

General Knowledge Today



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Ethics & Integrity-3: Attitude

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Attitude: content, structure, function; its influence and relation with thought and behavior; moral and political attitudes; social influence and persuasion.

Basic Theory on Attitude

An attitude is a **learned tendency** to evaluate people, issues, objects or events in certain way. Such evaluations are often positive or negative, but they can also be uncertain / mixed at times. Our attitude can vary in strength along both positive affect, and with negative affect, with ambivalence or with apathy and indifference. It usually implies feelings that are either positive or negative.

Defining Attitude

Social psychologists use the term attitude differently. Gordon Allport formulated this definition of Attitude: “An attitude is a mental and neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual’s response to ill objects and situations with which it is related.”

In simple words, Attitude is a way of looking at any situation and deciding either consciously or unconsciously – how we relate it to ourselves and others. It can be something to do with our own personality and experience. The major positive attitudes include being frank, confident, jealous, respectful, sincere, honest, hard working, faithful, loving, flexible, humble, helping, independent, sympathetic, hard working etc.

Attitude pertains to our feelings, beliefs and behaviour predispositions directed towards people, groups, ideas or objects. Attitudes will always have a positive and negative element and have a tendency to behave in a certain way toward that person or object. Attitudes are formed primarily based on underlying values and beliefs.

Beliefs are acquired through real experiences but the original experience related to a particular belief is mostly forgotten. It affects the quality of our work and relationships because we experience what we believe and it is not based on reality. Beliefs govern our experiences. They are an important part of our identity. They may be religious, cultural or moral. Beliefs reflect who we are and how we live our lives.

Why it is important to cultivate the Right Attitude in our lives?

Attitude defines life and life defines attitude. Dalai Lama has said: If you can cultivate the right attitude, your enemies are your best spiritual teachers because their presence provides you with the opportunity to enhance and develop tolerance, patience and understanding.

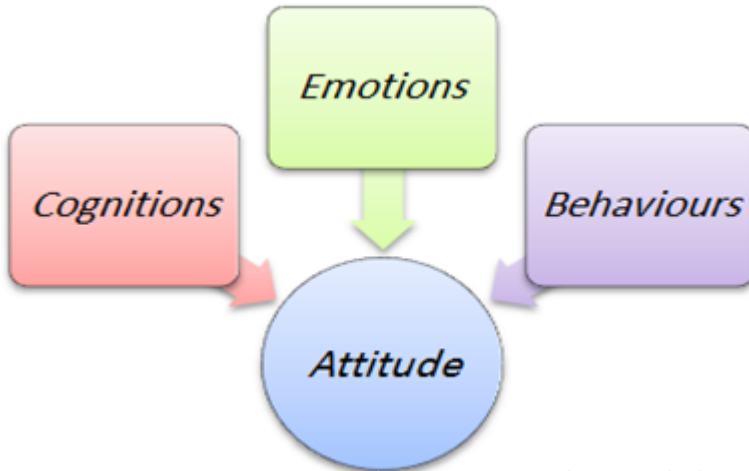
Attitude makes a big difference in our lives. One may have high IQ and a sharp logical mind but



without the right attitude, both are rendered useless. Without a right attitude, one will be like a misdirected rocket reaching the wrong destination. Our right attitude can empower us.

Structure of Attitude

An attitude is made up of three interconnected components: *cognitions, emotions and behaviours*.



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Cognitive Component

- Our thoughts and beliefs about the subject.

Emotional Component

- How the object, person, issue or event makes us feel.

Behavioural Component

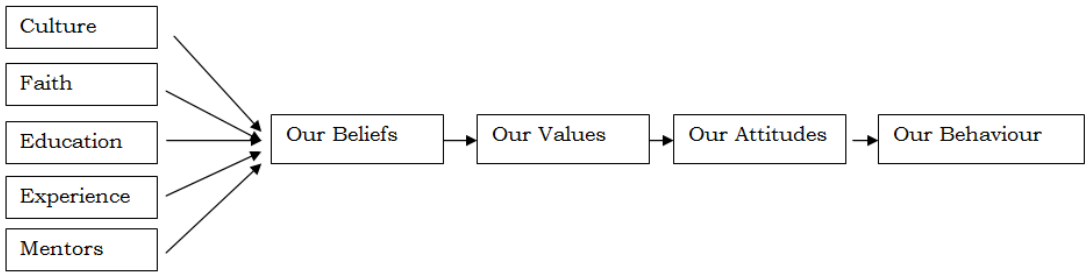
- How the attitude influences our behaviours. There is a sub-component viz. behavioural predisposition.

