

Einstellungskonzept und klassische Einstellungsforschung

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Theorien sozialen Handelns

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Übersicht

Wir behandeln

- Einstellungskonzept
- Theory of reasoned action / planned behavior
- Dual-Process theories
- Low-Cost Hypothese

Wir behandeln nicht

- Konstruktion von Einstellungsmaßen
- Konsistenz von Einstellungen
- Entstehung und Wandel von Einstellungen

Einstellungskonzept

Einige Definitionsvorschläge

“Mental and neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related” (*Allport 1935*)

“A psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor” (*Eagly & Chaiken 1993*)

“An association in memory between an attitude object and an evaluation” (*Fazio 1986*)

Einstellungskonzept

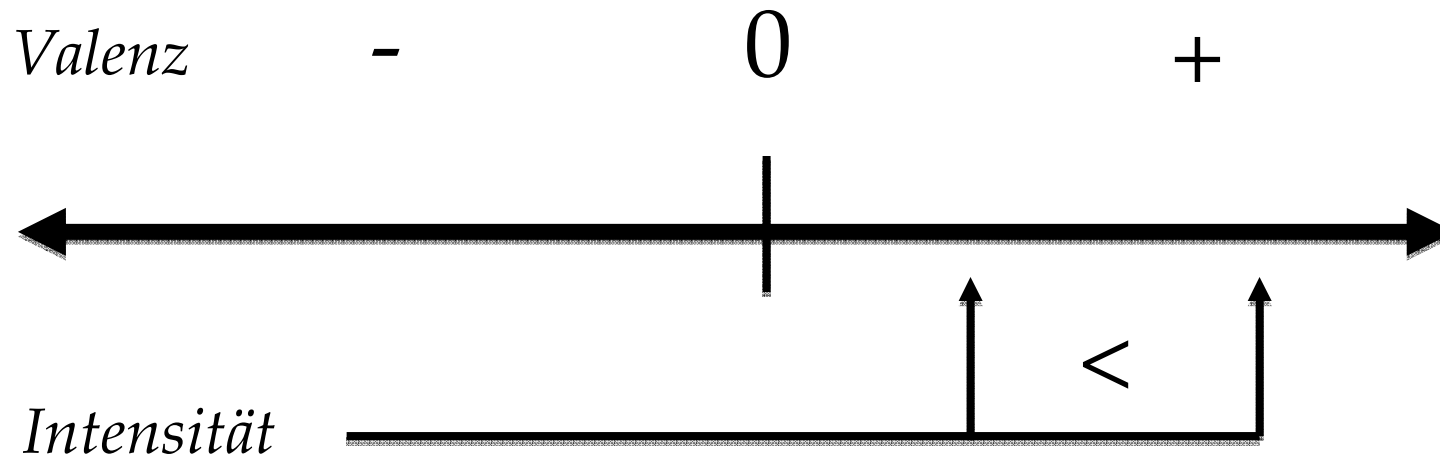
Zentral in modernen Einstellungskonzeptionen

- Interner Zustand
- Relative temporale Stabilität
- Bezieht sich auf ein Objekt
- Evaluativ

