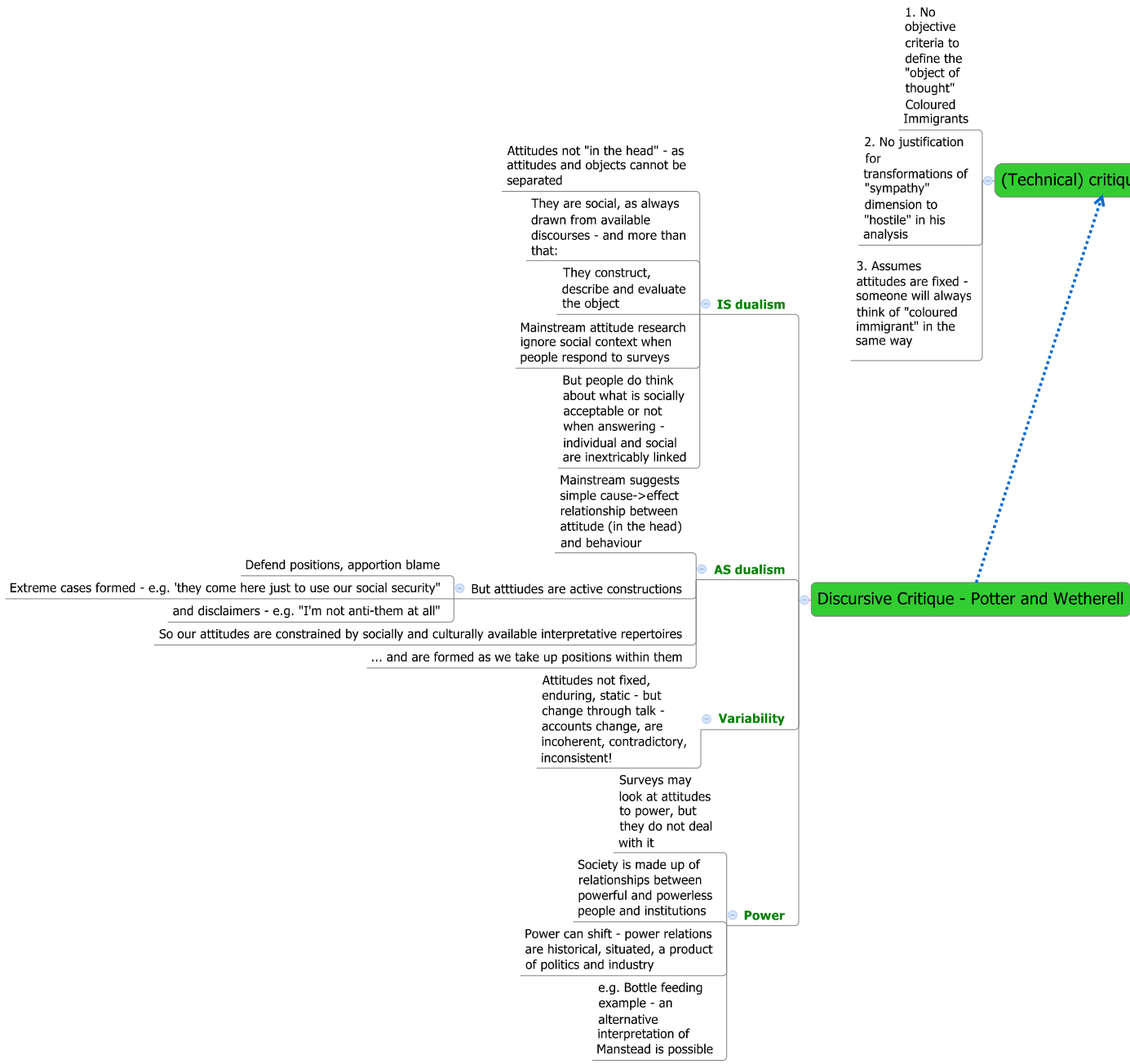
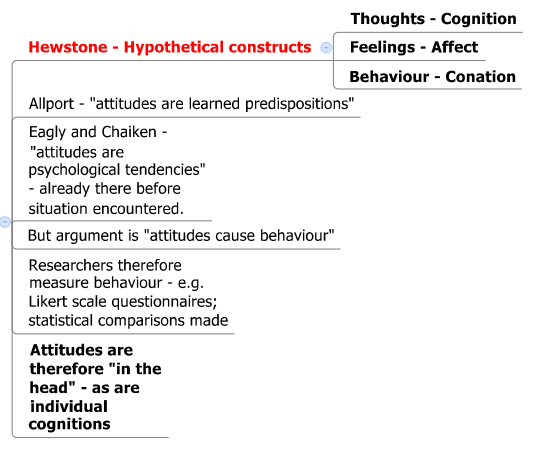


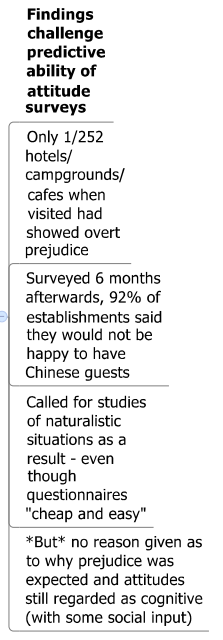
Attitudes



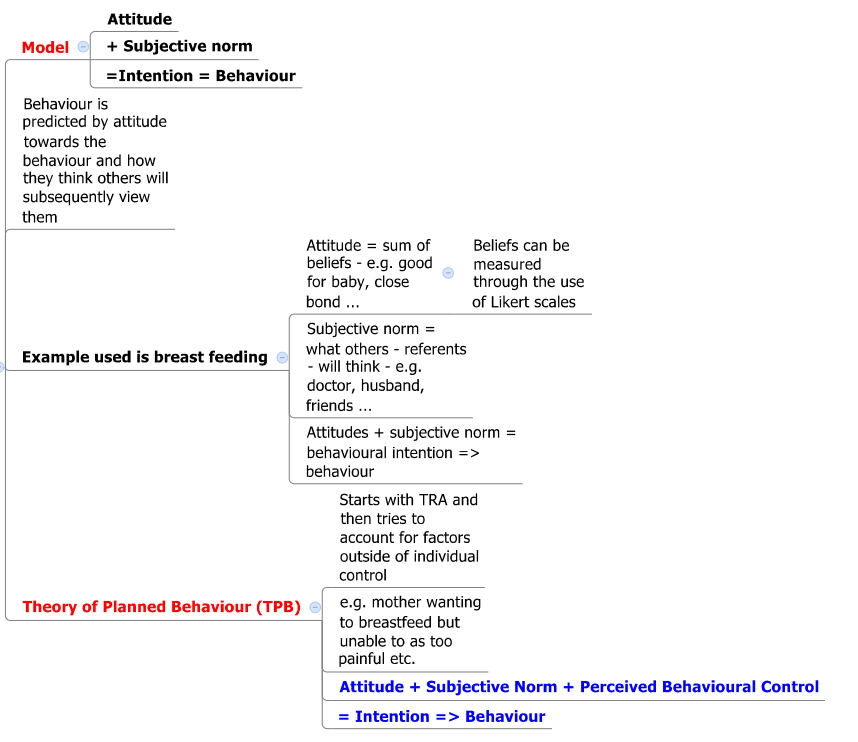
Mainstream Cognitive Social Theories



LaPiere - 1930's study on Chinese guests in USA



Fishbein & Ajzen - Theory of Reasoned Action (TRA)



Manstead's study of attitudes to breast feeding