An attitude involves a predisposition respond or a behavioural tendency toward the object. “**It’s boring**” implies a tendency to avoid the class. “**I like my job**” suggests an intention to go to work. People having specific attitude are inclined to behave in certain ways that are consistent with that attitude.

A change in one component of an attitude structure might very well lead to changes in the others because an attitude structure is dynamic, with each component influencing the others.

Attitudes and Beliefs

Attitude refers to feelings, beliefs and behaviour predispositions directed towards people, groups, ideas or objects. Attitudes will always have a positive and negative element and have a tendency to behave in a certain way toward that person or object. Attitudes are formed primarily based on underlying values and beliefs.



Beliefs are acquired through real experiences but the original experience related to a particular belief is mostly forgotten. It affects the quality of our work and relationships because we experience what we believe and it is not based on reality. Beliefs govern our experiences. They are an important part of our identity. They may be religious, cultural or moral. Beliefs reflect who we are and how we live our lives.

Implicit and explicit attitude

Attitudes can also be explicit and implicit. Explicit attitudes are those that we are consciously aware of and that clearly influence our behaviours and beliefs. Implicit attitudes are unconscious, but still have an effect on our beliefs and behaviours.

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Functions of Attitudes

Attitudes serve several important functions.

- *Our attitude defines us.* It gives an up-front statement about which we really are or would like others to think who we are.
- Attitudes *direct our future feelings and thoughts* about the objects of those feelings and thoughts. Attitudes are cognitive structures that guide perception and help us fill the gaps when information is lacking.
- Attitudes summarize our feelings, thoughts, intentions, and behaviour and it helps us to respond.
- Attitudes lead us to value objects that help us reach our goals.
- Attitudes serve a helps us to make sense out of the world by categorizing objects and people is knowledge function.
- Stereotypes are often associated with intense emotions which can sometimes lead to intergroup conflict.
- As a value-expressive function, it helps in expressing our values.
- Attitudes serve an ego-defensive function when they protect us against our fears and anxieties.
- *Heuristic Function:* We develop favourable attitude towards an attitude that aids or rewards us



and unfavourable attitude towards that punishes or thwarts us. It provides a simple and efficient way of evaluating objects.

- Attitude maintains self-worth and defines the self and they express individual's basic values and reinforce his/her self- image.
- Finally some attitudes protect the person from recognising certain thoughts and feelings that threaten his self-image or adjustment.

Formation of Attitude

Attitude formation refers to a drift from no attitude towards an object to some positive or negative attitude towards that object.

Sources of Attitude Formation

A range of mechanisms for attitude formation are involved. Most important among them are **mere exposure**, **direct experiences** and **social learning**. Mere exposure means that simply being exposed to an object increases our feelings, usually positive, toward that object. Second way of formation of attitude is through direct personal experience. It has the power to create and change attitudes. This is stronger factor in forming the attitude and is likely to affect behaviours strongly.

Which source is stronger?

Direct experience continues to form and shape our attitudes throughout life. Attitudes formed from direct experience are stronger because they are readily available and called on quickly by our consciousness.

Classical Conditioning, Operant Conditioning & Observational learning

Attitudes can also be learned in a variety of ways such as Classical Conditioning and Operant Conditioning. The advertisers use **classical conditioning** to influence our attitude toward a particular product. One example of classical conditioning in TV commercials is **Axe**: Men's Hair, Deodorant, Body Spray, and Shower Gel Products. *These advertisements prey on the human desire for passion, sex, and love.* The advertisements represent 'The Axe Effect' showing a man being fawn over by one or multiple women. People learn attitudes by observing the people around them. When someone you admire greatly espouses a particular attitude, you are more likely to develop the same beliefs. For example, children spend a great deal of time observing the attitudes of their parents and usually begin to demonstrate similar outlooks.

Operant conditioning can also be used to influence how attitudes develop. For example, children completing homework to earn a reward from a parent or teacher; or employees finishing projects to receive praise or promotions. It can also be used to develop negative attitude.

Examples of Classical Conditioning

- Every time someone flushes a toilet in the apartment building, the shower becomes very hot



and causes the person to jump back. Over time, the person begins to jump back automatically after hearing the flush, before the water temperature changes.