Abgrenzung von

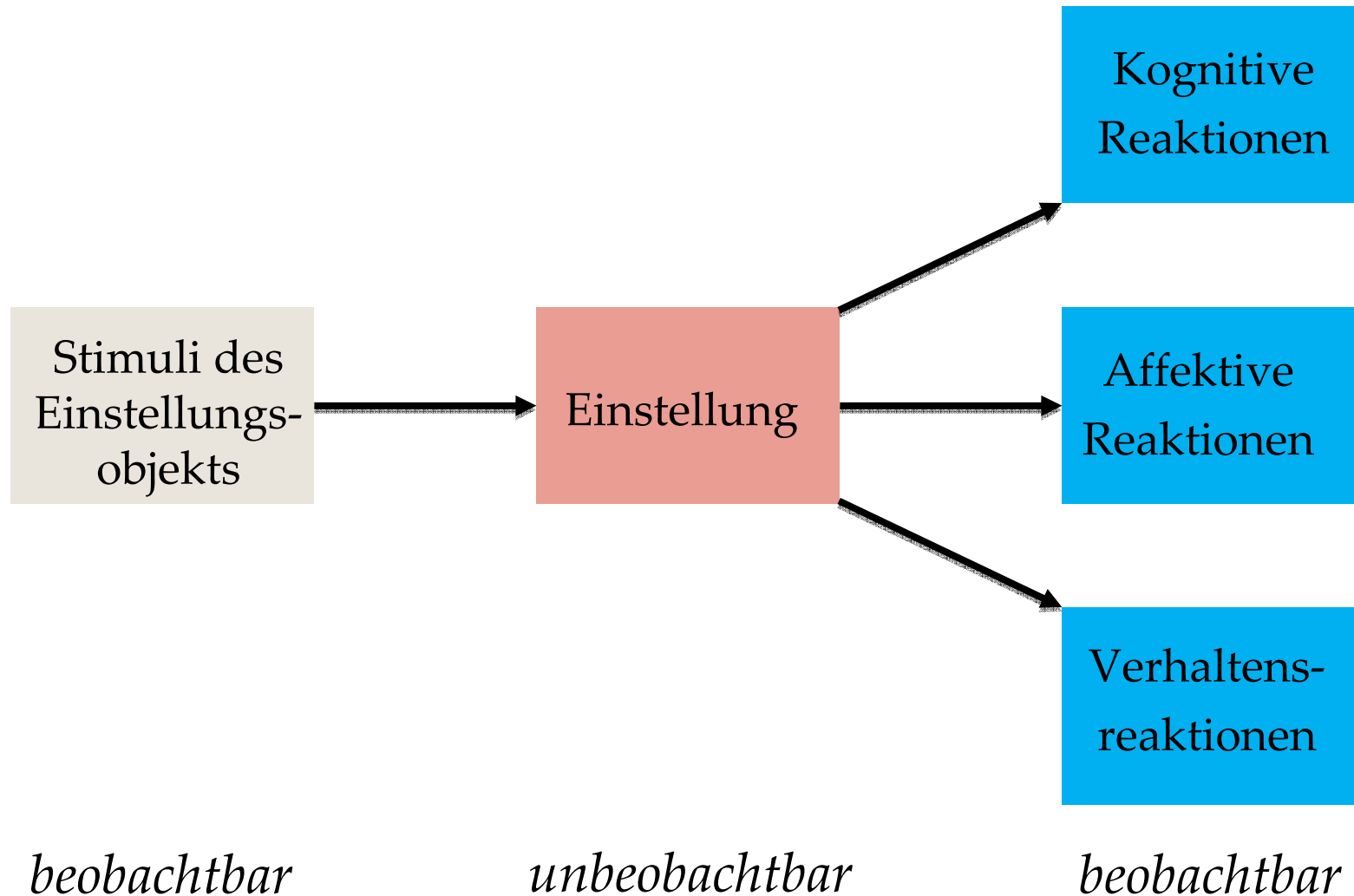
- Persönlichkeitsmerkmalen
- Stimmungen
- Werten (?)

Evaluation



Einstellungen als latente Variablen

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Beispiel:

Attitudes toward Women Scale

1 Swearing and obscenity are more repulsive in the speech of a woman than of a man.

2 Women should take increasing responsibility for leadership in solving the intellectual and social problems of the day.

3 Both husband and wife should be allowed the same grounds for divorce.

4 Telling dirty jokes should be mostly a masculine prerogative.

Zustimmung auf einer Skala von 0 (stimme überhaupt nicht zu) bis 3 (stimme voll und ganz zu)

Summe über alle Items = Maß für die Einstellung zu gleichen Rechten für Frauen (*Spence et al. 1973*)

Einstellungen und Verhalten

1

Attitudes vs. Actions

Richard T. LaPiere

By definition, a social attitude is a behaviour pattern, anticipatory set or tendency, predisposition to specific adjustment to designated social situations, or, more simply, a conditioned response to social stimuli.¹ Terminological usage differs, but students who have concerned themselves with attitudes apparently agree that they are acquired out of social experience and provide the individual organism with some degree of preparation to adjust, in a well-defined way, to certain types of social situations if and when these situations arise. It would seem, therefore, that the totality of the social attitudes of a single individual would include all his socially acquired personality which is involved in the making of adjustments to other human beings.

But by derivation social attitudes are seldom more than a verbal response to a symbolic situation. For the conventional method of measuring social attitudes is to ask questions (usually in writing) which demand a verbal adjustment to an entirely symbolic situation. Because it is easy, cheap, and mechanical, the attitudinal questionnaire is rapidly becoming a major method of sociological and socio-psychological investigation. The technique is simple. Thus from a hundred or a thousand responses to the question "Would you get up to give an Armenian woman your seat in a street car?" the investigator derives the "attitude" of non-Armenian males towards Armenian females. Now the question may be constructed with elaborate skill and hidden with consummate

Source: *Social Forces*, vol. 13, 1934, pp. 230-237.

JOURNAL OF SOCIAL ISSUES
VOLUME XXV, NUMBER 4, 1969

Attitudes versus Actions: The Relationship of Verbal and Overt Behavioral Responses to Attitude Objects

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Gordon Allport (1954) has described the attitude concept as "the primary building stone in the edifice of social psychology [p. 45]," and the extensive attitude literature in the past 20 years supports this contention. Stimulated primarily by the cognitive consistency theories, thousands of pages have been written recently on attitude formation and change.

