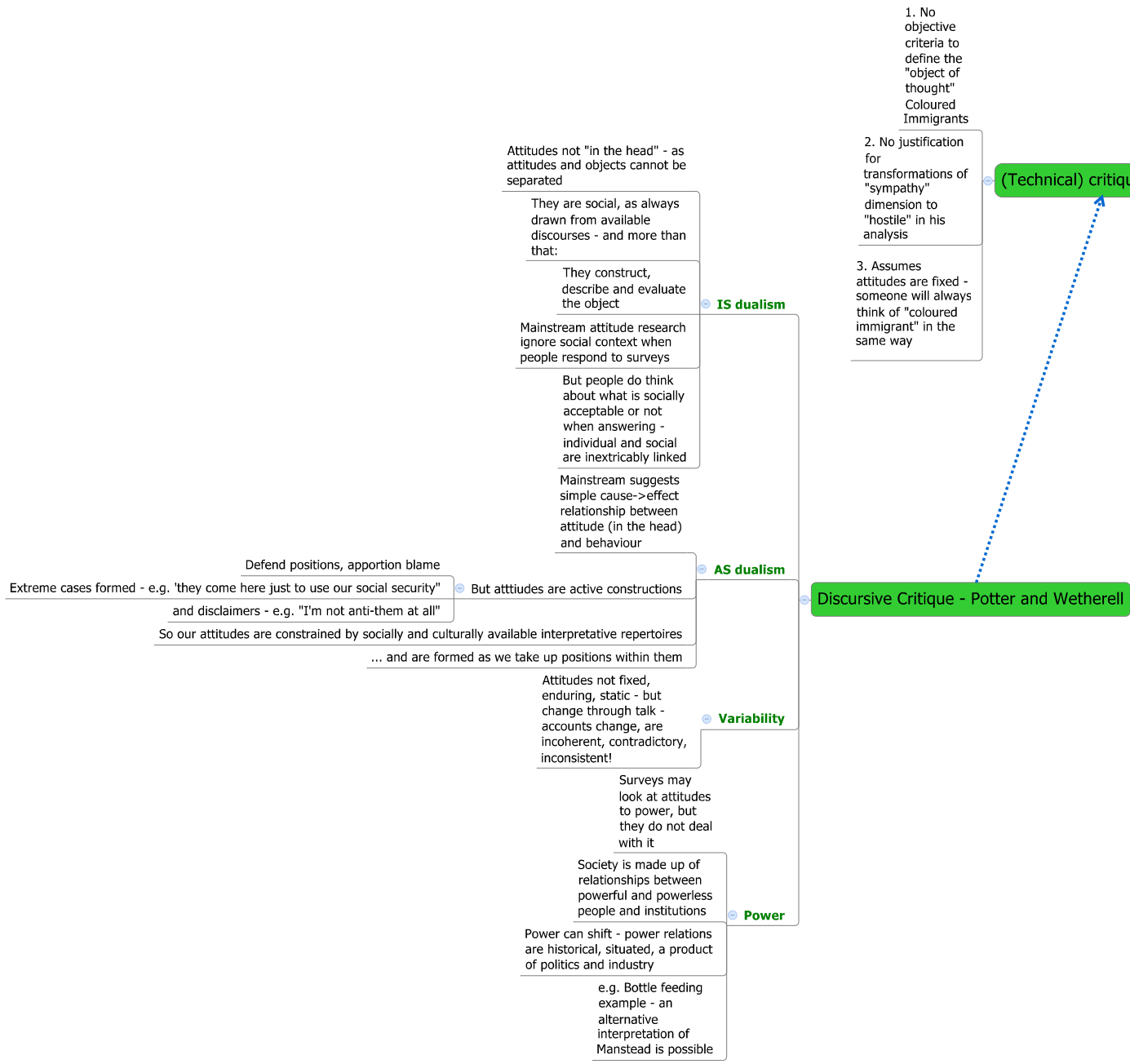
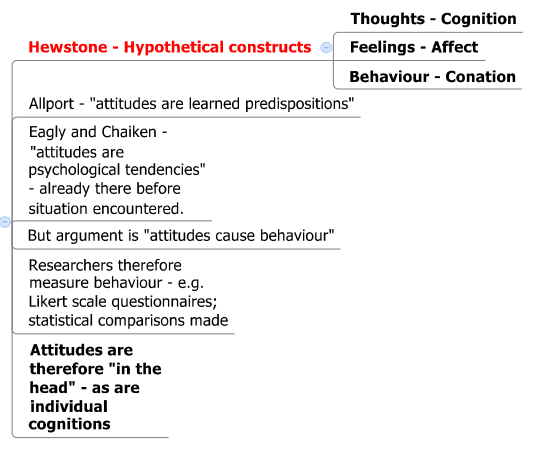


# Attitudes



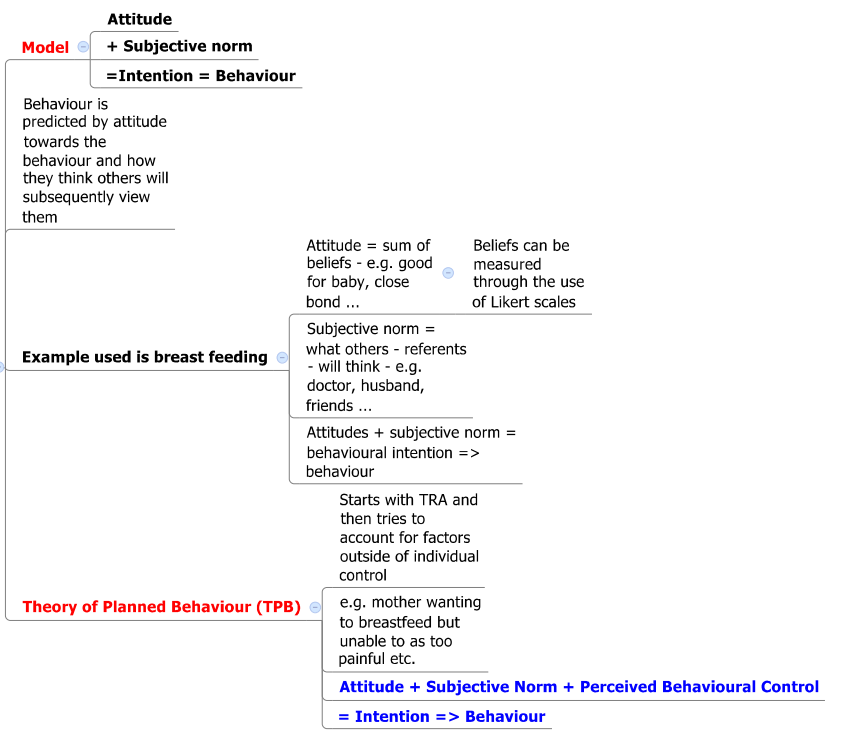
## Mainstream Cognitive Social Theories



## LaPiere - 1930's study on Chinese guests in USA



## Fishbein & Ajzen - Theory of Reasoned Action (TRA)



## Manstead's study of attitudes to breast feeding