- You eat a new food and then get sick because of the flu. However, you develop a dislike for the food and feel nauseated whenever you smell it.
- An individual receives frequent injections of drugs, which are administered in a small examination room at a clinic. The drug itself causes increased heart rate but after several trips to the clinic, simply being in a small room causes an increased heart rate.

Examples of Operant Conditioning

- Your father gives you a credit card at the end of your first year in college because you did so well. As a result, your grades continue to get better in your second year.
- Your car has a red, flashing light that blinks annoyingly if you start the car without buckling the seat belt. You become less likely to start the car without buckling the seat belt.
- A lion in a circus learns to stand up on a chair and jump through a hoop to receive a food treat.

Influence of Attitude on Behaviour

People behave in accordance with their attitudes. Our attitudes develop over time and not only reflect where we have come from but also how we will proceed with our life in the future. Attitudes are therefore a powerful element in our life, are long enduring and hard to change easily.

However, attitudes and actual behaviours are not always perfectly aligned. The degree of influence begins with the assumption that we behave in accordance with our conscious intentions. They are based, on our rational calculations about the potential effects of our attitude towards our behaviour and about how other people will feel about it.

People are more likely to behave according to their attitudes under certain conditions such as _

- When our attitudes are the result of personal experience.
- When we are an expert in the subject.
- When we expect a favourable outcome.
- When the attitudes are repeatedly expressed.
- When we stand to win or lose something due to the issue.

In some cases, people may actually alter their attitudes in order to better align them with their behaviours. **Cognitive dissonance** is a phenomenon in which a person experiences psychological distress due to conflicting thoughts or beliefs. In order to reduce this tension, people may change their attitudes to reflect their other beliefs or actual behaviours.



Theories of attitude organization

Learning Theory

- Approach that assumes that a person's attitudes are based on principles of reinforcement association, imitation and punishment.

Theory of Cognitive consistency

- This theory states that tendency for people to seek consistency among their attitudes.

Balance theory

- A Theory addressing the need to maintain consistency among our feelings and beliefs about what goes together.

Cognitive dissonance Theory

- Inconsistence between two cognitive elements produces pressure to make these elements consonant.

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Process of Attitude Change

Attitudes are dynamic and influences which form the attitude can also change the attitude. Thus, there are three theories on change of attitude:

Learning Theory of Attitude Change

Classical conditioning, operant conditioning and observational learning can be used to bring about attitude change. Classical conditioning can be used to create positive emotional reactions to an object, person or event by associating positive feelings with the target object. Operant conditioning can be used to strengthen desirable attitudes and weaken undesirable ones. People can also change their attitudes after observing the behaviours of others.

Elaboration Likelihood Theory of Attitude Change

This theory of persuasion suggests that people can alter their attitudes in two ways. First, they can be motivated to listen and think about the message, thus leading to an attitude shift. Or, they might be influenced by characteristics of the speaker, leading to a temporary or surface shift in attitude. Messages that are thought-provoking and that appeal to logic are more likely to lead to permanent changes in attitudes.

Dissonance Theory of Attitude Change

As mentioned earlier, people can also change their attitudes when they have conflicting beliefs about a topic. In order to reduce the tension created by these incompatible beliefs, people often shift their



attitudes.

Influence and Relation of Attitude with Thought and Behaviour

Behaviour is clearer concept than attitude as behaviour is described as a change in the physical state of an individual as he responds physically and emotionally to any perceived situation. It is classified into two broad categories, namely:

Overt Behaviour

It is a response which is usually observed by another person. Social psychologists often observe social behaviour in groups and individuals.

Covert Behaviour

It is an implicit response which cannot be observed directly without proper apparatus or instruments which can measure heart rate, brain waves, eye blink rate, rate of sweating, saliva flow etc. It also includes inner speech or even sub-vocal response by vocal organs which accompany thoughts which bring changes to attitudes. Individuals usually have a typical way of behaving which is irrespective of situations and are stable over time.

When attitudes determine behaviour?