One possible reason for the popularity of the attitude concept is that social psychologists have assumed that attitudes have something to do with social behavior. Cohen (1964), in the concluding chapter of his book, *Attitude Change and Social Influence*, states:

¹The writer is indebted to the following colleagues for helpful suggestions and comments on an earlier version of this paper: Roger Barker, L. B. Kornreich, Eugene Levitt, and Lawrence Linn. Thanks are also due to Anthony Fazio and James Green who supplied unpublished studies for review, and to Dean Bolton and Douglas Simpson for library work. Locating relevant references was facilitated by Deutscher's bibliography (1966a). This research was supported by a grant from the Graduate School of the University of Wisconsin-Milwaukee and National Institute of Mental Health Grant 1 R03 MH-15798-01. Portions of this paper were presented at the Western Psychological Association Convention, Vancouver, B.C., June 20, 1969.
Now at the University of Illinois, Urbana.

Einstellungen und Verhalten

TABLE 1
SUMMARY OF STUDIES OF ATTITUDE-BEHAVIOR RELATIONSHIPS

Investigator(s)	Subjects	Attitude object	Overt behavior	n	Strength of relation:
A. Jobs, industrial organizations, and work groups					
Vroom (1964) [Review of 15 studies]	employees	one's job	job performance	range: 40-890	median $r = .14$ range: $.68$ to $-.03$
Bernberg (1952)	aircraft plant employees	one's job	job absences	890	$r = .01$
Vroom (1962)	oil company employees	one's job	job absences	489	$r = -.07$
Weitz & Nuckols (1953)	insurance agents	one's job	job resignations	480	biserial $r = .20, .05$
Webb & Hollander (1956)	Air Force Cadets	flight training program	dropping out of program	210	Kendall's $\tau = .22$,
Sagi, Olmstead, & Atelsek (1955)	college students	student activity groups	dropping out of group	123	b
B. Members of minority groups					
LaPiere (1934)	hotel & restaurant proprietors	Chinese	providing service to Chinese	128	9%
Kutner, Wilkins, & Yarrow (1952)	restaurant & tavern proprietors	Negroes	providing service to a Negro	11	45%, 0%
DeFleur & Westie (1958)	college students	Negroes	willingness to have picture taken with a Negro and widely distributed	46	70%
Linn (1965)	college students	Negroes	willingness to have picture taken with a Negro and widely distributed	34	65%, 41%
Green (1967)	college students	Negroes	willingness to have picture taken with a Negro and widely distributed	44	$r = .43$
Fendrich (1967)	college students	Negroes	participation in group discussion on race relations	46	$\gamma = .69, .12$

(Wicker 1969)

Einstellungen und Verhalten

TABLE 1 (Continued)
SUMMARY OF STUDIES OF ATTITUDE-BEHAVIOR RELATIONSHIPS

Investigator(s)	Subjects	Attitude object	Overt behavior	n	Strength of relationship
Warner & DeFleur (1969)	college students	Negroes	signed agreement or disagreement to a request to engage in behaviors involving Negroes	123	63%
Mann (1959)	college students	Negroes	rated prejudice shown in discussion group	102	$r = .51, .22$
Katz & Benjamin (1960)	college students	Negroes	observed behaviors in racially mixed groups	32	c
Rokeach & Mezei (1966)	college students	Negroes	choice of group members with whom to have coffee	68	54%
Kamenetsky, Burgess, & Rowan (1956)	college students	Negroes	signing a petition for fair employment	100	biserial $r = .61, .59, .58, .54$
Himmelstein & Moore (1963)	college students	Negroes	imitation of Negro model's petition signing	51	47%
Bray (1950)	college students	Negroes, Jews	conforming to Negro's or Jew's autokinetic movement judgments	50 per group	$r = .15$ (Jewish condit.) $r = .11$ (Negro condit.)
Berg (1966)	college students	Negroes	conforming to Negro's autokinetic movement judgments	60	$r = -.10, -.14, -.21$
Malof & Lott (1962)	college students	Negroes	conforming to Negro's judgments in Asch-type conformity situation	60	67%
Smith & Dixon (1968)	college students	Negroes	being conditioned by a Negro E in a Taffel verbal conditioning procedure	80	d
C. Miscellaneous objects Carr & Roberts (1965)	Negro college students	civil rights activities	participation in civil rights activities	332	range of r : .29 to .10 (Wicker 1969)

