

### Key Points

**Attitude change (persuasion) is mediated by judgmental processes and effects.** Put differently, persuasion occurs at the end of the process where a person understands a message then compares the position it advocates to the person's position on that issue.

A person's position on an issue is dependent on:

- The person's most preferred position (his/her anchor point)
- The person's judgment of the various alternatives (spread across their latitudes of acceptance, rejection, and noncommitment)
- The person's level of ego-involvement with the issue.

**Key Concept: Latitudes - Levels of Attitudinal (LoA) statements:**

1. **Most acceptable to me:** A "best guess."
2. **Acceptable to me:** The set of these attitudinal statements comprise my Latitude of Acceptance (LoA)
3. **Whatever** (Latitude of Indifference or Noncommitment)
4. **Unacceptable to me:** The set of these attitudinal statements comprise my Latitude of Rejection (LoR)
5. **Most unacceptable to me**

Social judgment theory describes the internal processes of an individual's judgment of a communicated message. The theory suggests that upon hearing a message, individuals place the message on an attitude scale. The attitude scale is preset in our minds, is based on personal judgments, and consists of three zones:

1. **The latitude of acceptance**
2. **The latitude of rejection**
3. **The latitude of noncommitment**

### Glossary - Key Terms Defined

**Latitude of Acceptance:** A range of positions on an issue that you find acceptable

**Latitude of Rejection:** A range of positions on an issue that you do not agree with or find objectionable

**Latitude of Non-commitment:** Information which is neither acceptable or objectionable

**Ego-involvement:** Defines the importance or centrality of an issue in a persons life.

**Social judgment-involvement:** Perception and evaluation of an idea by comparing it with current attitudes.

**Reference groups:** Groups that members use to define their identity.

**Contrast:** When people judge messages that fall within their latitude of rejection as further from their anchor than they really are.

**Assimilation:** When people judge messages which fall within their latitude of acceptance as less discrepant from their anchor than they really are.

**Boomerang Effect:** Attitude change in the opposite direction of what the message advocated; listeners driven away from rather than drawn to an idea

### Mental representation of attitudes

Social Judgment Theory says:

Not just a single point: "This is where I am."

Need to know range of acceptable options.

Need to know what is objectionable.

### Implications for Influence

Messages in LoA seen as closer to your X than they may be--easy to nestle in with them

Messages in LoR seen as farther from your X than they may be--no felt need to seriously consider these messages

Adjust our attitude according to where messages falls In LoA attitude moves toward message

### Key Concept: Ego-Involvement

How much does this attitude matter to you?

How important is it to you that you be right?

How much is your identity tied up in the concept?

Think about how identity and attitudes go together.

### Key Concept: Certainty

How does being certain affect your attitude latitudes?

For today I'll assume certainty = short LoA

According to Social Judgment Theory can only influence within LoA

If that's true, high certainty people are less subject to influence.

### Self-Judgment

What if the attitude object is yourself?

Self-Esteem is the attitude you have toward yourself.

What about other self-judgments?

What about neutral judgments?

Prefer blues or reds?

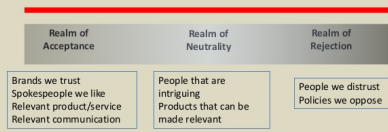
Quiet or rowdy?

### Chart

## The importance of schema

### Social Judgement Theory

- Standing in relation to 'ME' - determines
  - Who is listened to
  - What is recalled



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