



FIGURE 7.5

Predictions Social Judgment Theory Makes about Attitude Change as a Function of Involvement

Under each curve, the shaded areas show the person's latitude of rejection and the areas without shading show the person's latitude of acceptance. When involvement is high (solid line), the person's latitude of acceptance is narrow and maximum attitude change occurs close to the person's initial attitude. When involvement is low (dotted line), the person's latitude of acceptance is broad and maximum attitude change occurs far from the person's initial attitude.