

Formation and Change of Attitudes.

20 December 2023 18:25

behaviour
thoughts
feelings.

Factors:

- Personal experiences -
- Social influence -
- The media -

Change of Attitudes.

↳ New information.

↳ Persuasive communication.

↳ Direct experience

Tools for changing attitudes.

Images.

Attribution Theory

- Individualistic cultures.
- Collectivistic Culture.

Conditions. Influencing Pro Social Behaviour.

↳ Personal factors

1. Empathy
2. Moral values.
3. Self esteem
4. Mood.

4. Mood.

↳ Past experiences

↳ Situational Factors.

↳ Bystander effect.

↳ Diffusion of responsibility.

↳ Social Norms.

↳ Cost benefit analysis.

Environmental Factors

Anonymity .-

Physical Environment

Cultural norms.

Impression formation.

↳ Inference

↳ Evaluation.

Saliency .

Consistency

Social Cognition.

Formation and Change of Attitudes

Attitude is a psychological construct that refers to a relatively stable evaluation, either favorable or unfavorable, of an object, person, or idea. Attitudes are important because they can influence our behavior, our thoughts, and our feelings.

Formation of Attitudes

There are many factors that can influence the formation of attitudes, including:

- **Personal experiences:** Our direct experiences with people, objects, and ideas can have a significant impact on our attitudes towards them. For example, if you have had a positive experience with a certain brand of toothpaste, you are more likely to have a favorable attitude towards that brand in the future.
- **Social influences:** The people around us, such as our family, friends, and peers, can also play a role in shaping our attitudes. We are often influenced by the attitudes of the people we respect and admire.
- **The media:** The media can also play a role in shaping our attitudes. For example, if we see a lot of negative news coverage about a particular country, we are more likely to have a negative attitude towards that country.

Change of Attitudes

Once an attitude is formed, it can be difficult to change it. However, there are a number of

factors that can influence attitude change, including:

- **New information:** If we are presented with new information that contradicts our existing attitudes, we may be more likely to change our attitudes. For example, if you have always believed that climate change is a hoax, but you are presented with convincing evidence that climate change is real, you may be more likely to change your attitude towards climate change.
- **Persuasive communication:** Persuasive communication can also be used to change attitudes. For example, if you are trying to convince someone to change their attitude towards a particular product, you might use persuasive arguments and evidence to support your position.
- **Direct experience:** Our direct experiences can also lead to attitude change. For example, if you have always been afraid of dogs, but you have a positive experience with a dog, you may be more likely to change your attitude towards dogs in the future.

Images

Images can be a powerful tool for influencing attitudes. For example, an image of a starving child in Africa may be used to persuade people to donate to a charity that helps to feed hungry children. Images can also be used to create negative attitudes towards people, objects, and ideas. For example, an image of a terrorist attack may be used to create a negative attitude towards a particular religion or country.

Here are some examples of how images can be used to influence attitudes:

- A photo of a group of happy, smiling people may be used to create a positive attitude towards a particular product or service.
- A photo of a person or group of people who are suffering may be used to create a negative attitude towards a particular social issue or policy.
- A photo of a person or group of people who are engaging in immoral or unethical behavior may be used to create a negative attitude towards that person or group.

It is important to be aware of how images can be used to influence our attitudes. We should be critical of the images we see and be mindful of the messages that they are trying to convey.

Attitudes are an important part of our psychology. They can influence our behavior, our thoughts, and our feelings. Attitudes can be formed through personal experiences, social influences, and the media. Once an attitude is formed, it can be difficult to change it, but new information, persuasive communication, and direct experience can all lead to attitude change. Images can be a powerful tool for influencing attitudes, so it is important to be critical of the images we see and be mindful of the messages that they are trying to convey.

Cultural Influences on Attributional Tendencies

Attribution theory is a branch of psychology that examines how people explain the causes of their own and others' behavior. Attributions can be internal (dispositional) or external (situational). Internal attributions are made when people believe that behavior is caused by internal factors such as personality, ability, or effort. External attributions are made when people believe that behavior is caused by external factors such as luck, chance, or the situation.

