](https://dictionary.apa.org/perceived-behavioral-control). Perceived behavioral control is added to attitude toward behavior and [subjective norms](https://dictionary.apa.org/subjective-norms) as the antecedents influencing both the intention to perform a behavior and the performance of the behavior itself. [originally proposed by U.S. social psychologist Icek Ajzen (1942–  )]

<https://dictionary.apa.org/theory-of-planned-behavior>

<https://rus-big-psyho.slovaronline.com/1610-%D0%9D%D0%B0%D0%BC%D0%B5%D1%80%D0%B5%D0%BD%D0%B8%D0%B5>

Behavioral intentions – a pre-behavior decision to perform or not perform the action.

**Cognition** –

n.

**1.** all forms of knowing and awareness, such as perceiving, conceiving, remembering, reasoning, judging, imagining, and problem solving. Along with [affect](https://dictionary.apa.org/affect) and [conation](https://dictionary.apa.org/conation), it is one of the three traditionally identified components of mind.

**2.** an individual percept, idea, memory, or the like. **—cognitional** adj. **—cognitive** adj.

<https://dictionary.apa.org/cognition>

**Ambivalence** –

[ambivalence](https://dictionary.apa.org/ambivalence)

n.

**1.** the simultaneous existence of contradictory feelings and attitudes, such as pleasantness and unpleasantness or friendliness and hostility, toward the same person, object, event, or situation. Eugen Bleuler, who first defined ambivalence in a psychological sense and referred to it as **affective ambivalence**, regarded extreme ambivalence, such as an individual expressing great love for his or her mother while also asking how to kill her, as a major symptom of schizophrenia.

<https://dictionary.apa.org/ambivalence>

[Применимо также в «](https://dictionary.apa.org/ambivalence-of-an-attitude)**[Ambivalence of an attitude](https://dictionary.apa.org/ambivalence-of-an-attitude)**[»:](https://dictionary.apa.org/ambivalence-of-an-attitude)

the extent to which the evaluative responses associated with an attitude are inconsistent with one another. If the responses are uniformly positive or uniformly negative, ambivalence is low. If both positive and negative responses are associated with the attitude, ambivalence is high. See also [affective–cognitive consistency](https://dictionary.apa.org/affective-cognitive-consistency); [affective–evaluative consistency](https://dictionary.apa.org/affective-evaluative-consistency); [cognitive–evaluative consistency](https://dictionary.apa.org/cognitive-evaluative-consistency); [cross-dimension attitude consistency](https://dictionary.apa.org/cross-dimension-attitude-consistency); [within-dimension attitude consistency](https://dictionary.apa.org/within-dimension-attitude-consistency).

<https://dictionary.apa.org/ambivalence-of-an-attitude>

Attitudinal ambivalence – the existence of many positive and many negative elements in an attitude.

Intercomponent ambivalence – when there is conflicting valence between attitude components.

Intracomponent ambivalence – when attitudes subsume positive and negative beliefs, positive and negative feelings, or positive and negative behaviors.

Potential (or objective) ambivalence – a state of conflict that exists when people simultaneously possess positive and negative evaluations of an attitudinal object.

**Strength** –

См. **Attitude strength**:

the extent to which an attitude persists over time, resists change, influences information processing, and guides behavior. Strong attitudes possess all four of these defining features, whereas weak attitudes lack them. A number of attitude properties have been shown to be predictors of an attitude’s strength, including [attitude accessibility](https://dictionary.apa.org/attitude-accessibility), [ambivalence of an attitude](https://dictionary.apa.org/ambivalence-of-an-attitude), and [centrality of an attitude](https://dictionary.apa.org/centrality-of-an-attitude), among others.

<https://dictionary.apa.org/attitude-strength>

Attitude strength – their stability, ability to withstand attack, capacity to influence how we process information, and ability to guide behavior.

Attitude strength – the degree to which attitudes are stable, resistant to change, and influence behaviour.

**Formation** –

См. **Attitude formation**

процесс формирования / создания / порождения новых установок.

The process by which behavior causes people to form or develop new attitudes toward objects or events in their social context. См. Handbook vol. 1 «The Influence of Behavior on Attitudes» by Eddie Harmon-Jones, Joel Armstrong, and James M. Olson.