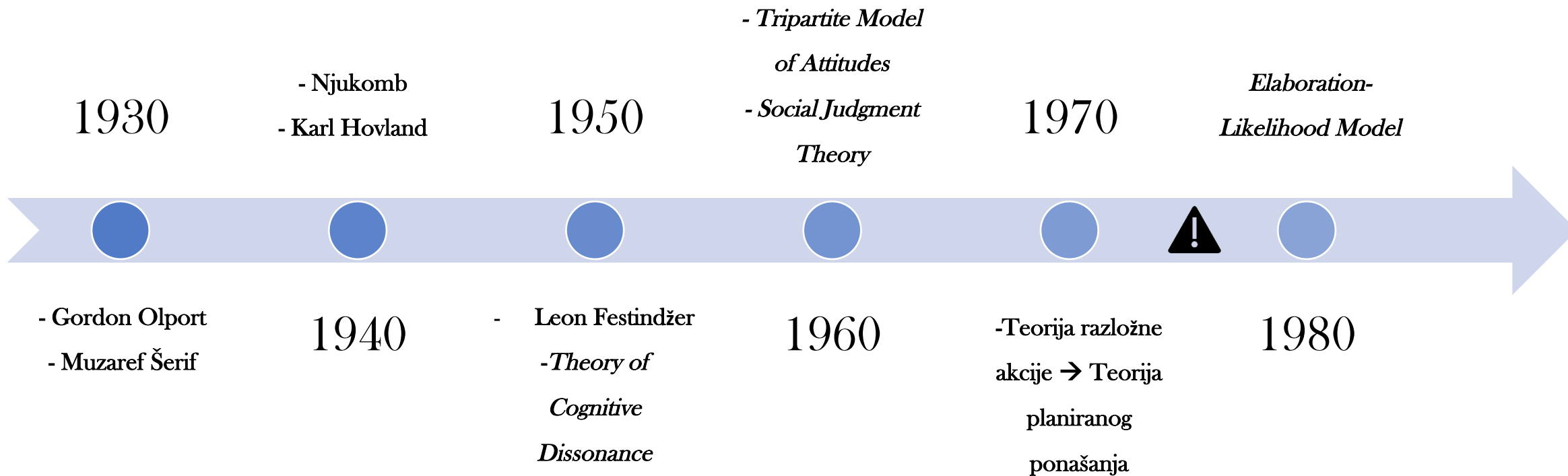


Stavovi i promene stavova

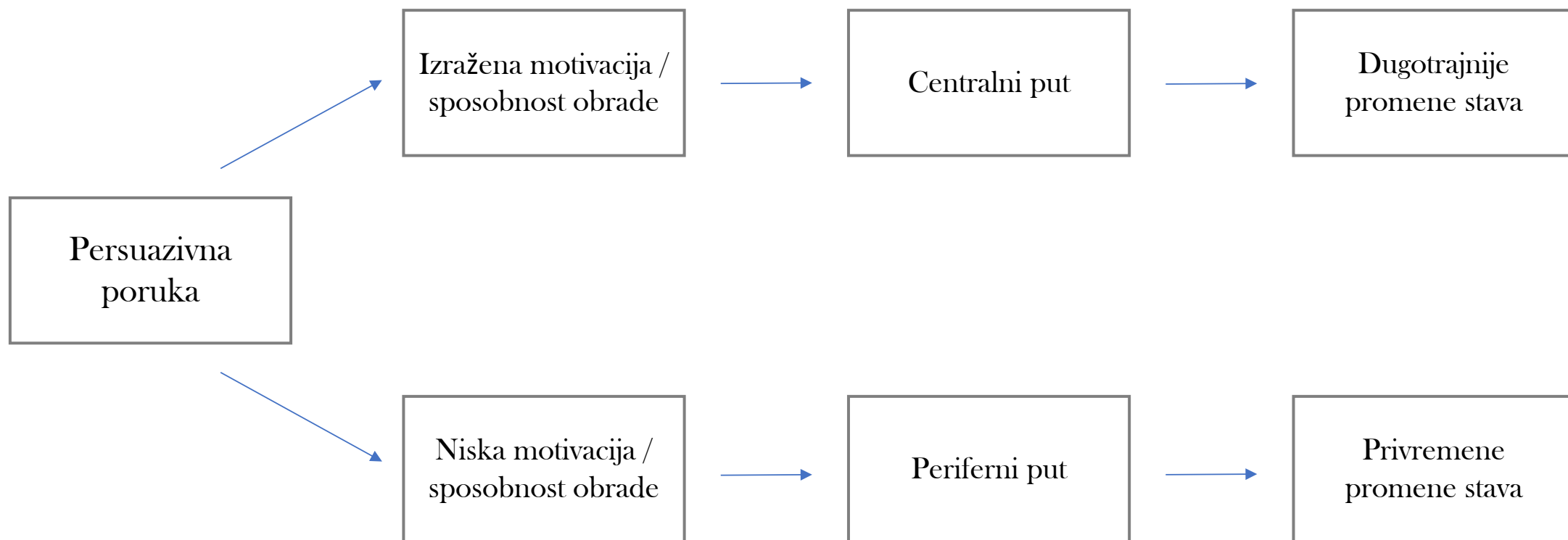
Jelka Stojanov

Primenjena socijalna psihologija, novembar 2018.