Culture can have a significant impact on attributional tendencies. For example, people from individualistic cultures tend to make more internal attributions than people from collectivistic cultures. Individualistic cultures emphasize independence and self-reliance, while collectivistic cultures emphasize interdependence and harmony. As a result, people from individualistic cultures are more likely to believe that people are responsible for their own behavior, while people from collectivistic cultures are more likely to believe that people's behavior is influenced by their social context.

Here are some examples of cultural influences on attributional tendencies:

- **Individualistic cultures:** People from individualistic cultures are more likely to make internal attributions for both success and failure. For example, if an American student does well on a test, they are likely to attribute their success to their own intelligence and effort. If they do poorly on a test, they are likely to attribute their failure to their own lack of intelligence or effort.

as personality, ability, or effort. External attributions are made when people believe that behavior is caused by external factors such as luck, chance, or the situation.

Culture can have a significant impact on attributional tendencies. For example, people from individualistic cultures tend to make more internal attributions than people from collectivistic cultures. Individualistic cultures emphasize independence and self-reliance, while collectivistic cultures emphasize interdependence and harmony. As a result, people from individualistic cultures are more likely to believe that people are responsible for their own behavior, while people from collectivistic cultures are more likely to believe that people's behavior is influenced by their social context.

Here are some examples of cultural influences on attributional tendencies:

- Individualistic cultures: People from individualistic cultures are more likely to make internal attributions for both success and failure. For example, if an American student does well on a test, they are likely to attribute their success to their own intelligence and effort. If they do poorly on a test, they are likely to attribute their failure to their own lack of intelligence or effort.

Collectivistic cultures: People from collectivistic cultures are more likely to make external attributions for both success and failure. For example, if a Japanese student does well on a test, they are likely to attribute their success to the help of their teachers and classmates. If they do poorly on a test, they are likely to attribute their failure to the difficulty of the test or the unfairness of the grading system.

East-West differences: Research has shown that people from Western cultures are more likely to make internal attributions than people from Eastern cultures. This may be due to the fact that Western cultures place a greater emphasis on individualism and personal responsibility.

Gender differences: Research has also shown that women are more likely to make external attributions than men. This may be due to the fact that women are more likely to be socialized to be modest and self-deprecating.

Cultural influences on attributional tendencies can have a significant impact on people's behavior. For example, people who are more likely to make internal attributions for success are more likely to persevere in the face of failure. People who are more likely to make external attributions for failure are more likely to give up easily.

It is important to be aware of cultural differences in attributional tendencies when interacting with people from different cultures. For example, if you are a manager from an individualistic culture, it is important to be mindful of the fact that your employees from collectivistic cultures may be more likely to make external attributions for their behavior. This means that you should be careful not to blame them for their mistakes or take full credit for their successes.

Cultural influences on attributional tendencies are a complex and fascinating area of research. By understanding how culture shapes the way we explain behavior, we can better understand ourselves and others.

Conditions Influencing Pro Social Behaviour

Conditions Influencing Prosocial Behavior

Prosocial behavior is any behavior that benefits another person or society as a whole. It can include acts of kindness, altruism, and cooperation. Prosocial behavior is influenced by a variety

of factors, including:

Personal factors

- Empathy: The ability to understand and share the feelings of another person.
- Moral values: Internalized beliefs about what is right and wrong.
- Self-esteem: How much a person values and respects themselves.
- Mood: Positive moods are more likely to lead to prosocial behavior.
- Past experiences: People who have experienced kindness and generosity are more likely to be prosocial themselves.

Situational factors

- Bystander effect: The tendency of people to be less likely to help in an emergency when there are other people present.
- Diffusion of responsibility: The belief that someone else will help, so you don't have to.
- Social norms: The expectations of others about how you should behave.
- Cost-benefit analysis: People weigh the costs and benefits of helping before deciding whether or not to do so.

Environmental factors

- Anonymity: People are more likely to be prosocial when they are anonymous.
- Physical environment: People are more likely to be prosocial in safe and pleasant environments.
- Cultural norms: Cultural values and beliefs can influence prosocial behavior.

Examples of prosocial behavior:

- Helping someone in need, such as carrying their groceries or helping them cross the street.
- Donating to charity or volunteering your time.
- Standing up for someone who is being bullied.
- Being kind and compassionate to others.
- Cooperating with others to achieve a common goal.