Einstellungen und Verhalten

Dean (1958)	industrial employees	local labor union	attendance at local labor union meetings	248	25%
Cattell, Heist, Heist, & Stewart (1950); Cattell, Maxwell, Light, & Unger (1950)	male college students and businessmen	football, movies, subject's chosen career, sleep	daily log of time and/or money spent	40	range of r : .26 to $-.09$
Corey (1937)	college students	cheating	cheating on self-graded exam	67	$r = .02$
Freeman & Aatov (1960)	college students	cheating	cheating on self-graded exam	38	range of Kendall's τ : .10 to $-.19$
Tittle & Hill (1967)	college students	student political activity	voting in student election	301	range of γ : .50 to .29
Bellin & Kriesberg (1967)	mothers of families eligible for public housing	public housing	applying for public housing	80	60%
Newton & Newton (1950)	maternity ward patients	breast feeding	"success" of breast-feeding judged from amount of breast milk taken by infant	91	74%
Potter & Klein (1957)	maternity ward patients	breast feeding	observed affection toward infant and efforts to facilitate feeding at time of nursing	25	$r = .65$
Wicker (1969)	college students	participating as a subject in psychological research	commitment to participate and actual participation as a subject in psychological research	257	$r = .17$

Einstellungen und Verhalten

“The questionnaire is cheap, easy, and mechanical. The study of human behavior is time consuming, intellectually fatiguing, and depends for its success upon the ability of the investigator. The former method gives quantitative results, the latter mainly qualitative. Quantitative measurements are quantitatively accurate; qualitative evaluations are always subject to the errors of human judgment. Yet it would seem far more worth while to make a shrewd guess regarding that which is essential than to accurately measure that which is likely to prove quite irrelevant ” (LaPiere 1934)

Einstellungen und Verhalten

- Single-act versus multiple-act criterion
- 100 Formen religiösen Verhaltens (self-reported)
- 5 Maße für Einstellungen gegenüber Religion

Psychological Review
1974, Vol. 81, No. 1, 59-74

ATTITUDES TOWARDS OBJECTS AS PREDICTORS OF SINGLE AND MULTIPLE BEHAVIORAL CRITERIA¹

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ICEK AJZEN
University of Massachusetts

A distinction is made between multiple-act and single-act criteria, and it is argued that multiple-act criteria can be viewed as behavioral attitude measures. Theoretical considerations led to the conclusion that traditional measures of attitudes towards an object are consistently related to multiple-act criteria but have no systematic relationship to single-act criteria. One major problem appeared to be the selection of relevant or valid single-act criteria. Application of standard attitude scaling procedures is viewed as a possible solution to this problem. It is shown that different scaling methods imply different definitions of validity. Although of theoretical importance, this approach is shown to have practical limitations. An alternative approach is suggested, leading to the construction of linearity and validity indexes. The linearity index is shown to be predictive of the degree of attitude-behavior relationships, and validity is shown to be a necessary but not sufficient condition for linearity.

The concept of attitude has played a major role in the history of social psychology. Although definitions of attitude vary considerably, there is general agreement that a person's attitude towards some object constitutes a predisposition on his part to respond to the object in a consistently favorable or unfavorable manner (cf. Allport, 1935). This view has led to the widespread assumption that attitudes and overt behavior are closely related to each other. Most studies in this area (e.g., Bray, 1950; DeFleur & Westie, 1958; Linn, 1965; Rokeach & Mezei, 1966; Smith & Dixon, 1968) have obtained a general measure of attitude towards a stimulus object, such as Negroes, and have observed the relationship between a person's score on the attitude scale and some specific behavior towards the object. The results have mostly been disappointing (e.g., Berg, 1966; Bray, 1950; Kutner, Wilkins, & Yarrow, 1952; LaPiere, 1934).

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² Requests for reprints should be sent to Martin Fishbein, Department of Psychology, University of Illinois, Champaign, Illinois 61820.

In recent years, therefore, the assumption of a strong relationship between attitude and behavior has been questioned by an increasing number of investigators (e.g., DeFleur & Westie, 1958; Festinger, 1964; Fishbein, 1967; Linn, 1965; McGuire, 1969; Warner & DeFleur, 1969; Wicker, 1969). In a review of over 30 studies in this area, Wicker (1969) concluded that "it is considerably more likely that attitudes will be unrelated or only slightly related to overt behaviors than that attitudes will be closely related to actions [p. 65]." Similarly, in his review of attitudes and attitude change, McGuire concluded that "the person's verbal report of his attitude has a rather low correlation with his actual behavior toward the object of the attitude [p. 156]."

