

# Attitude

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# objectives

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- # Analyze the structure of attitudes and the link between attitudes and behavior.
  - # Distinguish between explicit and implicit attitudes, and explain how implicit attitudes are measured.
  - # summarize how source, message, and receiver factors influence the process of persuasion.
  - # clarify various theories of attitude formation and change.
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# # What are attitudes?

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- # Attitudes are positive or negative evaluations of objects of thought.
  - # “Objects of thought” may include social issues (capital punishment or gun control, for example);
  - # groups (liberals, farmers);
  - # institutions (the Lutheran church, the Supreme Court);
  - # consumer products (yogurt, computers); and
  - # people (the president, your next-door neighbor).
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# Attitudes:

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- # Are simply expressions of how much we like or dislike various things.
  - # This represent our evaluations, preferences, towards a wide variety of objects.
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# Are based on information, always open to Revision/Change by newer information.

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# Expressed as liking disliking, pro/against, favoring/ not-favoring, positive-negative etc.

# Are individual expressions representing a summary of evaluations from all object.

# Attitudes are imp b/c they guide behavior.

# Relationship b/w attitude and behavior is by no means straight forward

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# Measurement of Attitude:

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## Self – Report methods:-

- # public opinion (attitude) polling.
- # Attitude scales.

## Involuntary behavioral Measures:-

- # Physiological Measures.
  - # Attitude measures based on classical cond.
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## (1). Public Opinion (Attitude) Polling:-

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Public opinion polls are used either to predict something or to provide information.

Used to predict the outcomes of elections  
likelihood of buying a product,

or the degree of public support for  
implementing new policies.

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## **(2). Attitude Scales:-**

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An attitude scale attempts to obtain a precise measure of the extremes of peoples attitudes.

The accuracy can be ↑ed by using many items all related to some user.

Typically there involve the person beliefs or opinions about the attitude object.

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## (3). Physiological Measures:-

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**1. Galvanic Skin Response:-** electrical resistance of skin is measured, which ↓ in ↑ Arousal, but it is not confirmatory as GSR changes in Both very favorable and very unfavorable extremities.

**2. Pupil Size:-** Expansion to favorable and constriction to unfavorable stimuli recorded, but it too varies.

**3. EMG:-** Responses → of facial muscles done → Patterns found which could differentiate +ve from – ve reactions to persuasive messages, but degree of positiveness or negativeness reasons to be determine.

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## (4) Attitude measures based on classical conditioning.

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A 13year old boy was conditioned to salivated with word “good” and to differentiate that sound from the word “bad” Effectiveness yet extremely limited.

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# Attitude Theories:

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# Number of theories are there about Attitude formation and its change with no contradictions from each other, but from diff. Aspect.

# Classified as:-

# Learning Theories. { Classical conditioning.  
Instrumental

# Consistency Theories. { Balance Theory  
Cognitive Dissonance

# Cognitive Response Theories.

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# (A) Learning Theories of Attitude: Dob- 1947

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- # (1). Classical Conditioning of Attitude:- like classical conditioning, where initially neutral stimulus, after conditioning initiated response objects people or events assoc: with pleasant experiences may take on favorable evaluations while those with un-pleasant exp with negative evaluation.
  - # Example: small groups one placed in comfortable room, Another in hot room with hot floor. Later their liking for each other showed expected results.
  - # Illogical Behavior “can be observed if assoc: with a particular object is irrelevant.
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# (2) Instrumental Conditioning of Attitude.

- # With reinforcement, behavior can be shaped.
- # Similarly reinforcement can change and form attitude also e.g. if you express an attitude to your friend and he positively reinforces it e.g. by smiling, nodding, approving, it will be exchanged.
- # Example:- Green- spoon rewarded the subjects use of plural nouns during conversation by saying “mn-hron” and the subjects use of it was increased.
- # Verbal reinforcement techniques in altering attitudes was observed.
- # Example:- subjects given controversial ques to give their opinions which were reinforced verbally and later found that many subjects change their attitude in the direction of reinforcement and that changed seemed to persist over time.
- # Verbal reinforcement esp imp in social influence situations:- peer Gps, clubs, unions etc. parents. Religions affiliations. Political affiliations.

## **(B). Consistency Theories:-**

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- # It focuses on individuals attempt to maintain consistency avenge the numerous attitudes he holds;
  - # Consistency Theories:- Balance Theory.  
cognitive Dissonance
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## (A) Balance Theory:-

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❖ There is a tendency to maintain or restore balance in ones attitude structures.

(Unbalanced structures are somehow uncomfotable or unpleasent”).

❖ This theory predicts how attitude may change in order to create a balanced structure.

❖ It doesn't predict that imbalance will always be resolved only that there is tendency towards balance and unbalance → tension/discomfort

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# Example:-

# Situation: Mr A and B discussing their attitude towards candidate “X”.

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# Both A and B like X.

# Both A and B dislike X.

# A likes but B dislikes X.

# Either A will try to restore by changing one or two of his all.

# Or A will try to persuade B.

# Or A will start disliking B.

# Or A and B will agree not to discuss X.

# Agreeing to disagree is a time honored way of minimizing the tension of unbalanced states by rendering the irrelevant to inter personal relationships.

