

Welcome to...

Attitude

Attitude

Meaning Of Attitude

- ② **Attitudes are evaluative statements indicating one's feeling either favourably or unfavourably towards persons, objects, events or situations**
- ② **Attitude is very complex cognitive process just like personality of an individual.**
- ❖ **POSITIVE ATTITUDE :- Positive mental attitude is a psychological term which describes a mental phenomenon in which the central idea is that one can increase achievement through optimistic thought processes.**
- ❖ **NEGATIVE ATTITUDE :- A negative attitude is characterized by a great disdain for everything. Someone who constantly points out the negative in everything.**

Attitude

Attitude is defined as “a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object.” That is, attitudes affect behavior at a different level than do values...



Features of Attitude

- ❖ **Attitude can be characterized in Different ways:**
- Ⓢ **Changes with time & situation**
- Ⓢ **Related to feelings & beliefs of people**
- Ⓢ **Effects one's behaviour positively or negatively**
- Ⓢ **Affect perception**
- Ⓢ **Learned through experiences**
- Ⓢ **May be unconsciously held**

Nature of Attitude

- ④ **ASPECTS OF VALENCE**-the degree of favourableness or unfavourableness toward the event
- ④ **ASPECTS OF MULTIPLEXITY**-number of element constituting the attitude
- ④ **RELATION TO NEED ASPECT**-vary in relation to needs they serve
- ④ **CENTRALITY ASPECT**-importance of attitude object to someone

Attitude Components

Affective

Conative

Cognitive



Attitude Components

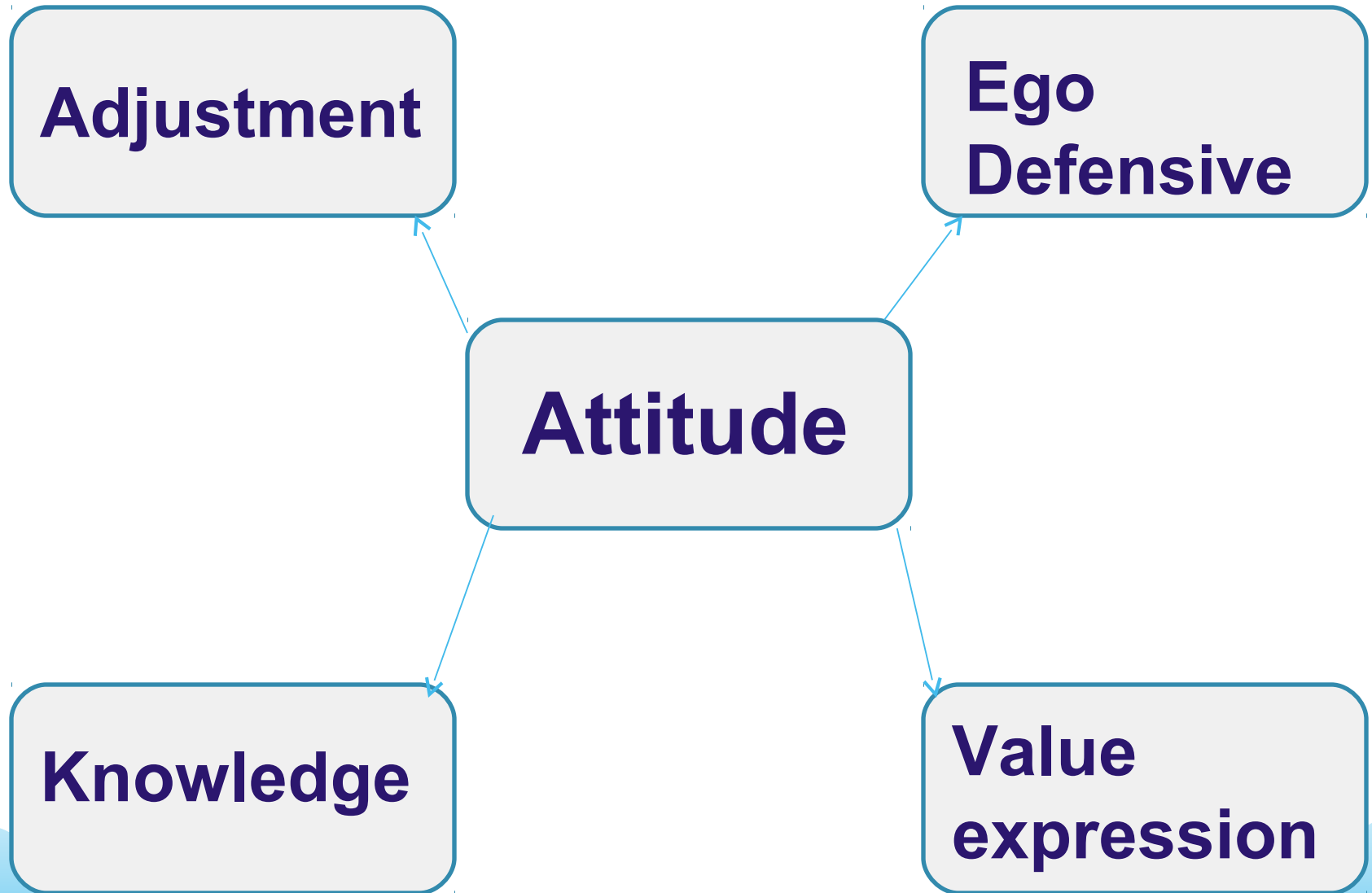
- **Cognitive component**
The opinion or belief segment of an attitude.
- **Affective Component**
The emotional or feeling segment of an attitude.
- **Behavioral Component**
An intention to behave in a certain way toward someone or something.



