Three experiments tested the idea that people infer the nature of their attitudes and those of others in part from the linguistic form in which those attitudes are described. In Experiment 1 participants evaluated the preferences of others that had been described using abstract noun labels (e.g., “Susan is a chocolate-eater”) as stronger, more stable over time, and more resilient against the influence of friends than preferences that had been described using descriptive action verbs (e.g., “Susan eats chocolate a lot”). Experiments 2 and 3 revealed the analogous effect for self-perception: participants were induced to describe their own preferences with either noun labels (e.g., “I am a chocolate-eater”) or descriptive action verbs (e.g., “I eat chocolate a lot”), and they subsequently evaluated those preferences that they had described with nouns as stronger, more stable, and more resilient than preferences that they had described with verbs. These results indicate that the very manner in which we describe our attitudes can affect our assessment of them. More generally, these results show that attitudes are plastic constructions shaped by subtle and pervasive cognitive and social input from the environment.