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# B:Cognitive Dissonance:-

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- # The focus is on individuals who are assumed to strive for harmony (consonance) among the elements in their cognitive, or thought structures.  
**The creation of dissonance is stressful and motivates the person to restore consonance.**
  - # Any two related cognitive, Elements will be dissonant if they do not fit together b/c they rotate general logic or the persons expectations.
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# Examples:-

- # (I). Consonance → to favor candidate X and talk in his favors publicly.  
dissonance → to favor candidate x and talk against him publicly.
- ❖ (II). A cognitive element “Smoking is a health hazard”  
consonant with cog. Element “I don’t smoke”.  
Dissonant with being a smoker.
- ❖ The smoker who hears the link:- Filter stops smoking.  
Or will not believe the link. Or  
will change to filter ciggs.
- ❖ So 2 ways to ↓ Dissonance:- 1). To change one of the cognitive elements  
(e.g. Stopping smoking). 2). To add a new cog. Element (e.g. Filter ciggs).
- ❖ Person feels dissonance if some unstated assumption about the persons self concept  
is met.
- ❖ For example:- Smokers who are health conscious will feel dissonance. Those who  
will be indifferent to their health will not feel dissonance.

# Cognitive Response Approaches:

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- ✦ The Attitude theories discussed so far have addressed Attitude formation or change after the recipient deals with new information by mediating learning or creating inconsistencies the recipient needs to evolve.
  - ✦ Cog. Response approaches → focus on the fact that recipient does more than “react” to external information he generates thoughts about that new information and these thoughts can increase, neutralize or even reverse the intended impact of the new information.
  - ✦ Next time you watch TV, :- do the commercials you like have different impact on you than the commercials you don't like.
  - ✦ The new information is related with stored knowledge activity.
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# Factors in Attitude Change by Message :

## # 03 Categories:-

### # 1).Source of Message:-

Credibility of Source:- Expertness, Trustworthiness

Attractiveness:- Physical attraction, likeability,  
Similarity with us

### ❖ 2).Content of Message:-

Suggestion → prestige suggestion.

Appeals to Fear.

One-Sided vs two-Sided.

### ➤ 3).Receiver of Message:-

influence ability.

Selective Attention and Interpretation.

Immunization.

## # A). Source of Message:-

Credibility of Source:- Expertness, Trustworthiness

Attractiveness:- Physical attraction, likeability,  
Similarity with us

## # B). Content of Message:-

1. Suggestion ( Prestige suggestion; higher famous figs; speakers quote leader).
2. Appeals of Fear( upto a pernt they work. Strong Appeals → can lead to defensive Avoidance).
3. One-Sided Menage → Effective when people are ( Neutral, Favomeble).
4. Two vs sided ménages → Effective to win convert from “ apposing point of view”.

## C). Receiver of Message:-

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1. Favored advocated position → one-sided message is effective.
2. Those opposing advocated position → two-sided message more effective.
3. Influenceability:- Easily influenced? Recent one message. Children, un-educated.
4. Selective Attention and interpretation:- Whether Attended?, Perceived?, interpreted?, Discrepant information → Dissonance.
5. Immunization:- subjects who heard one-sided msg, can easily be re-changed by counter messurs. Subject with 2 sided views → couldn't be easily. B/c → initial inoculation caused “immunization”. Immunization:- b/c of Motivation to rehearsal own position. B/c of practice in defending own .

# Attitude and Behaviour :

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- # Do Attitudes guide / predict behaviour:- May be not → b/c >25% subjects behave discrepantly.
- # May be :- Attitude derived from “Totality” of person feel.

Conditions when attitude formed.

Direct experience ( or non-behavioral expired).

Attitude Relevance ( relevant).

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# A). When Attitude Failed to Predict Behaviour.

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- # Example: prejudice against chinese (inUSA):-  
People behaved positively but reported they would do negatively.
  - # >25% behaved discrepantly :-  
Many prejudiced behaved the.  
Many unprejudiced behaved the.
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## B). When Attitudes Predict Behaviour:

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- # Attitude which is relevant to us.
  - # Attitude which is caused by direct-experience.
  - # (1). Specific behaviour may not show the actual “Attitude” which is abstract of:-his feelings, his ideas, his beliefs, his intentions.
  - # Example:-
  - # A very strong supporter of a system may vote against.
  - # Hot system b/c although he likes the system but he is.
  - # Not satisfied from current indulgers of the system.
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# (2). Attitude formed during certain conditions tend to persist in own behaviour.

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# E.g: those attitude which are formed by “ Direct Experience “ are stronger and predicts beh more actuality.

# (3). Attitude which are relevant to us will our attention and behaviour. We are concerned with limited no: of issues those which are important for us and relevant in some way and guide our behaviour.

# Example:- Proposal to raise the legal Age for alcohol use to 21year is more relevant to age groups 18-19 and lesser then  $\geq 21$  yrs . And hence the behaviour of the gps show their willingness to circulate the petition .

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