

9.2 Attitude Formation and Attitude Change
D. Identify important figures and research in the areas of attitude formation and change
E. Discuss attitude formation and change, including persuasion strategies and cognitive dissonance.

Attitudes

Attitude Formation

**How can we get it to change?**

Elaboration Likelihood Model

Central Route to Persuasion

Peripheral Route to Persuasion

Foot in the Door Effect

Door in the Face Effect

Cognitive Dissonance