It is a common assumption that public behaviour is determined by teaching, counselling and the basic bringing up of a child. All these have profound effect on the feelings and private beliefs of a child. However, observations suggest that expressed attitudes of people does not aid in predicting their behaviour. Thus, behaviours emanate from external social influences and are often played down by internal factors like attitudes and personality. The reliability of attitude-behaviour relationship is to get better adjusted between attitude measures and reported behaviour as can be observed by the following results from various researches:

- Ensure situational sameness for the attitude and behaviour measure: As per Wicker, as one encounters more similar situations in which verbal and behavioural responses are obtained, a stronger attitude-behaviour relationship develops.
- Measure attitudes and behaviour at the same level of generality or specificity: As per Liska hypothesis, the attitude-behaviour relationship is affected by the extent to which attitudes and behaviour are measured at approximately same level of generality or specificity. Thus, by limiting the number of factors in the study of attitudes nearly perfect predictions can be made in the behavioural patterns.
- Examining primary attitudes and beliefs which involve ego: In all issues which are primarily concerned with the belief system of an individual there are obvious pressures and inclinations towards consistency between attitudes and behaviour. Also, taking action on one's beliefs enhances self view. There are significant correlations between attitudes and behaviour when



there is something big involved e.g an emotional commitment or ego-involvement. In such situations individuals show a high-level of attitude-behaviour consistency.

- Investigate an attitude behaviour relationship which has group support: Group support can be an effective factor in determining the consistency of attitude-behaviour relationship. Social pressure is potent source which compels people to act in a particular way.
- Homogenous behavioural group: A homogenous behavioural group is a great way to assure fit between attitudes and behaviours. They provide apt platform to determine consistencies and relevant attitudes.
- Concentrate on a sample of 'the right' type of people: Some people are more consistent than others and have greater probability to show consistency between attitudes and behaviour.
- Assured measure of behaviour: Remembering and believing in high fear and short recommendations have proved highly effective in changing reported behaviour. Positive attitudes towards some kinds of appeals have been successfully correlated with actual behaviour.
- Examining more than one attitude or belief: A prevailing attitude often acts as a hindrance for individuals to behave. Thus, in order to improve the attitude-behaviour relationship more than one attitude has to be examined.
- Minimising social influences: Psychologists usually measure expressed attitudes which like behaviour vary with outside influences. Psychologists have many methods at their disposal to measure attitudes subtly. One is to measure facial muscle responses to various statements, measuring reaction times to various stimuli, etc.

Making Attitudes Potent

In many situations when we act automatically our attitudes are seen lying in dormant state. We act in routine manner without any specific reflections on our actions. However, in novel situations our behaviour becomes less predictable as there is no predefined script and we are tempted to think before we act. It is still arguable that if people are tempted to think about their attitudes before they act, will they be true to their feelings. People who generally review their past behaviour express attitudes which help in better prediction of future attitudes. Self-conscious people are usually aware of their attitudes and this helps people to focus on their inner convictions. Also, when attitudes are acquired through experience they are more likely to stay and guide actions.

Moral Attitudes

Attitudes are both positive and negative evaluations that predict behavioural dispositions. People usually develop strong beliefs about their attitudes. Such strong beliefs are more



predictive about the behaviours.

Moral Attitudes

All attitudes *which have their **base in moral conviction*** are called *Moral Attitudes*. Moral convictions refer to meta-cognition that a particular attitude is a reflection of perceiver's fundamental beliefs about right and wrong.

Not all attitudes are related to morality. For example, attitude towards United States' war against terrorism may be positive in most parts of the world, but the same was negative in some countries, particularly Middle East. This is because such attitudes are based on the moral convictions of what is right or wrong. Similarly, attitude towards alcoholic drinks, intoxicants, meat etc. may be positive or negative depending upon the moral convictions. The moral convictions are formed with deep influence of family, society, religion, education etc.

Moral Attitudes are Strong Attitudes

Although moral compulsions lead to strong attitudes, but not all strong attitudes are based on moral convictions. Moreover moral attitudes reflect a number of characteristics which distinguish them from attitudes which emanate from preferences or conventional beliefs. While former are subjective and reflect matters of choice, the latter are normative and are usually defined by the group of relevant authorities. Also, all attitudes which are rooted in conventions are not applicable universally.

Moral compulsions are different from other attitudes based on preferences or conventions in many ways. Giving moral convictions to an attitude leads to following predictions:

- Increased preference of social and physical distance from others who are attitudinally different.
- Lower levels of goodwill and cooperativeness in attitudinally homogenous groups.
- Greater inability to generate procedural solutions to resolve disagreements about the primary issue.
- Increased distrust of legitimate authorities like Supreme Court, etc. to correct the issue.
- Rejection of non-preferred decisions and policy outcomes irrespective of their legitimacy or authority.

