

TABLE 7.1 Comparing Hull and Hovland

	Hull	Hovland
Nature of the phenomenon	Behaviors are motor habits.	Attitudes are implicit verbal habits.
Laws of behavior	Behaviors are acquired through processes of reinforcement.	Attitudes are acquired through processes of reinforcement.
Behavior change	To change a habit you must provide the organism with an incentive or reinforcement.	To change someone's attitude you must provide the person with an incentive or reinforcement.
Nature of reinforcement	Reinforcement must involve the reduction of a drive or need.	Reinforcement must involve the reduction of a drive or need.