How to promote prosocial behavior:

- Empathy: Teach children and adults about empathy and how to understand and share the feelings of others.
- Moral values: Model and teach moral values such as kindness, generosity, and fairness.
- Self-esteem: Help children and adults develop a positive self-image.
- Mood: Create positive and supportive environments.
- Past experiences: Provide opportunities for children and adults to experience kindness and generosity from others.

Prosocial behavior is an important part of a healthy society. It can benefit both individuals and society as a whole. There are a variety of factors that influence prosocial behavior, both personal and situational. By understanding these factors, we can promote prosocial behavior in ourselves and others.

Explaining Social Behaviour: Impression Formation and Explaining Behaviour of Others Through Attributions

Impression formation is the process by which we form an opinion or judgment about another

person based on their appearance, behavior, and other observable characteristics. We form impressions of others quickly and automatically, and these impressions can have a significant impact on our interactions with them.

Attribution is the process of inferring the causes of others' behavior. We make attributions all the time, both consciously and unconsciously. For example, if we see someone cut us off in traffic, we might attribute their behavior to them being aggressive or in a hurry.

Impression Formation

Factors that influence impression formation:

- **Appearance:** We tend to form more positive impressions of people who are attractive. This is known as the halo effect.
- **Behavior:** We are more likely to like people who behave in ways that are consistent with our own values and beliefs.
- **Context:** The context in which we meet someone can also influence our impression of them. For example, we are more likely to form a positive impression of someone if we meet them in a social setting than if we meet them at work.

Stages of impression formation:

1. **Encoding:** We first encode the information about the other person, such as their appearance, behavior, and words.
2. **Organization:** We then organize this information into meaningful categories. For example, we might categorize someone as being friendly, intelligent, or trustworthy.
3. **Inference:** We then make inferences about the other person's personality, character, and intentions.
4. **Evaluation:** Finally, we evaluate the other person and form an overall impression of them.

Attributions

Types of attributions:

- **Dispositional attributions:** These attributions are made to the person's internal characteristics, such as their personality, motives, and abilities.
- **Situational attributions:** These attributions are made to external factors, such as the situation, the other person's behavior, or chance.

Factors that influence attributions:

- **Salience:** We are more likely to attribute behavior to the most salient cause. For example, if we see someone trip and fall, we are more likely to attribute the behavior to the ground being slippery than to the person being clumsy.
- **Consistency:** We are more likely to attribute behavior to a cause that is consistent with the person's past behavior. For example, if we know that someone is usually very friendly, we are more likely to attribute a friendly act to their personality than to the situation.
- **Consensus:** We are more likely to attribute behavior to a cause that is agreed upon by others. For example, if we see everyone in a room laughing at a joke, we are more likely to attribute their behavior to the joke being funny than to the people being easily amused.

How impression formation and attributions influence our social behavior:

- Our impressions of others influence how we treat them. For example, we are more likely to be kind and helpful to people who we perceive as being friendly and trustworthy.
- Our attributions for others' behavior influence our emotions. For example, if we attribute someone's rude behavior to them being a bad person, we are more likely to feel angry towards them.
- Our attributions for others' behavior can also influence our expectations of them. For example, if we attribute someone's success to their hard work and intelligence, we are more likely to expect them to succeed in the future.

Examples of impression formation and attribution in everyday life:

- **Impression formation:** You are at a job interview. The interviewer is well-dressed, speaks confidently, and makes eye contact. You form a positive impression of them and conclude that they are competent and professional.
- **Attribution:** You are driving home from work and someone cuts you off in traffic. You attribute their behavior to them being aggressive or in a hurry. You feel angry towards them and are more likely to drive defensively.

Impression formation and attribution are two important psychological processes that help us to understand and interact with others. By understanding these processes, we can become more effective communicators and build stronger relationships.

SOCIAL COGNITION

Social cognition is the mental processes that underlie our ability to understand and interact with others. It includes a wide range of processes, such as attention, perception, memory, reasoning, and judgment. Social cognition is essential for our ability to navigate the social world, form and maintain relationships, and participate in groups and communities.

Social perception

Social perception is the process by which we form impressions of others and attribute their behavior to causes. It is influenced by a variety of factors, including our own biases and expectations, the physical appearance of the other person, and the context in which we encounter them.

