

Figure 6.1 *The multicomponent model of attitude.*

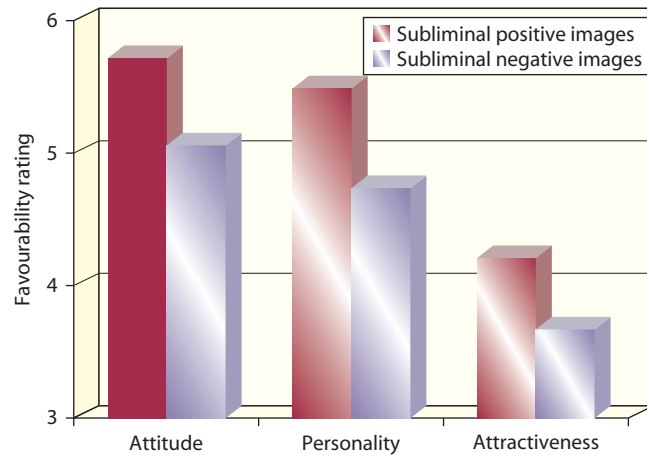


Figure 6.2 *The influence of subliminal priming on social perceptions (adapted from Krosnick et al., 1992).*

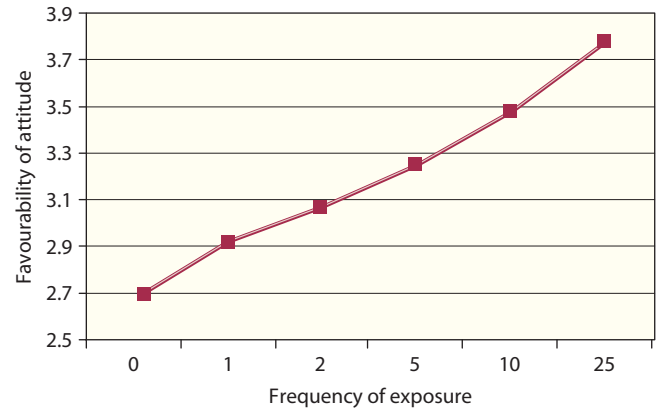


Figure 6.3 *The influence of repeated exposure on attitudes (adapted from Zajonc, 1968).*

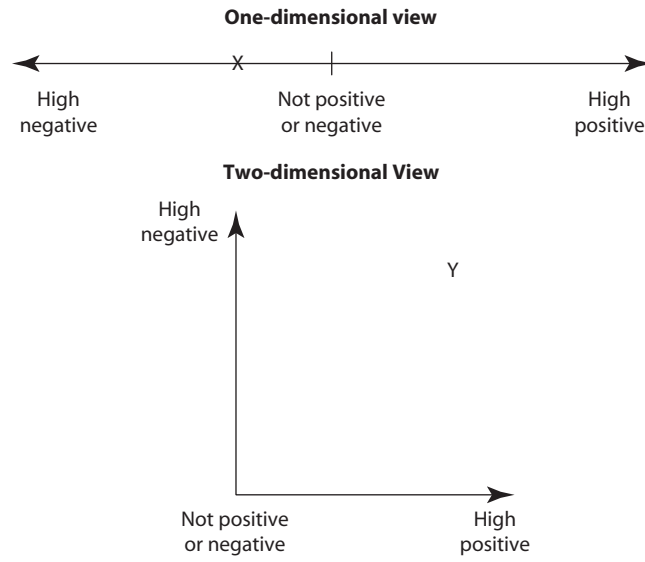


Figure 6.4 *The one-dimensional and two-dimensional perspectives of attitude.*

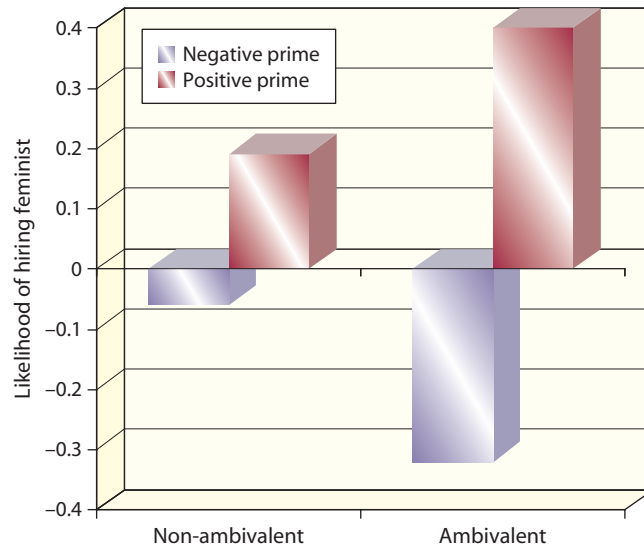


Figure 6.5 *Intentions to hire feminists as a function of cognitive-affective ambivalence and type of prime.*

