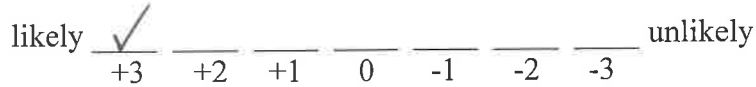
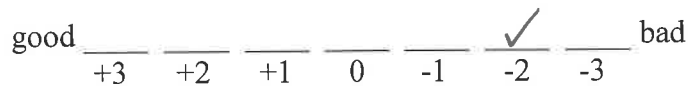


SENATOR SMITH'S SALIENT ATTRIBUTES: supports defense cuts  
is helpful to constituents  
is respected in the Senate  
is unintelligent

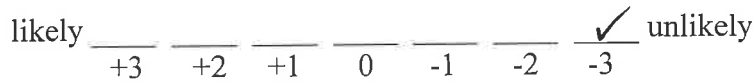
Senator Smith supports defense cuts



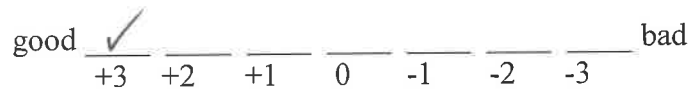
Supporting defense cuts is



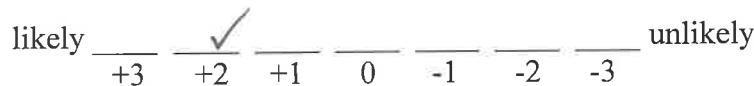
Senator Smith is helpful to constituents



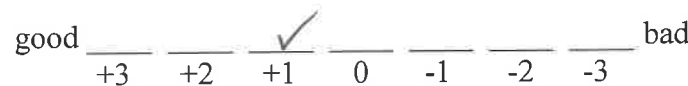
Being helpful to constituents is



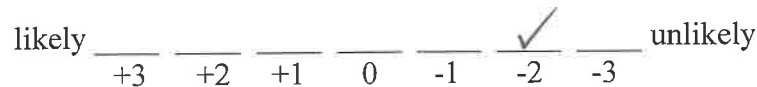
Senator Smith is respected in the Senate