Social cognition is the mental processes that underlie our ability to understand and interact with others. It includes a wide range of processes, such as attention, perception, memory, reasoning, and judgment. Social cognition is essential for our ability to navigate the social world, form and maintain relationships, and participate in groups and communities.

Social perception

Social perception is the process by which we form impressions of others and attribute their behavior to causes. It is influenced by a variety of factors, including our own biases and expectations, the physical appearance of the other person, and the context in which we encounter them.

Example: When we meet someone for the first time, we may form an impression of them based on their appearance, their body language, and their tone of voice. We may also make assumptions about their personality and background based on these cues.

Attribution

Attribution is the process of assigning causes to our own behavior and the behavior of others. We can make internal attributions, which attribute behavior to the person's internal characteristics, such as their personality or abilities. We can also make external attributions, which attribute behavior to external factors, such as the situation or the other people involved.

Example: If we do well on a test, we may attribute this success to our own intelligence or hard work (internal attribution). However, if we do poorly on a test, we may attribute this to the difficulty of the test or the fact that we didn't have enough time to study (external attribution).

Attitudes

An attitude is a predisposition to respond to a stimulus in a certain way. Attitudes can be positive, negative, or neutral. They can be directed towards people, objects, or ideas.

Example: We may have a positive attitude towards our friends and family, or a negative attitude towards certain foods or activities.

Social norms

Social norms are the unwritten rules that govern our behavior in social situations. They tell us what is expected of us in different contexts. Social norms can vary from culture to culture and from group to group.

Example: In some cultures, it is considered polite to bow when greeting someone. In other cultures, it is considered polite to shake hands.

Conformity

Conformity is the process of changing our behavior to match the behavior of others. It can be influenced by a variety of factors, such as the desire to be liked and accepted, the fear of being rejected, and the belief that the others are correct.

Example: We may conform to the social norms of a group by dressing like the other members of the group or behaving in a way that is consistent with their values.

Obedience

Obedience is the process of following the orders of an authority figure. It can be influenced by a variety of factors, such as the belief that the authority figure is legitimate, the expectation of punishment for disobedience, and the desire to avoid conflict.

Example: We may obey the orders of a police officer or a teacher, even if we don't agree with them.

Social influence

Social influence is the process by which the behavior of one person or group affects the behavior of another person or group. It can be exerted through a variety of mechanisms, such as persuasion, conformity, obedience, and social norms.

Example: We may be influenced to buy a product because we see a celebrity endorsing it in an advertisement, or we may be influenced to vote for a particular candidate because we see our friends and family members supporting them.

Social cognition is a complex and fascinating field of study. It plays an important role in our everyday lives, from the way we interact with strangers to the way we form and maintain relationships. By understanding the processes that underlie social cognition, we can better understand ourselves and the people around us.

Schemas and Stereotypes

Social psychology explores how people think, feel, and behave towards others, and how those social processes are affected by the presence of others.

One of the most widely studied areas in social psychology is the role of schemas and stereotypes in explaining social behavior.

Schemas are mental structures that organize our knowledge and experiences about the world. They allow us to make sense of our surroundings and to predict how people and events are likely to behave.

Stereotypes are schemas that are applied to groups of people. They are often oversimplified and inaccurate, but they can still have a powerful influence on our behavior.

Schemas and stereotypes can have a significant impact on our social behavior in a number of ways. For example, they can influence how we perceive and interpret others' behavior, how we form relationships with others, and how we make judgments about others.

Schemas and Stereotypes in Social Behavior:

Perceiving and Interpreting Others' Behavior:

Schemas and stereotypes can influence how we perceive and interpret others' behavior. For example, if we have a schema about doctors being intelligent and caring, we are more likely to interpret a doctor's behavior in a positive light. On the other hand, if we have a stereotype about teenagers being rebellious and irresponsible, we are more likely to interpret a teenager's behavior in a negative light.

Forming Relationships with Others:

Schemas and stereotypes can also influence how we form relationships with others. For example, if we have a schema about lawyers being aggressive and competitive, we are less likely to want to be friends with a lawyer. On the other hand, if we have a stereotype about teachers being kind and patient, we are more likely to want to be friends with a teacher.

