PERSUASION: ATTITUDE/BEHAVIOR CHANGE. A SELECTED, ANNOTATED BIBLIOGRAPHY.

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ABSTRACT: Designed for teachers, students and researchers of the psychological dimensions of attitude and behavior change, this annotated bibliography lists books, bibliographies and articles on the subject ranging from general introductions and surveys through specific research studies, and from theoretical position essays to literature reviews. The 42 citations are organized under the following headings: (1) general works; (2) learning theories of persuasion; (3) consistency theories; (4) social judgment/involvement; (5) information integration theory; (6) source credibility; (7) message variables; (8) compliance-gaining strategies; (9) attitude-behavior consistency; and (10) resistance to persuasion. (JG)
PERSUASION: ATTITUDE/BEHAVIOR CHANGE

A Selected Annotated Bibliography

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General Works

Annual review of psychology. Palo Alto: Annual Reviews. Various authors review the research on attitude change every three years. S. Moscovici (1983); McGuire (1966); Sears & Abeles (1969); Fishbein & Ajzen (1972); Kiesler & Munson (1975); Eagly & Himmelfarb (1978); Cialdini, Petty, & Cacioppo (1981); Cooper & Croyce (1984).


Learning Theories of Persuasion


Consistency Theories


Social Judgment/Involvement


Information Integration Theory


Source Credibility


Message Variables


Compliance-Gaining Strategies


Attitude-Behavior Consistency


**Resistance to Persuasion**


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