Figure 6.1 The multicomponent model of attitude.
Figure 6.2  The influence of subliminal priming on social perceptions (adapted from Krosnick et al., 1992).
**Figure 6.3** The influence of repeated exposure on attitudes (adapted from Zajonc, 1968).
Figure 6.4 The one-dimensional and two-dimensional perspectives of attitude.
Figure 6.5 Intentions to hire feminists as a function of cognitive-affective ambivalence and type of prime.
Figure 6.6 The impact of new information by prior attitude and need for closure (adapted from Kruglanski et al., 1993).
Figure 6.7 The influence of self-monitoring and appeal type on willingness to pay for a consumer product (adapted from Snyder & DeBono, 1985).
The following statements are part of a survey on public attitudes. There are no right or wrong answers, only opinions. For each statement, indicate the number that best represents your personal opinion by using the following scale:

If you strongly disagree with the statement, indicate 1
If you disagree with the statement, indicate 2
If you neither disagree nor agree with the statement, indicate 3
If you agree with the statement, indicate 4
If you strongly agree with the statement, indicate 5

(1) I think euthanasia should be made legal. _____
(2) I would support a referendum for the institution of euthanasia. _____
(3) Euthanasia should never be used. _____
(4) Euthanasia is appropriate when someone wants to die. _____
(5) I am against the use of euthanasia in all circumstances. _____

Figure 6.8 An example of a Likert scale to assess attitudes towards euthanasia.

Please respond to each scale by placing an 'X' in the space that best represents your opinion.

EUTHANASIA

BAD: __________ GOOD
NEGATIVE: _______ POSITIVE
DISLIKE: _______ LIKE

Figure 6.9 A semantic differential scale to measure attitudes towards euthanasia.
Figure 6.10 The procedure of the five block Implicit Association Test.
DO ATTITUDES PREDICT BEHAVIOUR?

Figure 6.11 The theory of reasoned action.
Figure 6.12 The theory of planned behaviour.