

Attitude

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Basic Concepts

Q- Which political party is most suitable to rule this country?

Q- Do you agree with the action taken by the government on Durga Shakti Nagpal?

Q- Do you like non veg?

The answers reflect the attitude. It is not a bookish thing.

What is attitude--

1. Makes no difference
2. Party A most suitable
3. No suitable

Attitude

1. What is

1. Attitude is the mental evaluation of the social situation, that has the potential to guide the way we think, we feel, and we behave
2. Attitude is not necessarily based on correct information, right knowledge

2. Attitude is a very important tool for an administrator too

3. Functions of attitude

1. Decisions are based on how we evaluate situations. Attitude facilitates decision making. Decisions is highly dependent on the attitude
 1. Values are expressed through attitude (very important, if you value something--> we develop attitude in response to that. e.g. honesty, fundamental rights)
 2. Ego defensive function and the adjustive function. One person has a very strong liking for something, but unfortunately he doesnt get it. If he continues liking that thing, most of the time, he will be emotionally frustrated. The person will try to rationalise by changing his attitude.

4. Components of attitude

1. a-Affect----> Emotions-associated feelings
2. b- Behaviour--> When we have attitude--> we also have behavioural tendency. (Positive attitude leads to approach, and negative attitude to avoidance)
3. c- cognition- knowledge and understanding-->

5. Characteristics of attitude

1. Enduring evaluations- they do not develop overnight and can not be changed overnight. Normal evaluations are not so enduring.
2. Attitude is learnt. It does not come with birth
3. Attitude varies in degree/magnitude. It is a continuum between strong positive and strong negative attitude
4. There are several attitudes that a person has. An attitude is very specific, it is based on the social situation

6. How do we develop attitude

1. a- Affective- emotional route
 1. Restaurant , logo example
 2. Fragrance example
 3. Psychological conditioning
2. b- Behavioral
 1. Child mom, water example
 2. Pen, of a brand stopped writing in the exam example
 3. If consequence of something is positive--> then positive behaviour, otherwise negative
3. c- Cognitive
 1. Logical reasoning, knowledge shapes the attitude
 2. **Persuasion**- Effort to change the attitude not necessarily by cognitive route (its takes place through communication)
4. Value system
 1. If we have strong democratic values, we will tend to ave positive attitude towards democracy and oppose moves to curb freedom of speech.

What is the difference between day to day evaluations and the attitudinal evaluations

1. Attitudinal evaluations are very enduring and are formed in advance (don't change in a day).
2. But at the decision making time, evaluation is cognitive evaluation

Behaviour

1. B---> S x D (Situation x disposition)
2. Attitude is one of the components of the disposition
3. Attitude does influence behaviour, but it is not linear

Perception

1. Perception: Attention x Organization x Interpretation. Attitude affects at all three levels.
2. For example, if I have an attitudinal liking for cricket, then cricket related news / advertisements will catch my attention more. Just because of the attitude, we become more selective.
3. Our perception about FSB will vary according to our attitude towards Congress.

This

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Structure

Function

Influence on Thoughts and Behavior

Moral and Political Attitudes

Social Influence and Persuasion

Concepts

1. Persuasion is our effort to bring about an attitudinal change in others through the use of various types of messages.

Factors Affecting Persuasive Capability

1. Attractiveness: Communicators who are attractive in some way (say physically) are more persuasive. That is why celebrities are invited for tv commercial.
2. Source credibility: Persuasion is also affected by the credibility of the source / persuader.
 1. This credibility may derive from the expert value of the persuader. For example, toothpaste ads show dentists recommending.
 2. This credibility also depends upon the perceived trustworthiness. For example, a politician talking on ethics may not have any credibility. Mahatma Gandhi had a mass appeal.
3. Multiplicity of sources: If some message is delivered by multiple credible sources, then it is more persuading in general.
 1. Example, if you are carrying a ring and 10 people say that it is not gold (and they are not experts), we are likely to change our attitude and start suspecting whether the ring is genuine or not.
4. Familiarity with the persuader: We are more likely to be persuaded by in-group members than random people. We develop a group bias by the virtue of our membership of a particular group.
 1. Example, we will always prefer a tribal to go and talk to the tribals to persuade them.
5. Common sense: Messages in consonance with the receiver's common sense are likely to be more persuasive.
6. Design / presentation of the message: This is also very important.
 1. Messages that do not appear to be designed to change our attitude are often more successful than seem to be designed to achieve this goal.