Political Attitudes

Political attitudes define the attitude of a person towards politicians, political parties or political ideologies. The political attitude may be different of an apolitical person from political person.

Political Attitude is the way of thinking in terms of political gains and losses. It is belief and action system that decides a action fruitfulness based on electoral gains. Political attitude on positive side

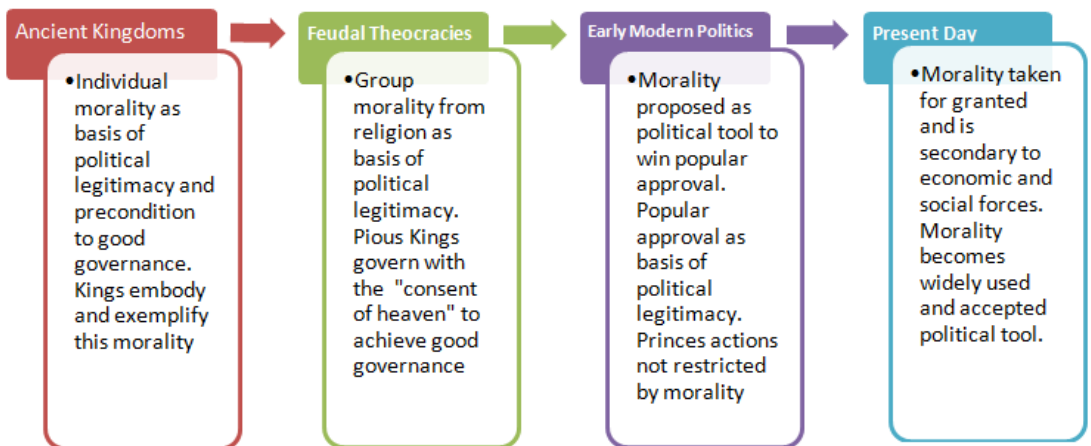


can lead to showing zero tolerance toward corruption, pro-poor, welfare for weaker sections, listening to public grievances, but on negative side political attitude can take shape of regionalism, communalising public to polarise them during election.

Politics and Morality

Morality is an individual characteristic and determines his or her actions. Politics on the other hand belong to the public and it is the *collective opinion of the public which determines the public policy*. It is these policies which ultimately affect public opinion. It is the morality which ultimately underlies all discussions of public policy. Areas which were hitherto morally elusive like foreign affairs, health care, economics, etc. have now joined the traditional moral flash points like abortion, biological research etc.

- Contributions of morality in politics can be extrapolated to ancient beginnings of government. Many rulers of the past established their authority based on the personal charisma, ability, charity etc. All these qualities were considered essential by people to be wise and just. Morality played a vital role in politics of antiquity.
- Moral convictions lead to correct predictions of political engagement. It is the people's attitudes about the political candidates which reflect their strong moral convictions in their voting patterns.
- Moral convictions also determine the level of political activism of individuals.
- Morality's role in modern politics has evolved as morality itself has evolved. Modern politics has definitely put the role of morality under scan and latter has become subordinate to social and economic forces.



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Morality as a Modern Political Divide

- Morality at the centre of current political debates is more social than personal and its considerations are manifested in many social issues like abortion, gay rights, scientific research, health-care etc.
- Morality also provides a known frame which allows all political arguments and concepts to be learnt and understood. This stands in contrast to all social and economic forces which need specialist analysis. Such political arguments are open to all interpretations and misinterpretations. Democracy functions well only if there is a healthy divide of opinions. However, the morality debates in current times lead to excessive conflict which makes it extremely difficult to give rise to and implement sustainable policy solutions. Politics dominated by morality, deal with socio-behavioural norms and moral principles.

Factors affecting Political Attitude

There is a multitude of factors that affect the political attitudes. Some of these are enumerated below:

Religion

Religion is one of the strongest factors that shape a person's moral conviction. Killing cow for Hindus is a sin and that defines the political attitude of a devout Hindu. Same sex marriage is forbid in Christianity and thus a devout Christian will oppose such marriage.

Age

While younger people are more liberal / radical; older people are more conservative. Any political change is generally welcome by young and this is one example of how it affects the political attitudes.

Economic Status

Generally, poor align with communist or socialist political ideology, while rich align with capitalism and free market economic policy.

Residence

Local problems always shape the political attitudes of the people. This is one of the reasons that regional parties do good in state elections.

