

Attitude And Attitude Change: The Social Judgment-Involvement Approach By Carolyn W. Sherif

By Carolyn W. Sherif

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Carolyn Sherif From Wikipedia, she was an American social psychologist who helped to develop social judgment theory and contributed pioneering research in

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In psychology, an attitude is an expression of favor or disfavor toward a person, place, thing, or event (the attitude object). Prominent psychologist Gordon Allport

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