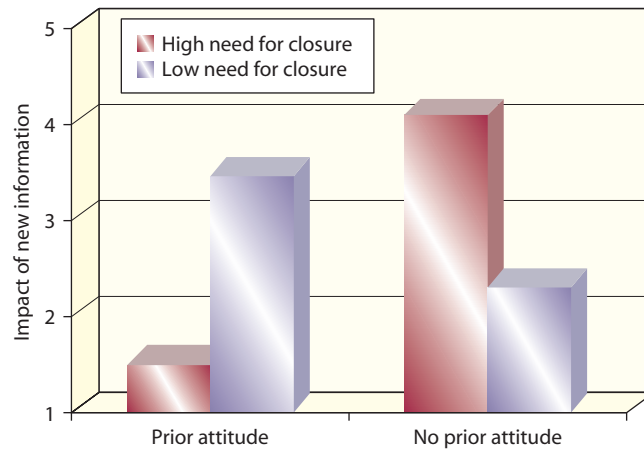


Figure 6.6 *The impact of new information by prior attitude and need for closure (adapted from Kruglanski et al., 1993).*

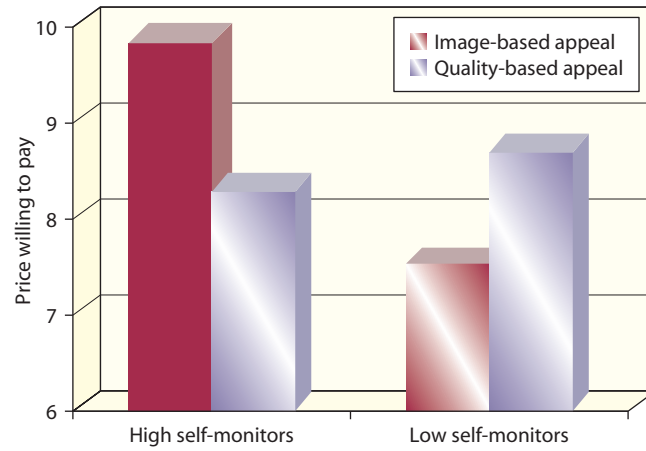


Figure 6.7 *The influence of self-monitoring and appeal type on willingness to pay for a consumer product (adapted from Snyder & DeBono, 1985).*

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.

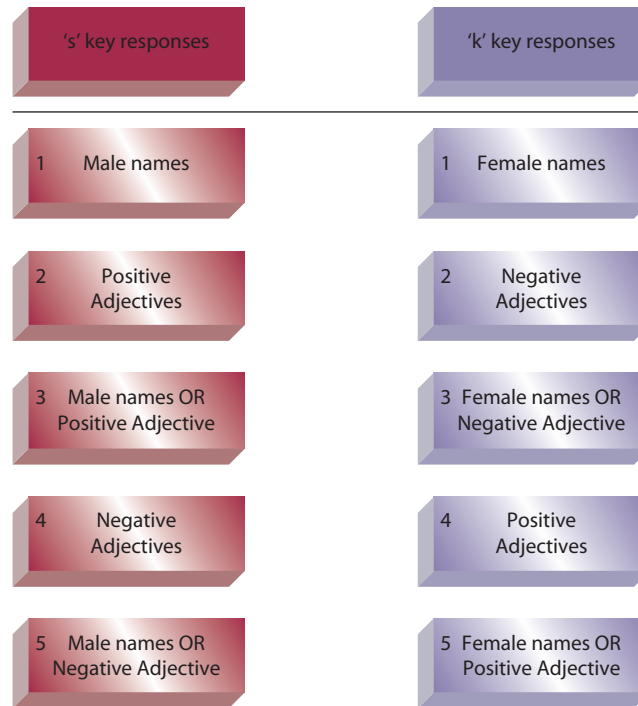


Figure 6.10 *The procedure of the five block Implicit Association Test.*

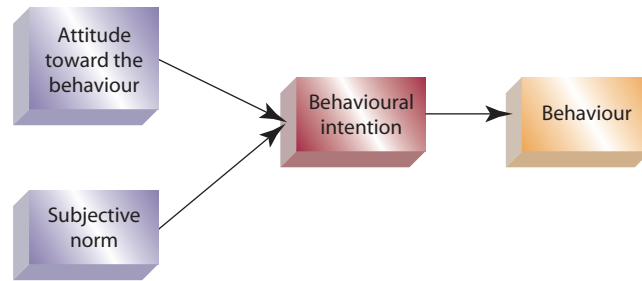


Figure 6.11 *The theory of reasoned action.*

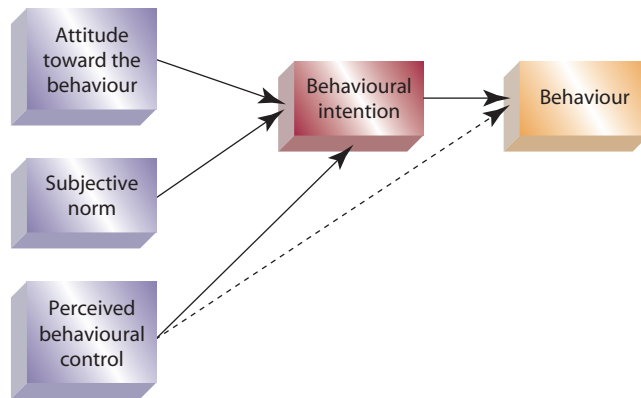


Figure 6.12 *The theory of planned behaviour.*