The effect of the experience with attitude object on the relationships among cognitive and affective components of attitude and behavioral intentions.

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AB Examined the effect of experience with the attitude object on the relationship between the cognitive (Ac) and affective (Aa) components of attitude, and their differential ability to predict behavioral intentions (BI). It was hypothesized that experience may lead to a greater accessibility of Ac and thus to its better ability to predict BI if the latter is of a cognitive nature. 250 nursing department students, with levels of experience with nursing research activities, were assessed by a questionnaire. Results support the hypothesis: The weight of Aa in predicting BI decreased as the academic level of the Ss increased, and it became insignificant in the most experienced group. In contrast, the weight of Ac was insignificant in the least experienced group, and it increased as the academic level increased.