

McGUIRE'S SCHEMATIC OF ATTITUDE RESEARCH

INPUT FACTORS (Independent Variables)

<i>OUTPUT STEPS (Mediating and Dependent Variables)</i>	<i>SOURCE</i>	<i>MESSAGE</i>	<i>CHANNEL</i>	<i>RECEIVER</i>	<i>TARGET</i>
	Credibility Attractiveness Power • • •	Humor Fear Appeal Informational • • •	Personal Television Magazine Ads • • •	Age Sex Interest Level • • •	Seat Belts Safe Sex Voting • • •
Attending					
Liking					
Understanding					
Agreeing					
Remembering					
Deciding					
Acting					

McGuire, W. J. (1985). Attitudes and attitude change. In G. Lindzey and E. Aronson (Eds.), *Handbook of social psychology* (3rd ed.), *Volume II: Special fields and applications*. New York: Random House.