



The Psychology of Attitudes and Attitude Change (Sage Social Psychology Program)

By Gregory R. Maio, Geoff Haddock

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Written by two world-leading academics in the field of attitudes research, is a brand new textbook that gets to the very heart of this fascinating and far-reaching field. Greg Maio and Geoffrey Haddock describe how scientific methods have been used to better understand attitudes and how they change. With the aid of a few helpful metaphors, the text provides readers with a grasp of the fundamental concepts for understanding attitudes and an appreciation of the scientific challenges that lay ahead.

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Editorial Review

Review

‘An outstanding new text. Written in an engaging style it provides an impressive review of both basic and applied work. Classic studies are interwoven with important recent findings to provide a scholarly overview of this exciting area of social psychology’ - **Professor Mark Conner, University of Leeds**

‘Maio and Haddock provide an excellent up-to-date summary of the key findings in the field in their very readable new text’ - **Richard E. Petty, Ohio State University**

About the Author

I am interested in social values (e.g., equality, freedom, helpfulness), attitudes, and emotional processes. My two principal interests at the moment are projects examining psychological connections between values and behaviour (including the adoption of a healthy lifestyle) and adult mental representations of children.

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