Attempts to explain the low empirical relationship between attitude and behavior have typically involved a critique of the attitude construct, its definition and/or measurement. For example, it has been suggested (e.g., Rosenberg & Hovland, 1960) that attitudes are multidimensional, including cognitive, affective, and conative components. It follows that single attitude scores provided by our traditional attitude scales cannot adequately represent all of an attitude's dimensions, and thus cannot predict behavior accurately. Available evidence

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TABLE 1

INTERCORRELATIONS OF THE FIVE VERBAL
ATTITUDE SCALES

Scale	1	2	3	4	5
Behaviors					
Self-report (1)	—				
Semantic differential (2)	.800 ^a	—			
Guttman (3)	.519	.644	—		
Likert (4)	.652	.762	.790	—	
Thurstone (5)	.584	.685	.744	.785	—
Intentions					
Self-report	—				
Semantic differential	.765	—			
Guttman	.688	.773	—		
Likert	.743	.837	.878	—	
Thurstone	.672	.666	.818	.786	—

TABLE 2

CORRELATIONS OF THE FIVE VERBAL ATTITUDE
SCALES WITH SINGLE- AND MULTIPLE-ACT
CRITERIA

Scale	Single-act criterion ^a		Multiple-act criterion ^b	
	Behaviors	Intentions	Behaviors	Intentions
Self-report	.137	.162	.640	.604
Semantic differential	.149	.178	.714	.658
Guttman	.121	.176	.608	.656
Likert	.142	.202	.684	.749
Thurstone	.131	.170	.628	.648

Einstellungen und Verhalten

Zentrale Hypothese

Je größer die Korrespondenz zwischen Einstellung und Verhalten bezüglich Handlung, Zielobjekt, Kontext und Zeit, desto größer die Korrelation zwischen Einstellung und Verhalten

Psychological Bulletin
1977, Vol. 84, No. 5, 888-918

Attitude-Behavior Relations: A Theoretical Analysis and Review of Empirical Research

Icek Ajzen
University of Massachusetts—Amherst

Martin Fishbein
University of Illinois at Urbana-Champaign

Research on the relation between attitude and behavior is examined in light of the correspondence between attitudinal and behavioral entities. Such entities are defined by their target, action, context, and time elements. A review of available empirical research supports the contention that strong attitude-behavior relations are obtained only under high correspondence between at least the target and action elements of the attitudinal and behavioral entities. This conclusion is compared with the rather pessimistic assessment of the utility of the attitude concept found in much contemporary social psychological literature.

Reports of rather low or nonsignificant relations between attitudinal predictors and behavioral criteria have been accumulating for more than 40 years (cf. Wicker, 1969). These negative findings led many investigators to reconsider the nature of the attitude-behavior relation (e.g., Calder & Ross, 1973; D. T. Campbell, 1963; DeFleur & Westie, 1958, 1963; Deutscher, 1966, 1969, 1973; Ehrlich, 1969; Kelman, 1974; Rokeach, 1967; Tittle & Hill, 1967). In a parallel development, it was possible to discern a growing disenchantment with the attitude concept, and the general consensus was that measures of attitude have little value for the prediction of overt behavior.

Recently, however, social psychology has been witnessing a revival of interest in the relationship between attitude and action (e.g., Brannon, 1976; Liska, 1975; D. J. Schneider, 1976; Schuman & Johnson, 1976). The emerging position seems to be that attitude is only one of many factors determining behavior. Although this position reaffirms the importance of attitudes, it leads to the expectation that attitudes will often be unrelated to behavior.

In a number of publications we have presented ideas and data that are clearly at variance with this assessment of the attitude

concept and its utility (Ajzen & Fishbein, 1973; Fishbein, 1967, 1973; Fishbein & Ajzen, 1972, 1974, 1975). We have argued that a person's attitude toward an object influences the overall pattern of his responses to the object, but that it need not predict any given action. According to this analysis, a single behavior is determined by the intention to perform the behavior in question. A person's intention is in turn a function of his attitude toward performing the behavior and of his subjective norm. It follows that a single act is predictable from the attitude toward that act, provided that there is a high correlation between intention and behavior.¹

These arguments can be incorporated within a more general framework that focuses on the question of correspondence between measures of attitude and behavior. The purpose of the present article is to reexamine the attitude-behavior relationship. A theoretical analysis of the correspondence between attitudinal predictors and behavioral criteria is followed by a review of pertinent empirical research. It is shown that people's actions are found to be systematically related to their attitudes when the nature of the attitudinal predictors and behavioral criteria are taken into consideration.

Requests for reprints should be sent to Icek Ajzen, Department of Psychology, University of Massachusetts, Amherst, Massachusetts 01003.

¹ Even when the intention is primarily under the control of normative considerations, its correlation with attitude toward the action is usually found to be quite high.