Kratka istorija istraživanja stavova

Briñol & Petty, 2012



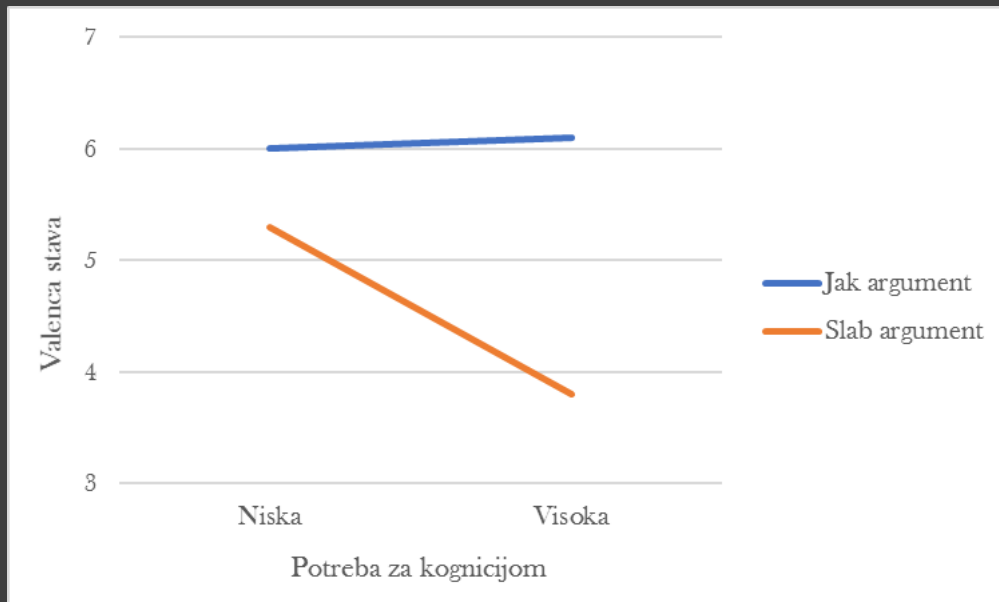
Elaboration Likelihood Model (ELM)

Petty & Cacioppo, 1986

Potreba za kognicijom

- Više volim kompleksne u odnosu na jednostavne ideje.
- Razmišljam samo onoliko koliko moram.
- Uživam u zadatku koji uključuje osmišljavanje rešenja za neki problem.

(Cacioppo, Petty, & Feng Kao, 1984)



(Haugtvedt, Petty, & Cacioppo, 1984)



Focus T

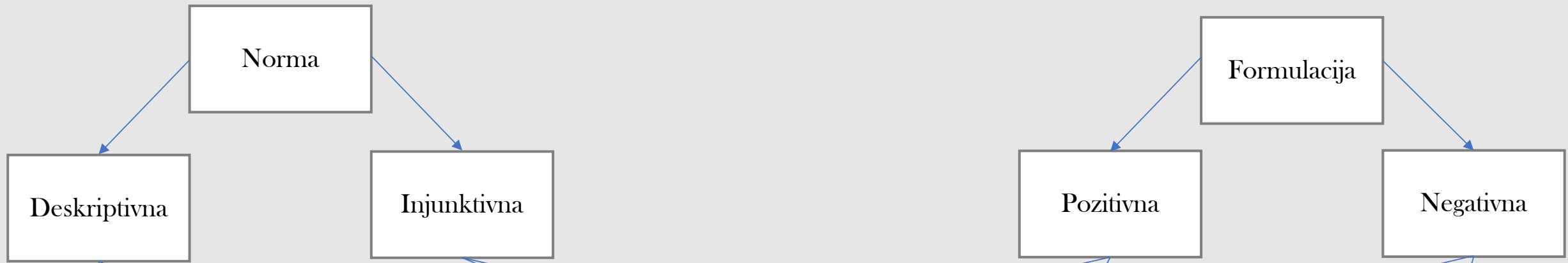
... i G... 1...

- Norme utič
- Razl

The collage features several news snippets and infographics. A large red prohibition sign is overlaid on the entire image.

- Top Left:** A snippet with the word "VESTI" and a small image of a person.
- Top Center:** A snippet with the text "samo kada" and "način".
- Top Right:** A snippet with a large "6%" and the text "roditelja misli da dete ne treba opterećivati tim pričama".
- Middle Left:** A snippet with the text "mladih, borba protiv loših stilova života i prevencija." and "najmlađe, da vode zdr".
- Middle Center:** An infographic showing a pack of cigarettes and the text "Bolesti... problem rasp... širom sveta".
- Middle Right:** A snippet with the text "roditelja" and "ima".
- Bottom Left:** A snippet with the text "Jedanaest odsto de" and "Kod trećine dece od 14 b".
- Bottom Center:** A snippet with the text "Podaci su pokazali da je samo je" and "peto dete u vannastavnim aktivnostima" and "kod devojčica, i to naročito u srednjoj školi."
- Bottom Right:** A snippet with a large "42%" and the text "mladih misli da je za izlečenje narkomanije dovoljna samo čvrsta volja bez stručne pomoći".

At the bottom of the collage, there are social media icons for Facebook, Twitter, Pinterest, Google+, LinkedIn, Print, and Email.



The vast majority of past visitors have left the petrified wood in the park, preserving the natural state of the Petrified Forest.

Many past visitors have removed the petrified wood from the park, changing the state of the Petrified Forest.

Please leave petrified wood in the park.

Please don't remove the petrified wood from the park.

Pitanja za diskusiju

Gde bi se dobijeni nalazi mogli primeniti u našem kontekstu?

Na koji način možemo da smanjimo svoju podložnost marketinškim trikovima?

Da li marketing može podstaći društvene promene?



Cheerios Commercial With Interracial Family Gracie Part 1



Cheerios interracial family 2014 Gracie part 2



Always #LikeAGirl

Hvala na pažnji! 😊

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