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CHAPTER SIX

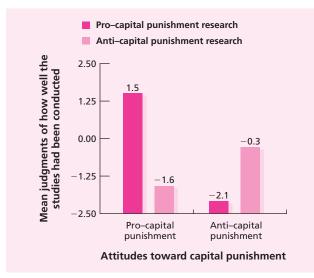


FIGURE 6.4

The Biased Assimilation Effect

Students who favored capital punishment thought the pro-capital punishment research was more convincing than was the anti-capital punishment research, but the opposite was true for students who opposed capital punishment. These findings reveal that attitudes function as schemas, biasing the way people process information.

Source: C. G. Lord, Ross, and Lepper (1979).