Family / Gender

Family is another strong factors that shapes the political attitude. Generally, children inherit their attitude from their parents. The environment in family helps build up of their political attitude. Similarly, gender also plays role in shaping the political attitude. Females generally favour a government which promises savings in their household budget.

Race/ Caste/ Society

Racism is one of the most important factors that shapes political attitudes in west. In India, political attitude is heavily influenced by caste factor.

Education



The education, particularly curriculum plays an important role in getting the attitude developed. Most of us have been taught in schools that India is oldest civilization. This may not be correct but little importance is given to Mesopotamia and Middle East. Similarly, most of us were never taught about History of China during our schooling. The world history curricula of the schools in India has deliberately omitted China's history from the syllabus. At the same time, schools in China teach their kids about greatness of Mao's political ideology. It's impression is so deep on their political attitude that most of them don't understand how democracy works.

Media / Social Media

Media plays an important role in shaping our political attitudes. Apart from mainstream media, today, New media provides cheaper and easier ways to influence people's political attitudes. New media includes Internet- and digital-based forms of mass communication, including social media. Many forms of new media have already influenced people to vote, volunteer and give money. For example, the American Red Cross used Twitter to raise a record-breaking \$8 million dollar plus in relief efforts after the 2010 Haiti earthquake. Similarly, the rise of Aam Aadmi Party in Delhi was much due to influence rendered by media and social media on political attitude of the people.

The convenience of new media is the main reason it plays an important role in shaping today's political attitudes. New media is wide-ranging, and offers:

- Immediate connection, which allows protests or political gatherings to be scheduled last minute and widely publicized through tweets or Facebook posts.
- News you can choose, i.e. Internet allows voters to look at the sources and stories that appeal *specifically to them*, while ignoring other points of view.
- Sharing, which allows voters to distribute news themselves, as through 'retweeting' or reposting. When news comes from a friend or trusted colleague, voters are more likely to support the same point of view.
- Liking, which allows voters to simply click a 'thumbs up' in order to publicize their support of a candidate or issue.
- Donating, which better allows multiple donors to give smaller individual amounts to raise large overall totals.

Summary

Political attitude describes the way you think or feel about our government and related social and economic issues. A **political decision** is any choice dealing with government affairs, structure or politics. We make our political decisions based on our political attitudes. The media plays an important role in shaping our political attitudes. Television brought candidates and issues closer to



the voters, and the voters began placing a higher value on the personality and character of candidates and officials. More recently, **new media** provides cheaper and easier ways to influence people's political attitudes. New media includes Internet and digital-based forms of mass communication, including social media, and shapes political attitudes.

Social Influence and Persuasion

Persuasion is symbolic process in which communicators try to convince other people through transmission of a message to change their attitudes or behaviours. Thus, Persuasion is one form of social influence on attitude; in fact it represents the intersection of social thinking and social influence of everyday life.

The key elements of persuasion are:

- Persuasion is symbolic, utilizing words, images, sounds, etc
- It involves a deliberate attempt to influence others.
- Self-persuasion is key. People are not coerced; they are instead free to choose. Coercive techniques are not scientifically proved to be effective.

Methods of transmitting persuasive messages can occur in a variety of ways, including verbally and nonverbally via television, radio, Internet or face-to-face communication.

Persuasive communications have a great impact on our attitudes. Everyday, we come across hundred of advertisements; Television, radio and the Internet all help spread persuasive messages very quickly.

However, success of persuasion depends upon three factors

- Source of message
- Content of message
- Nature of target

Persuaders try to influence our beliefs and attitudes for e.g.: we will vote for them, buy their products, do them favours, or otherwise behave as they want us to. Thus, advertisements are most common kind of persuasion.



Techniques of Persuasion

By appeal to reason:	By appeal to emotion:	Aids to persuasion:	Other techniques:	Coercive techniques
<ul style="list-style-type: none">• Logic• Logical argument• Rhetoric• Scientific evidence• Scientific method	<ul style="list-style-type: none">• Advertising• Faith• Presentation and Imagination• Propaganda• Pity• Seduction• Tradition	<ul style="list-style-type: none">• Body language• Communication skill or Rhetoric• Sales techniques	<ul style="list-style-type: none">• Deception• Hypnosis• Power• Subliminal advertising	<ul style="list-style-type: none">• Brainwashing• Coercive persuasion• Mind control• Torture

Persuasive Communication

Any communication which tends to change, shape and reinforce the responses of another is known as persuasive communication. It is usually targeted at:

Cognition

Persuasion is considered as a potent tool to change individuals' beliefs about an object or issue. This may include attributes, interpretation, definition, outcome etc.

