

TABLE 6.3 An Expectancy-Value Model of Cognitively Based Attitudes

Issue	CANDIDATE A			CANDIDATE B		
	Expectancy That the Candidate Will Bring the Outcome About	Value Placed on Outcome	Weighted Rating (Expectancy \times Value)	Expectancy That the Candidate Will Bring the Outcome About	Value Placed on Outcome	Weighted Rating (Expectancy \times Value)
Improve schools	0.6	7	4.2	0.5	7	3.5
Clean up environment	0.8	7	5.6	0.4	7	2.8
Preserve Social Security	0.4	4	1.6	0.8	4	3.2
Reduce taxes	0.5	2	1.0	0.6	2	1.2
Sum			12.4			10.7