

CONDITIONING OF ATTITUDES

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November 4, 2025

RECOMMENDED CITATION

Mohammed looti (2025). *CONDITIONING OF ATTITUDES*. Encyclopedia of psychology.
Retrieved from <https://encyclopedia.arabpsychology.com/?p=15749>

the building or modification of a state of mind as an outcome of the correlation of an attitude object with a favorable or unfavorable stimulant in the surrounding climate. Pavlovian or operant conditioning are both options.

CONDITIONING OF ATTITUDES: "The fake it till you make it phenomenon is a method of conditioning an attitude."

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