Einstellungen und Verhalten

Geringe Korrelation zwischen Einstellung und Verhalten

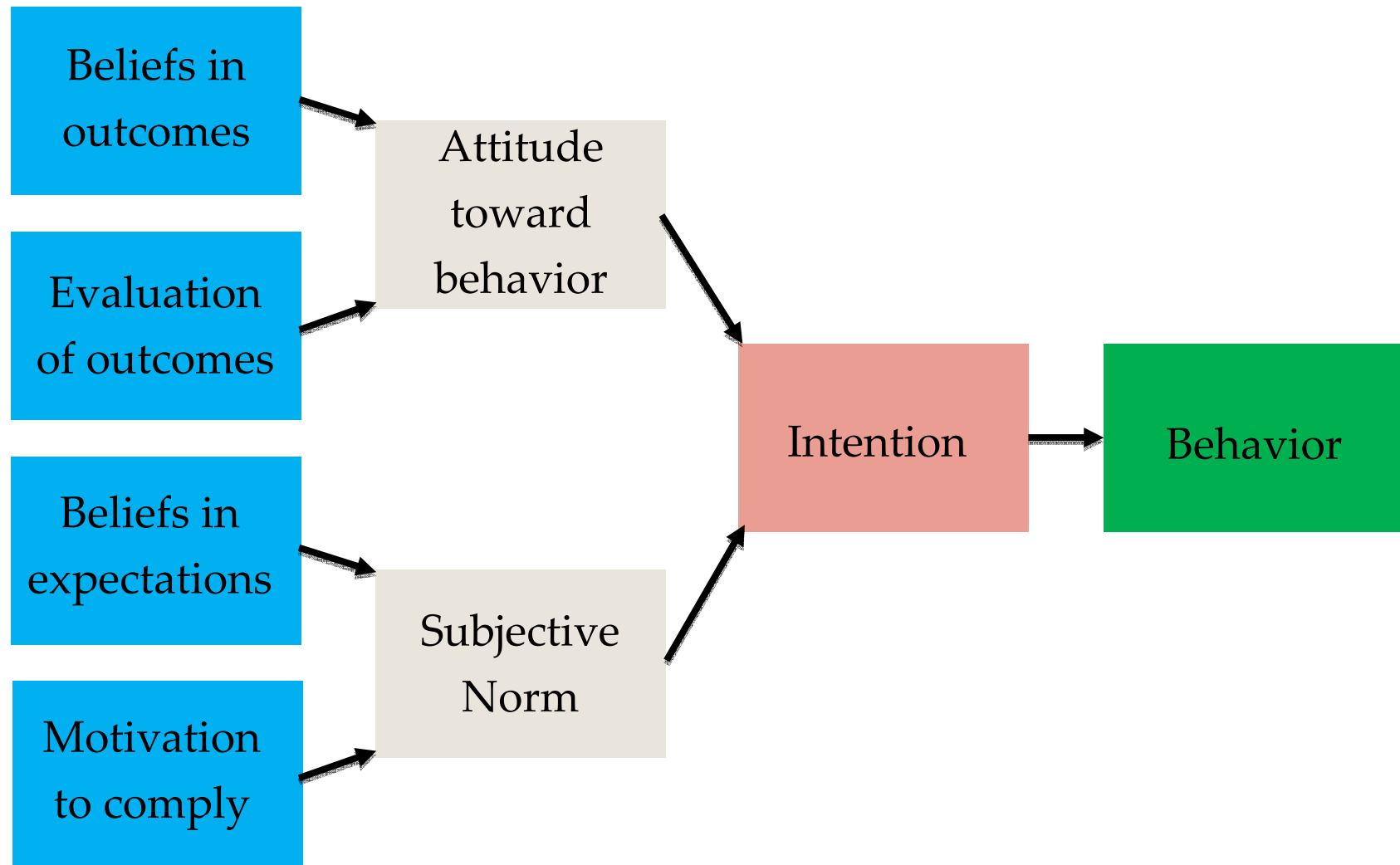
- Einstellungen, bei denen nur das Zielobjekt spezifiziert ist, und spezifischen Handlungen gegenüber dem Zielobjekt (single-act criterion)
- Multiple-act criterion: Durch Aggregation über diverse spezifische Handlungen kommt es zur Korrespondenz zwischen Zielobjekteinstellung und Zielobjekthandlung
- Ausnahme: Spezifische Handlungen, die kaum mehr sind als eine Bewertung (Evaluation) des Zielobjekts; zum Beispiel Wählen

Einstellungen und Verhalten

Diskussion von LaPiere (1934)

“Clearly, the letter-questionnaire in this study was not a measure of evaluation. It can best be described as a measure of behavioral intention, or perhaps of behavioral commitment. Disregarding this problem, we can see that the entities of the two measures corresponded only in part. Whereas the action element in both measures involved accepting someone in an establishment, the target elements differed. The overt behavior was directed at a specific Chinese couple (usually accompanied by LaPiere). The letter, however, referred more generally to “members of the Chinese race”.“ (Ajzen & Fishbein 1977, p.895)

Theory of Reasoned Action



Theory of Reasoned Action

Expectancy-Value Tradition

$$Attitude = \sum_{c \in C} (beliefs_c \cdot evaluation_c)$$

C : set of consequences

$$Norm = \sum_{o \in O} (beliefs_o \cdot motivation_o)$$

O : set of significant others

$$Intention = w_A \cdot Attitude + w_N \cdot Norm$$

Theory of Reasoned Action

- TRA bezieht sich ausschließlich auf intentionales Handeln
- Bei den Einstellungen im Kausaldiagramm zur TRA handelt es sich ausschließlich um Einstellungen gegenüber spezifischen Handlungsweisen
- TRA versteht sich als vollständige Theorie intentionalen Handelns

