



Attitudes and Opinions

Stuart Oskamp, P. Wesley Schultz

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Notable advances resulting from new research findings, measurement approaches, widespread uses of the Internet, and increasingly sophisticated approaches to sampling and polling, have stimulated a new generation of attitude scholars. This extensively revised edition captures this excitement, while remaining grounded in scholarly research.

Attitudes and Opinions, 3/e maintains one of the main goals of the original edition--breadth of coverage. The book thoroughly reviews both implicit and explicit measures of attitudes, the structure and function of attitudes, the nature of public opinion and polling, attitude formation, communication of attitudes and opinions, and the relationship between attitudes and behaviors, as well as theories and research on attitude change. Over 2,000 references support the book's scientific integrity. The authors' second goal is to demonstrate the relevance of the topic to people's lives. Subsequently, the second part of the book examines many of the topics and research findings that are salient in the world today--political and international attitudes (including terrorism), voting behavior, racism and prejudice, sexism and gender roles, and environmental attitudes.

This thoroughly revised new edition features:

- *an entirely new chapter on implicit measures attitudes;
- *a new chapter on environmental attitudes;
- *updated opinion poll data throughout the book;
- *additional material on time trends in attitudes about many issues; and
- *expanded, updated sections on international attitudes reflecting the events of 9/11 and the subsequent invasions of Afghanistan and Iraq.

Attitudes and Opinions' broad and interdisciplinary perspective makes this an ideal text in courses on attitudes, public opinion, survey research, or persuasion, taught in a variety of departments including psychology, communication, marketing, sociology, and political science.

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