Making Judgments about Others:

Schemas and stereotypes can also influence how we make judgments about others. For example, if we have a schema about athletes being strong and athletic, we are more likely to judge an athlete favorably. On the other hand, if we have a stereotype about criminals being dangerous and unpredictable, we are more likely to judge a criminal unfavorably.

Examples of Schemas and Stereotypes in Social Behavior:

Schemas:

- Schema about doctors: intelligent, caring, competent
- Schema about teachers: kind, patient, knowledgeable
- Schema about athletes: strong, athletic, competitive

Stereotypes:

- Stereotype about teenagers: rebellious, irresponsible, lazy
- Stereotype about lawyers: aggressive, competitive, dishonest

- Stereotype about criminals: dangerous, unpredictable, violent

Impact of Schemas and Stereotypes on Social Behavior:

- Schemas and stereotypes can influence how we perceive and interpret others' behavior.
- Schemas and stereotypes can influence how we form relationships with others.
- Schemas and stereotypes can influence how we make judgments about others.

Schemas and stereotypes are powerful cognitive tools that can influence our social behavior in a number of ways. It is important to be aware of these influences so that we can make more informed and objective judgments about others.

Nature and Components of Attitudes

Nature of Attitudes

Attitudes are enduring evaluations of people, objects, or concepts. They are learned and can be positive or negative. Attitudes can be strong or weak, and they can be central or peripheral to our overall worldview.

Attitudes have three main components: cognitive, affective, and behavioral.

- **Cognitive component:** The cognitive component refers to our thoughts and beliefs about an attitude object. For example, our cognitive component about dogs might include the beliefs that dogs are loyal, friendly, and intelligent.

Affective component: The affective component refers to our feelings and emotions about an attitude object. For example, our affective component about dogs might include feelings of love, happiness, and security.

Behavioral component: The behavioral component refers to our tendency to act in a certain way towards an attitude object. For example, our behavioral component about dogs might include the tendency to pet them, play with them, and give them treats.

Components of Attitudes

Cognitive Component

The cognitive component of attitude refers to our thoughts and beliefs about an attitude object. These thoughts and beliefs can be based on our own experiences, on information we have learned from others, or on stereotypes and prejudices.

For example, our cognitive component about climate change might include the beliefs that climate change is real, that it is caused by human activity, and that it is a serious threat to the planet. These beliefs may be based on

our own observations of the effects of climate change, on scientific research that we have read, or on information that we have heard from the media.

Affective Component

The affective component of attitude refers to our feelings and emotions about an attitude object. These feelings and emotions can be positive or negative, and they can be strong or weak.

For example, our affective component about climate change might include feelings of anger, worry, and frustration. We may be angry at the people who are causing climate change, we may be worried about the future of the planet, and we may be frustrated by the lack of action to address the problem.

Behavioral Component

The behavioral component of attitude refers to our tendency to act in a certain way towards an attitude object. Our behavioral component may be consistent with our cognitive and affective components, or it may be inconsistent.

For example, our behavioral component about climate change might include the tendency to recycle, reduce our energy consumption, and support policies that address climate change. However, our behavioral component may also include actions that are inconsistent with our cognitive and affective components, such as driving a gas-guzzling car or flying on vacation.

How Attitudes Influence Behavior

Attitudes can have a powerful influence on our behavior. For example, our attitudes towards different foods can influence our dietary choices, our attitudes towards different political candidates can influence our voting behavior, and our attitudes towards different social groups can influence our interactions with others.

However, attitudes do not always predict behavior. For example, a person who has a positive attitude towards environmental protection may still drive a gas-guzzling car. There are a number of factors that can influence behavior, including social norms, situational constraints, and personal goals.

Attitudes are complex psychological constructs that are made up of three components: cognitive, affective, and behavioral. Attitudes can have a powerful influence on our behavior, but they do not always predict behavior.

Attitude Formation and Change

Attitude Formation

Attitude formation is the process by which people develop evaluations of objects, people, or ideas. Attitudes are made up of three components:

- **Cognitive:** This component includes a person's thoughts and beliefs about the attitude object. For example, a person might have the cognitive belief that recycling is good for the environment.
- **Affective:** This component includes a person's feelings or emotions about the attitude object. For example, a person might feel happy and proud when they recycle.
- **Behavioral:** This component includes a person's intentions to behave in a certain way towards the attitude object. For example, a person who has a positive attitude towards recycling might intend to recycle more often.