Theory of Reasoned Action

- Abhängige Variable: Kooperationsrate im Gefangenendilemma
- 3x2 Design: Framing der Situation (kooperativ, neutral, kompetitiv) x Art des GD
- Direkte Maße für alle theorieimmanenten Variablen qua Fragebogen

JOURNAL OF EXPERIMENTAL SOCIAL PSYCHOLOGY 6, 466-487 (1970)

The Prediction of Behavior from Attitudinal and Normative Variables¹

ICEK AJZEN AND MARTIN FISHBEIN
University of Illinois

Fishbein's (1967) extension of Dunany's (1967) theory of propositional control was tested in the context of the Prisoner's Dilemma (PD) game. The theory holds that a person's behavior (B) is a function of his behavioral intention (BI) which is determined by his attitude toward the act (A-act) and by his beliefs about the expectations of the other player, i.e., social normative beliefs (NBs). Two PD games differing in Cooperation Index (CI) were each played in a cooperative, a competitive, and an individualistic motivational orientation. CI and motivational orientations affected questionnaire measures of the theoretical constructs and game behavior as expected. Their influence on B was mediated by BI through A-act and NBs. BI correlated highly with B and was in turn accurately predicted from A-act and NBs in a multiple-regression equation. The relative importance of A-act and NBs in predicting BI and B varied as expected with the motivational orientation: in the cooperative condition norms were relatively more important; under competition more relative weight was placed on A-act.

This paper reports the results of an experiment designed to test the validity of a theoretical model of behavioral prediction recently presented by Fishbein (1967). The model can best be seen as an extension of Dunany's (1967) "theory of propositional control" to social behavior. Its use in the social area provides a test of the generality of the model which was developed initially in the framework of learning theory. While the original theory is almost identical to the present formulation, its constructs have been relabeled in an attempt to reveal their relations to more familiar social psychological concepts. In the process of translation some minor changes have occurred in the meaning of the constructs as well as in the ways in which they are measured. Nevertheless, all the predictions derived from the present model and tested in this experiment could have been derived just as well from the original formulation of the theory of

¹The authors are indebted to Don E. Dunany for his critical comments on an early draft of this paper.

Theory of Reasoned Action

1. A-act, the attitude toward cooperation. A direct measure of attitude toward the act was based on the sum over four semantic differential scales with high loadings on the evaluative factor (cf. Osgood, Suci, & Tannenbaum, 1957), presented as follows:

Choosing alternative X is

foolish	—:—:—:—:—:—:—	wise
good	—:—:—:—:—:—:—	bad
harmful	—:~:~:~:~:~:~:~	beneficial
rewarding	—:~:~:~:~:~:~:~	punishing

2. Subjective conditional probabilities, measured as follows: If I were to choose mainly X, my partner would choose _____% X and _____% Y.

3. Utilities of the payoffs. Each of the two possible outcomes of cooperation was followed by an evaluative semantic differential scale:

Example:

Obtaining the payoff $(+9, +9)$ is
good ———:————:————:————:————:————:———— bad

4. SEU, the subjective expected utility of cooperation, was computed by multiplying the corresponding subjective probabilities and utilities and adding the two products: $SEU = \sum SP_i U_i$.

Theory of Reasoned Action

5. NBs, social normative beliefs. The perceived expectations of the other player were considered to be the relevant normative beliefs in the experimental situation, and a measure was taken of these normative beliefs as follows.⁵

My partner expects me to choose _____%X, and _____%Y.

6. BI, the behavioral intention, was measured as follows.

What are your intentions for this game?

I intend to choose _____%X, and _____%Y.

Theory of Reasoned Action

Überprüfbare Hypothesen

1. Game behavior is a function of behavioral intentions. Therefore, a high correlation is expected between BI and B.

2. Behavioral intentions are determined by A-act and by NBs. It is therefore predicted that a high multiple correlation will be found between these two predictors and BI.

3. SEU is predicted to correlate with game behavior. That is, the subjective expected utility model is expected to be applicable to the prediction of behavior in PD games, under the various experimental conditions.

Since SEU is considered to be more or less equivalent to A-act, these two variables should be correlated.

Theory of Reasoned Action

Überprüfbare Hypothesen

4. As A-act (SEU) is only one of the predictors of behavioral intentions in Fishbein's model, it is hypothesized that the inclusion of NBs improves prediction of BI above the level obtained when using A-act (or SEU) alone, and BI is expected to be more highly related to game behavior than is SEU.

