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goals (e.g. prevention, harm minimisation, new behaviour adoption); Changing attitudes, knowledge and behaviour Studies have demonstrated that, in some cases, pointing out inconsistencies between attitudes and behavior can redirect the behavior. In the case of the school supporter, showing that their actions (i.e., not voting, not attending parent-teacher organization meetings) are harming rather than helping efforts to improve education in their town

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Vaughan 2005, p. 150)
 "...a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor" (Eagly & Chaiken, 1993, p. 1)
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consistency concerns the degree to which people's attitudes (opinions) predict their behavior (actions). Attitude-behavior consistency exists when there is a strong relation between opinions and actions. For example, a person with a positive attitude toward protecting the environment who recycles paper and bottles shows high attitude-behavior consistency. Merely said, the attitudes and behaviour case studies in behavioural science and industrial

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