Attitude

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Persuasion is also employed to change individuals' attitude towards an object or an issue. It basically refers to categorisation of an object or the issue as per evaluative dimension which stretches from negative to positive.

Behaviour

Persuasion is also used to change a person's behaviour i.e. the overt actions regarding an object or an issue.

Persuasion stands in contrast to manipulation and propaganda. Where propaganda is the communication of a viewpoint, with the final goal of having the recipient voluntarily accept the position as if it were his own. It thus, comes laden with distinctive features like ideological bent, institutional nature, mass persuasion etc. Manipulation on the other hand, has elements of coercion automatically embedded unlike persuasion which is ethically neutral.

Means of persuasion

Source credibility

This involves two major criteria namely- expertise and trustworthiness. Along with these, likeness, similarity and physical attractiveness also plays a subtle role in influencing source credibility. Source credibility is further enhanced by information on background, formal training, education, legitimacy etc. Furthermore, non-verbal communication cues like facial expressions, formal training, education, personal experience etc. also play a divisive role.



Rational and emotional appeals

A rational appeal makes use of logical arguments and even factual evidence to persuade individuals about the legitimacy and likelihood of attainment of goals. The success of the same depends on the strength and quality of arguments in the message provided that the recipient is able to process the message in the right light. An emotional appeal on the other hand, is framed to arouse emotions of the recipient and make use of the emotions as a means of persuasion. The most commonly used methods is the fear or threat appeal. Latter emphasizes the informational content of the message. Even guilt-appeal is said to be highly persuasive.

Methods of Persuasion

They are also known as persuasion tactics or strategies. Robert Cialdini has earmarked the following cues of influence.

Reciprocity

Reciprocation is considered as a strong tool of persuasion which leads to a sense of obligation. The rule of reciprocity is highly effective and overpowering.

Commitment and Consistency

Both the values are considered highly important as they are a valuable short-cut through the complicated nature of modern existence. If a person makes any commitment, he or she will likely take up all steps to honour that. Likewise, consistency is highly valued in society as it allows a person to make effective decisions and process information accordingly.

Social proof

The behaviour of people surrounding us has a great effect on our thoughts and actions. The 'power of crowd' is considered very important. This becomes utmost effective when there are uncertainties or similarities in a situation.

Liking

This is simple as people usually agree to people whom they like. There are two primary factors which contribute to overall liking. They are: physical attractiveness and similarity of attitudes.

Authority

People always listen to those who are either knowledge or trustworthy. The words of an expert are always taken seriously by everyone concerned as compared to a beginner.

Scarcity

Scarcity is often underestimated by people as a method of persuasion. Anything which is of limited availability is given more importance by people. People want more of you when they cannot have.

Social Influence

This is a condition when a person's thoughts and actions are consciously and unconsciously getting affected by other people and groups. There are many ways and forms in which people get



influenced, viz. Advertising, Coercion, Criticism, Enabling, Ethics, Ethnic values, Interpersonal influences, Mass media, Power, Prejudice, Propaganda, Self-brand, Social approval, Social desirability, Social norms, Social values, Superstitions, Taboos etc.

The effects of these influences can be seen in a number of areas which include conformity, socialisation, peer pressure, obedience, leadership, social change, social control and even social facilitation. As per Herbert Kelman, there are three broad types of social influence. These are:

Compliance

It happens when people agree with others but do not disclose their opinions.

Identification

It happens when people get influenced by someone who is liked and respected. E.g. celebrities, etc.

Internalisation

It happens when a belief or behaviour is completely internalised and agreed to both publicly and personally.

Factors Affecting Social Influence

Factors affecting social influence are:

Charisma

Charisma of a person is the ability to influence people as per one's own will. People who have beauty, riches, good jobs etc. usually wield greater influence on others than ordinary people. All these things instil undying confidence in a person which boosts self-esteem. This is a vital factor in determining the influence one exerts over others.

Reputation

This involves credibility factor in determining social influence. Credibility comes from many reasons like experience, attractiveness etc.

Peer Pressure

In this people tend to do things which they might not be personally interested in, just to maintain positive relationship with other people and even friends.

Emotions

Strong emotions have stronger influences over people.

Social Trends

They are great carriers of social influence especially when they are creative and non-conforming.



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