

Passion in Politics: The Study of Attitude Strength Inside and Outside the Laboratory
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Abstract:

The subfield of political psychology is envisioned by many scholars to be a two-way street, whereby political scientists gain from applying basic theories from psychology, and the careful study of political phenomena leads to innovations in basic theory of human social information processing and interaction. One illustration of this two-way exchange is the literature on attitude strength. A series of studies, some conducted in laboratories and some conducted via surveys, illustrate how, when, and why an attitude becomes strong and illustrate the cognitive, affective, and behavioral consequences of attitude strength once it is created. The findings have interesting implications for how to conduct political campaigns, how to design public education efforts designed to enhance pro-social behavior, and more.