ATTITUDES

WHAT IS ATTITUDE?

ATTITUDES vs BELIEFS
• Attitudes is a positive or negative evaluation of an objects, people, or ideas.
• Beliefs are pieces of information about something, facts or opinion
ATTITUDES
• Attitudes are believed to be formed through behavioral, affective and cognitive process.

Behavioral process
Affective process
Cognitive process

ATTITUDE FORMATION

Explicit Attitudes
• Controlled and conscious evaluative responses

Explicit Attitudes
• Automatic and nonconscious evaluative responses
• Implicit Association Test (IAT) has been developed to measure implicit attitudes

Implicit Attitudes

Types of Attitudes

Classical Conditioning
A type of learning in which, through repeated pairings, a neutral stimulus comes to evoke a conditioned response

Operant Conditioning
A type of learning in which people are more likely to repeat behaviors that have been rewarded and less likely to repeat behaviors that have been punished

Observational Learning
A type of learning in which people are more likely to imitate behaviors if they have seen others rewarded for performing them, and less likely to imitate behaviors if they have seen others punished for performing them.
ATTITUDE STRENGTH

• Not all attitudes are equally strong.
• Strong attitudes resist change.
• The components of a strong attitude that make it unlikely to change are commitment and embeddedness.

ATTITUDE STRENGTH

• People are more committed to a strongly held attitude.
• A strongly held attitude is more embedded in (connected to) additional features such as individual’s self-concept, values and social identity.
• Being committed to a particular attitude causes people to review relevant information in a biased fashion and to intensify their opinions. All this leads them to dismiss evidence that goes against their initial attitudes.

Figure 4.1: Why strong attitudes resist change

Commitment – an quality of strong attitudes – shields attitudes against contradictory information, whereas embeddedness – a second quality of strong attitudes – anchors them to a variety of other change-resistant features of the self.
ATTITUDE-BEHAVIOR CONSISTENCY

- Knowledge
  - The more knowledge we have about something, the more likely it is that our pertinent attitudes and actions will be consistent with one another.

- Personal Relevance
  - One’s attitude on a topic will be a better predictor of one’s deeds when the topic is personally relevant.

- Attitude Accessibility
  - An attitude is accessible to the degree that it springs to mind quickly.
  - A highly accessible attitude is likely to stimulus actions that are consistent with it.

- Attitudes aren’t the only factors that influence actions
  - Attitudes influence action by a person’s behavioral attention.
**ATTITUDE-BEHAVIOR CONSISTENCY**

- **Theory of planned behavior**
  - Stating that the best predictor of behavior is one’s behavioral intention, which is influenced by one’s attitude toward the specific behavior, the subjective norms regarding the behavior and one’s perceived control over the behavior.

**ATTITUDE CHANGE**

- Attitude changes involve:
  - Adopting
  - Modifying
  - Relinquish
  }
  attitudes to fit the needs and interest at present
Attitude cannot be changed by simple education

Acceptance of new attitude depends
- On who is presenting the knowledge
- How it is presented
- How the person is perceived
- The credibility of the communicator
- The conditions by which the knowledge was received

Attitude change when
- Cognitive change occurs
- Affective change occurs
- Behavioral change occurs

Why do we change our attitude?

- To improve quality of life
  - Physically – healthy
  - Spiritual – happier
  - Better socialization
- Resolution of social conflict
- To solve a number of long-standing social problems
  - e.g. racial discrimination, prejudice
- To give a good image to other people
- When we receives new info from others or media
- Through direct experience with the attitude