5. BI is the direct antecedent of overt behavior (B). This hypothesis has the following implications.

Zusätzlich

- Der Effekt von NB auf BI ist stärker als der Effekt von SEU auf BI im kooperativen Frame und umgekehrt im kompetitiven Frame
- Analog beeinflusst die Art des GDs die Effektstärken

Theory of Reasoned Action

TABLE 1
MEAN QUESTIONNAIRE RESPONSES AND GAME BEHAVIOR^a

	Game 1			Game 2		
	Motivational orientation			Motivational orientation		
	Coopera- tion	Individu- alism	Competi- tion	Coopera- tion	Individu- alism	Competi- tion
A-act	21.84	16.84	13.69	22.16	11.72	9.91
SEU	5.97	4.10	2.51	5.08	2.81	1.89
NBs	83.97	51.19	39.88	73.22	37.56	24.66
BI	88.75	46.53	30.22	75.59	25.72	14.50
B	86.25	47.19	15.63	79.38	20.63	10.94

Theory of Reasoned Action

TABLE 2
CORRELATIONS OF PROPORTION OF COOPERATIVE CHOICES ON THE LAST 10 MOVES
(B) WITH BI, SEU, A-act, AND NBs
($N = 96$)^a

	Game 1	Game 2
BI-B	.847	.841
SEU-B	.704	.748
A-act-B	.631	.703
NBs-B	.685	.721

Theory of Reasoned Action

TABLE 3
CORRELATIONS, REGRESSION COEFFICIENTS, AND MULTIPLE CORRELATIONS
OF A-act AND NBs ON BI

	Correlation coefficients		Regression coefficients		Multiple correla- tions..
	A-act-BI	NBs-BI	A-act-BI	NBs-BI	
Game 1					
Cooperation ($N = 32$)	.370*	.752**	.229	.707**	.785**
Individualism ($N = 32$)	.710**	.780**	.353*	.552**	.852**
Competition ($N = 32$)	.883**	.733**	.691**	.327**	.922**
Total ($N = 96$)	.754**	.838**	.378**	.601**	.888**
Game 2					
Cooperation ($N = 32$)	.253	.579**	.239	.573**	.626**
Individualism ($N = 32$)	.673**	.677**	.416**	.427**	.754**
Competition ($N = 32$)	.866**	.741**	.669**	.298**	.894**
Total ($N = 96$)	.735**	.786**	.405**	.539**	.849**

Theory of Reasoned Action

TABLE 6
PARTIAL CORRELATIONS BETWEEN GAME BEHAVIOR AND A-act, NBs, BI, AND SEU
($N = 96$)^a

	BI held constant		SEU held constant	
	Game 1	Game 2	Game 1	Game 2
A-act-B	— .023	.233	.337	.408
NBs-B	— .083	.178	.368	.425
BI-B	—	—	.677	.596
SEU-B	.185	.175	—	—

Theory of Reasoned Action

TABLE 7
MEANS OF GAME BEHAVIOR ADJUSTED FOR REGRESSION OF BI ON B^a

	Game 1	Game 2
Cooperation	53.36	53.37
Individualism	50.86	35.12
Competition	32.14	35.63

Theory of Reasoned Action

Standardkritik an TRA

- TRA ist nicht vollständig, da sie u.a. nicht die Wirkmächtigkeit von Habits, sozialer Identität und moralischer Verpflichtung berücksichtigt
- Die Beschränkung auf intentionales Handeln schließt viele interessante Phänomene aus
- Restriktionen werden in der Theorie nicht ausreichend berücksichtigt (vgl. aber Theory of Planned Behavior, *Ajzen 1985*)

Theory of Reasoned Action

Mein Hauptkritikpunkt

Die Expectancy-Value Tradition setzt ein Skalenniveau von beliefs, evaluations, und motivations voraus, das erkennbar nicht erfüllt ist.

Vgl. *Ajzen & Fishbein (1970, p. 469)*:

⁵ There are, however, some important differences between the two formulations which cannot be dealt with here in detail. For instance, beliefs about the probability of outcomes for A-act are measured on bipolar semantic differential scales ranging from -3 to $+3$ while SP in the SEU model ranges from 0–1. These measures may produce different results after multiplication with the outcome's utilities.

Zusammenfassung

- Unter Einstellungen werden evaluative Tendenzen verstanden
- Die zentrale Forschungsfrage ist, unter welchen Bedingungen sich Einstellungen konsistent über verschiedene Reaktionsweisen hinweg (kognitiv, affektiv, im Handeln) zeigen
- Im Allgemeinen zeigt sich keine besonders hohe Konsistenz, insbesondere nicht im spannenden Fall von zielobjektbezogenen Einstellungen und spezifischen Handlungsweisen
- Theory of Reasoned Action/Planned Behavior ist eine formal krude, aber inhaltlich aufschlussreiche Variante der RCT