ABC Model of Attitude

- ③ **ABC, the three letters stands for affect, behaviour & cognition.**
- ③ **Emphasizes the inter relationship among knowing, feeling & doing.**
- ③ **Relative importance of component depends upon level of motivation.**

Functions Of Attitude

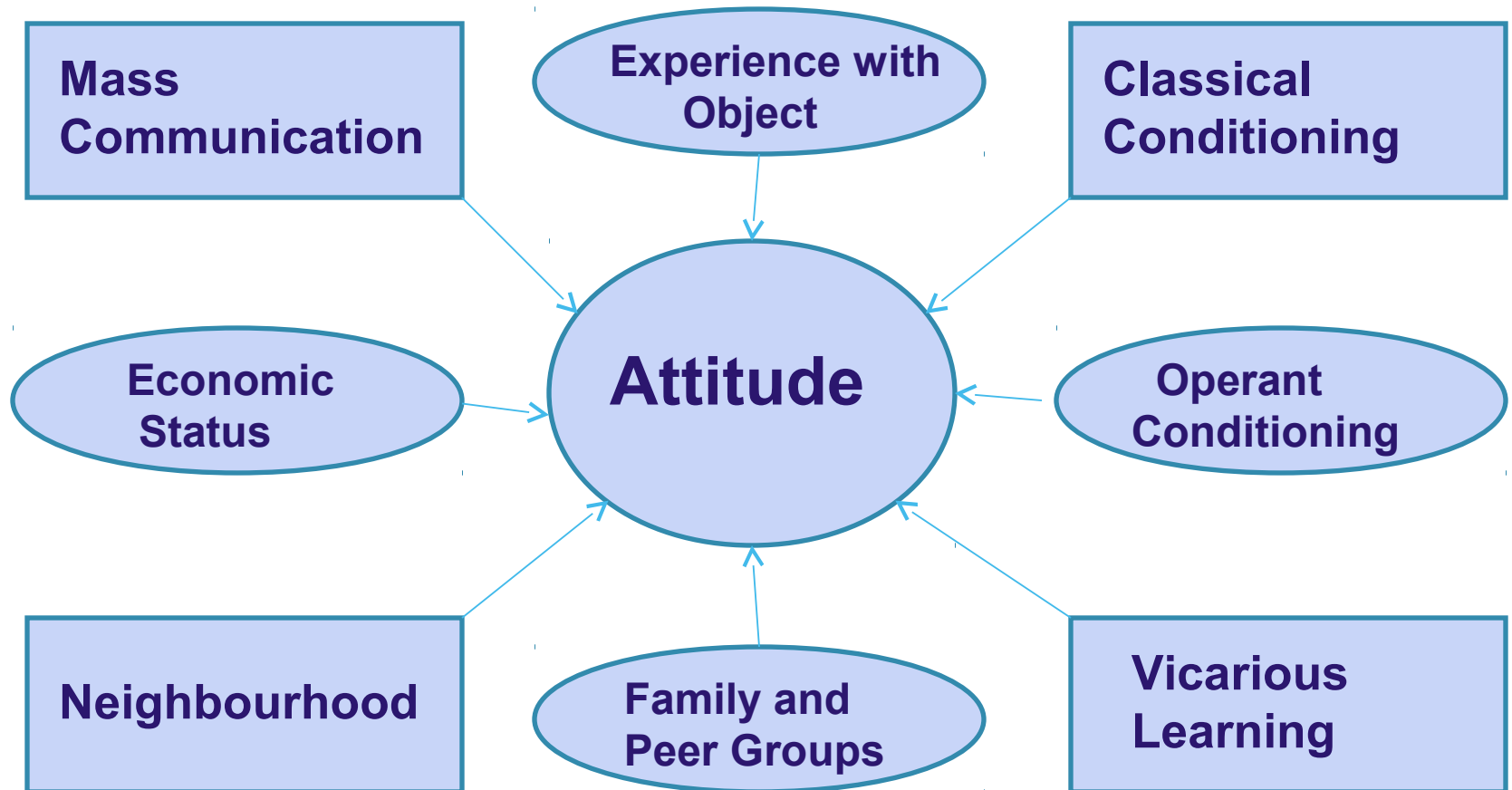


Functions Of Attitude

- ❖ **The Adjustment Function** : Attitudes often help people to adjust to their work environment.
- ❖ **Ego-Defensive Function** : Attitudes help people to retain their dignity and self- image.
- ❖ **The Value-Expressive Function** : Attitudes provide individuals with a basis for expressing their values.
- ❖ **The Knowledge Function** : Attitudes provide standards and frames of reference that allow people to understand and perceive the world around him.