Modes of Attitudinal Change

1. Cognitive Route
 1. Persuasive messages --> 2. (a) Message is important, (b) Processing capacity of the receptors is high --> 3. Central route processing --> Attitudinal change

depends upon the argument in the message.

2. Peripheral / Heuristic Route

1. Persuasive messages --> 2. (a) Message is not so important, (b) Processing capacity of the receptors is low --> 3. Peripheral / heuristic route processing --> Attitudinal change depends upon the presence of persuasive cues in the message which trigger heuristic processing.

3. Emotional Route

1. Example, explicit visuals on cigarette packs.

Q. You are posted in an area where people are reluctant to send their children to the school. How will you respond?

Q. True strength of democracy requires attitude change.

Emotional Intelligence

Binet, Simon (1905)

1. He said intelligence is nothing but mental ability. But what type of mental ability should be called intelligence?
 1. Ability to understand well. Sometimes what we say is different from the meaning which is being conveyed.
 2. Ability to reason well.
 3. Ability to judge well.

Goleman

1. Initially the idea of emotional intelligence has been given by Mayer Salovey but was popularized by Goleman. He recognized 5 dimensions of EI:
 1. Some people are very clear about their own emotions and some are very confused. This is a very important ability i.e. knowing your own emotion.
 2. Some people are capable of managing their emotions while some people are not. This is a very important ability i.e. managing your own emotion.
 3. Some people are capable of showing resilience. They can recover quickly from a setback by motivating themselves. This is a very important ability i.e. ability to motivate oneself and recover.
 4. Some people are capable of understanding others' emotions. This is a very important ability i.e. knowing others' emotions.
 5. Some people are capable of managing others' emotions. This is a very important ability i.e. managing others' emotions / handling relationships.

Emotional Intelligence and Applications

Conformity / Social Influence

1. Conformity. We all are a part of community. Community creates a pressure on us. We have to conform to the community. We cannot live in isolation. Group influences our decision making.
 1. Sometimes without even saying a single word, we can influence a person's behavior by altering the community norms.

2. For example, how to motivate a person to send his child to the school? He is not amenable to any arguments we are giving. But if we are able to convince everybody else in his community to send their children to the school, and he is left alone, sooner or later he will confirm and also send his child to the school.
2. Factors influencing conformity influence
 1. Size of the group matters. Greater the group, greater the influence.
 2. Our liking / dependency on the group. Greater the liking / dependency, greater the influence.
 3. Situation also matters. Norms tend to influence our behavior when they are relevant to us. Situational norms like other norms can influence our behavior in an automatic manner even when we are not consciously aware of them.
3. 2 important motives underlying our tendency to conform are:
 1. Desire to be correct / accurate.
 2. Desire to be liked / accepted.

Compliance

1. Compliance is not conformity. Compliance is responding to some direct request. In compliance, we may comply in terms of action, but we may not necessarily change our attitude.
2. How to obtain compliance?
 1. Foot in the door technique: First make a smaller request and then progress to the higher request. This increases the probability of compliance. This is because it lowers resistance. Also we want to be consistent in our behavior.
 2. Door in the face technique: Reverse of the above. If you want Rs. 500, go and ask for Rs. 5000. Keep on requesting and settle for a lower.
 3. Principle of reciprocity: If somebody helps us, we feel obliged to help him back. If we want a favor from someone, we must also do a favor for him so that he responds.
 4. Low balling: Basic car may cost Rs. 6 lakhs. But there will be necessary accessories which will cost much. Final cost of the car may be higher. If the salesman directly tells us the higher cost, we may not buy it. So start from something smaller and keep on adding something bit by bit so as to get compliance.
 5. Obedience: It is an order to comply.