Attitudes can be formed in a variety of ways, including:

- **Direct experience:** People often form attitudes based on their own direct experiences with an attitude object. For example, if a person has a positive experience with a new product, they are more likely to develop a positive attitude towards that product.
- **Social learning:** People can also form attitudes by observing the attitudes and behaviors of others. For example, if a child sees their parents recycling, they are more likely to develop a

positive attitude towards recycling themselves.

- Media: The media can also play a role in attitude formation. For example, advertising often tries to create positive attitudes towards products or services.

Attitude Change

Attitude change is the process by which people's attitudes are altered. There are a number of factors that can contribute to attitude change, including:

- New information: People are more likely to change their attitudes if they are presented with new information that contradicts their existing beliefs. For example, if a person believes that recycling is bad for the environment, but they are presented with evidence that shows that recycling is actually good for the environment, they are more likely to change their attitude towards recycling.
- Persuasive communication: Persuasive communication can also lead to attitude change. Persuasive communication is any type of communication that is designed to change someone's attitude, belief, or behavior. For example, a commercial that uses persuasive communication might try to convince people that a certain product is better than another product.
- Social pressure: People can also be influenced to change their attitudes by social pressure. Social pressure is any type of influence that is exerted by a group on an individual. For example, if a person is the only one in their group who does not recycle, they might feel pressure to change their attitude towards recycling in order to fit in with the group.

Attitude Formation

Attitude formation is the process by which people develop evaluations of objects, people, or ideas. Attitudes are made up of three components:

- Cognitive: This component includes a person's thoughts and beliefs about the attitude object. For example, a person might have the cognitive belief that recycling is good for the environment.
- Affective: This component includes a person's feelings or emotions about the attitude object. For example, a person might feel happy and proud when they recycle.
- Behavioral: This component includes a person's intentions to behave in a certain way towards the attitude object. For example, a person who has a positive attitude towards recycling might intend to recycle more often.

Attitude Formation in Psychology

Attitudes can be formed in a variety of ways, including:

- Direct experience: People often form attitudes based on their own direct experiences with an attitude object. For example, if a person has a positive experience with a new product, they are more likely to develop a positive attitude towards that product.
- Social learning: People can also form attitudes by observing the attitudes and behaviors of others. For example, if a child sees their parents recycling, they are more likely to develop a positive attitude towards recycling themselves.
- Media: The media can also play a role in attitude formation. For example, advertising often tries to create positive attitudes towards products or services.

Attitude Change

Attitude change is the process by which people's attitudes are altered. There are a number of factors that can contribute to attitude change, including:

- New information: People are more likely to change their attitudes if they are presented with new

information that contradicts their existing beliefs. For example, if a person believes that recycling is bad for the environment, but they are presented with evidence that shows that recycling is actually good for the environment, they are more likely to change their attitude towards recycling.

- **Persuasive communication:** Persuasive communication can also lead to attitude change. Persuasive communication is any type of communication that is designed to change someone's attitude, belief, or behavior. For example, a commercial that uses persuasive communication might try to convince people that a certain product is better than another product.
- **Social pressure:** People can also be influenced to change their attitudes by social pressure. Social pressure is any type of influence that is exerted by a group on an individual. For example, if a person is the only one in their group who does not recycle, they might feel pressure to change their attitude towards recycling in order to fit in with the group.

Examples of Attitude Formation and Change

Here are some examples of attitude formation and change:

- A person who has never tried sushi might have a negative attitude towards it. However, if they try sushi and enjoy it, their attitude towards sushi is likely to change.
- A child might have a positive attitude towards smoking because they see their parents smoking. However, if they learn about the health risks of smoking, they might change their attitude towards smoking.
- A person might have a negative attitude towards climate change because they believe that it is not real. However, if they are presented with evidence that shows that climate change is real and caused by human activity, they might change their attitude towards climate change.

Attitudes are a fundamental part of human psychology. They influence our thoughts, feelings, and behaviors. Attitudes can be formed in a variety of ways, and they can also be changed. Understanding attitude formation and change is important for a variety of reasons, such as developing effective marketing campaigns and promoting social change.