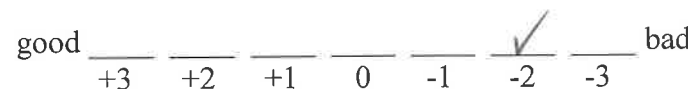
Being respected in the Senate is



Senator Smith is unintelligent



Being unintelligent is

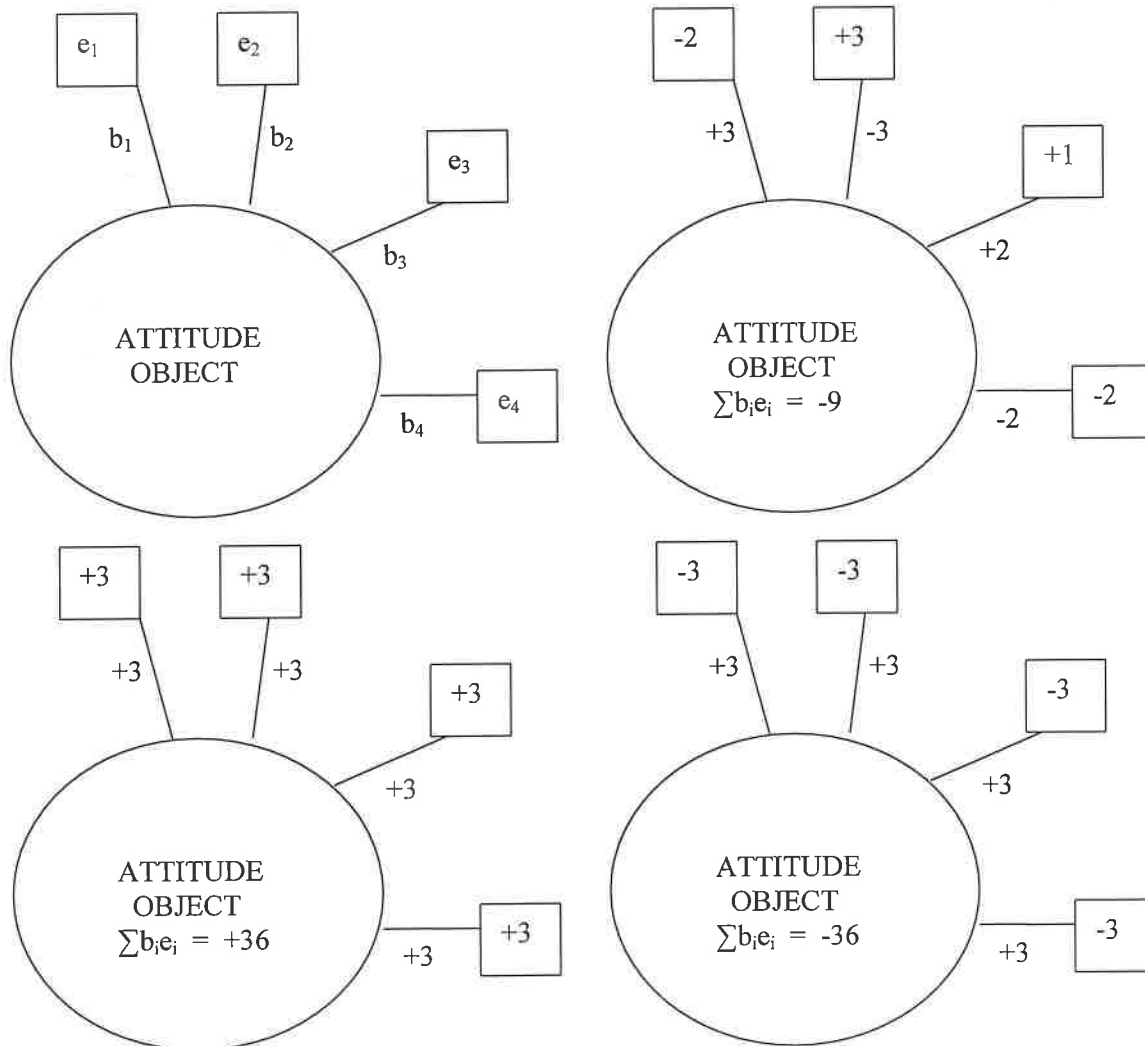


2

### ESTIMATING ATTITUDE FROM BELIEF STRENGTH AND EVALUATION

<u>attribute</u>	<u>b<sub>i</sub></u>	<u>e<sub>i</sub></u>	<u>b<sub>i</sub>e<sub>i</sub></u>
1. supports defense cuts	+3	-2	-6
2. is helpful to constituents	-3	+3	-9
3. is respected in the Senate	+2	+1	+2
4. is unintelligent	-2	-2	<u>+4</u>

$$b_1e_1 + b_2e_2 + b_3e_3 + b_4e_4 = -9 = \sum b_i e_i = \text{attitude}$$



HYPOTHETICAL COMPARISON of pro- and anti-nuclear power groups

<u>Nuclear power attributes</u>	$b_i$ (belief strength)		$e_i$ (belief evaluation)	
	<u>Pro-NP</u>	<u>Anti-NP</u>	<u>Pro-NP</u>	<u>Anti-NP</u>
1. prevent a future energy crisis	+2.8	+1.1	+2.7	+2.7
2. increased risk of nuclear accident	+0.6	+2.9	-2.8	-2.6
3. creates waste disposal problems	+2.2	+2.3	-1.3	-2.8
4. leads to higher energy costs	+1.9	+2.0	-2.5	-2.4

Table 1

*Analysis of the Association Between Beliefs and Attitudes, and Means and Standard Deviations of Behavioral Belief Components*

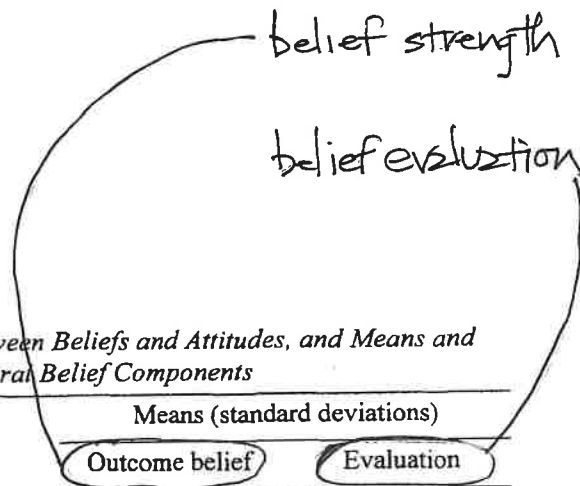
Behavioral beliefs	SP	Means (standard deviations)			
		Outcome belief		Evaluation	
		Intenders	Non-intenders	Intenders	Non-intenders
Eating a low-fat diet makes me feel good about myself	.12*	1.53** (1.29)	-0.24 (2.01)	2.59 (0.81)	2.40 (1.14)
Eating a low-fat diet means eating boring food	.04	-0.87** (1.70)	-0.01 (1.91)	-2.14 (1.18)	-2.27 (1.17)
By eating a low-fat diet, I will reduce the risk of heart disease	.10	2.29 (0.93)	2.12 (1.13)	2.77 (0.68)	2.63 (0.92)
Food which is low in fat does not taste nice	-.06	-1.08** (1.61)	-0.39 (1.82)	-2.17** (1.03)	-2.51 (0.79)
Eating a low-fat diet makes me feel healthier	.06	1.95** (1.16)	0.59 (1.75)	2.61 (0.76)	2.43 (0.98)
Eating a low-fat diet reduces my enjoyment of food	.25**	-0.59** (1.78)	0.21 (1.86)	-2.21 (1.07)	-2.48 (0.89)
Eating a low-fat diet helps to maintain lower weight	.15**	1.93** (1.28)	1.27 (1.65)	1.88** (1.36)	0.67 (2.04)
Not eating a low-fat diet would make me feel guilty	-.11*	-0.24** (1.97)	-0.24 (1.97)	-1.97 (1.24)	-2.07 (1.40)

Note. SP = semipartial correlation coefficient of outcome belief multiplied by evaluation components on attitude. Intenders,  $n = 122$ ; nonintenders,  $n = 96$ .

\* $p < .05$ . \*\* $p < .01$ .

the two conceptualizations of control. Cronbach's alpha coefficients for self-efficacy and PCB were .83 and .71, respectively.

Indirect measures of seven control beliefs were measured on Likert scales by assessing respondents' perceptions of the frequency of occurrence of factors that would either facilitate or inhibit behavior (anchored by *never* and *frequently*). These were multiplied by the perceived power of these factors to facilitate or inhibit behavior (anchored by *less likely* and *more likely*). These beliefs reflected both internal and external factors: time, cost, resisting high-fat foods, motivation required to eat a low-fat diet, convenience of high-fat foods, knowledge, and availability. Principal components analysis produced a scale with low internal reliability (Cronbach's  $\alpha = .58$ ). Therefore, a



summative: Attitude =  $\Sigma b_i e_i$

weighted averaging: Attitude =  $\Sigma b_i e_i / n$

where  $n$  = the number of beliefs