Formation Of Attitude



Formation Of Attitude

- ❖ **Experience with Object** : Attitude can develop from a personally rewarding or punishing experience with a object.
- ❖ **Classical Conditioning** :It involves involuntary responses and is acquired through the pairing of two stimuli.
- ❖ **Operant Conditioning** : It is based on the “Law of Effect” and involves voluntary responses ,Behaviors.
- ❖ **Vicarious Learning** : Formation of attitude by observing behaviour of others and consequences of that behaviour.

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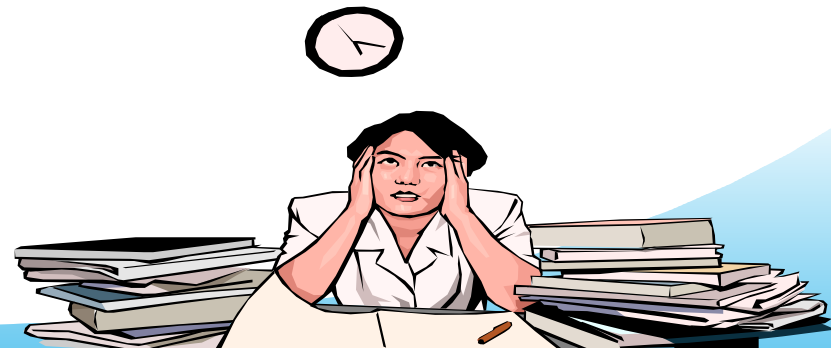
- ❖ **Family and Peer Groups** : A person may learn attitudes through imitation of parents.
- ❖ **Neighbourhood** : Involves being told what attitudes to have by parents, schools, community organizations, religious doctrine, friends, etc.
- ❖ **Economic Status** : Our Economical and occupational positions also contribute to attitude formation.
- ❖ **Mass Communication** :
Television, Radio, Newspaper and magazine feed their audiences large quantities of information.

Theories of Attitude Formation

❖ Cognitive Consistency Theories

1. Balance Theory
2. Congruity Theory

❖ Social Judgement Theories



Continued.....

- ② **Concerned with the inconsistencies that arise between related beliefs, knowledge, evaluation about object.**

- ② **Consists of two theories-**
 - 1. Balance theory**
 - 2. Congruity theory**

④ **BALANCE THEORY- BY HEIDER**

- ④ **The theory is concerned with consistency in the judgement of people & issues that are linked by some form of relationship**
- ④ **People seek balance in their cognitive structure & attitude change comes when system is not balanced**
- ④ **BALANCED STATE- in which everything fits together harmoniously**

CONGRUITY THEORY

- ② **Congruity is a stable state & incongruity is unstable one.**
- ② **Focus on changes in the evaluation of source & concept linked by associative or dissociative assertion**
- ② **Change in attitude to resolve incongruity**

SOCIAL JUDGEMENT THEORY

- ② **Person initial attitude is point of reference on which he evaluates other opinions**
- ② **Attitude of acceptance- favourable opinions encompasses objectionable opinions**
- ② **Attitude of rejection- objectionable opinion encompasses acceptable opinion**

Methods To Bring Attitude Change

- ❖ **Providing Information**
- ❖ **Use of Fear**
- ❖ **Resolving Discrepancies**
- ❖ **Influence of Friends and Peers**
- ❖ **Communication**
- ❖ **Society**



Barriers To Attitude Change

- ❖ **PRIOR COMMITMENTS**
- ❖ **STRONG COMMITMENT**
- ❖ **PUBLICLY EXPRESSED ATTITUDES**
- ❖ **LOW CREDIBILITY**
- ❖ **INSUFFICIENT INFORMATION**
- ❖ **DEGREE OF FEAR**



Ways To Overcome The Barriers

- ❖ **PROVIDING NEW INFORMATION**
- ❖ **USE OF FEAR**
- ❖ **RESOLVING DISCREPANCIES**
- ❖ **INFLUENCE OF FRIENDS AND PEERS**
- ❖ **THE CO-OPTING APPROACH**



A blurred photograph of three business professionals in a modern office hallway. The individuals are out of focus, suggesting movement. The background features a large glass wall with a grid pattern. The floor is highly reflective, mirroring the figures and the text. The overall color palette is cool, dominated by blues and greys.

THANK YOU...