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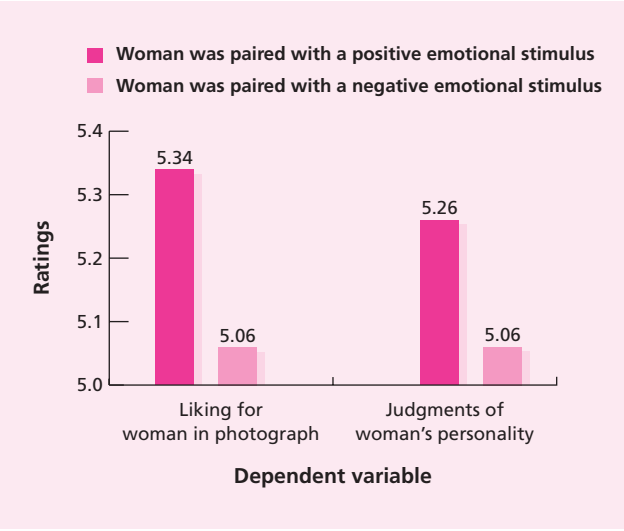

FIGURE 6.3

Classically Conditioned Attitudes

Participants formed more positive attitudes toward a woman and believed she had a more pleasing personality when, through classical conditioning, she was associated with a positive emotional stimulus rather than a negative emotional stimulus. These findings suggest that classically conditioned feelings can precede and cause the formation of beliefs.

Source: Krosnick, Betz, Jussim, and Lynn (1992).