

Short Answer Questions – I

Q. 1. Elaborate the ABC component of attitude.

[CBSE (AI) 2014]

Ans. The emotional component of an attitude is the affective aspect, the behavioural component is the tendency to act while the cognitive component is the thought component of an attitude. For example, the cognitive component of prejudice, i.e., stereotype is accompanied by dislike or hatred, the affective component which may get translated into discrimination, the behavioural component.

Q. 2. How message characteristics facilitate attitude change.

Ans. The message for attitude change contains a rational appeal or an emotional appeal makes a difference. For example, an advertisement for cooking food in a pressurecooker may point out that this saves cooking gas (rational appeal) or preserves nutrition (emotional appeal).

The motives activated by the message also determine attitude change. For example, drinking milk makes a person healthy, good-looking, more energetic and more successful in one's job.

The mode of spreading the message plays a significant role. Face-to-face transmission of the message is usually more effective than indirect transmission. As for instance, through letters and pamphlets or even through mass media.

Q. 3. State any 3 sources of prejudice.

[CBSE Delhi

2011]

Ans.

- i. **Learning:** Prejudices are learned through association, reward and punishment, observing others, group or cultural norms and exposure to information. Family, reference groups, personal experiences and media play a role in the learning of prejudices. Prejudiced persons show low adjusting capacity, anxiety and feelings of hostility against outgroup.
- ii. **A Strong Social Identity and Ingroup Bias:** Prejudiced individuals who have a strong social identity and have a very positive attitude towards their own group boost this attitude by holding negative attitudes towards other groups.
- iii. **Scapegoating:** The majority group places the blame on a majority outgroup for its social, economic and political problems. Scapegoating is a group-based way of expressing frustration and it often results in negative attitudes or prejudices against the weaker group.

Q. 4. Explain social cognition with the help of suitable examples.

[CBSE Delhi 2016]

Ans. Social cognition refers to all those psychological processes that deal with the gathering and processing of information related to social objects. For example, a teacher's conclusions regarding a student's behavior in school are quite different from his mother's conclusion who observes him at home.

Q. 5. What is attribution? Explain fundamental attribution error and actor-observer effect with the help of an example.

[CBSE (AI) 2012, 2013]

Ans. We assign causes to the behavior shown in specific social situations. This process is called attribution. For example, a person A hit another person B, we may explain the hitting behavior by saying that

- i. A hit B because A is short-tempered person or
- ii. A hit B because B behaved in a nasty way.

There is an overall tendency for people to give greater weightage to internal or dispositional factors than external or situational factors. This is called fundamental attribution error. It varies from culture to culture.

A distinction is made between the attribution that a person makes for his/her positive and negative experiences (actor-role) than the attribution made by another person's positive and negative experiences (observer-role). This is called actor-observer effect. For example, if you get good marks in a test you attribute it to your ability and hard work while if you get bad marks you say that you were unlucky or that the test was difficult.

On the other hand, if your class-mate gets good marks you attribute his/her success to good luck or an easy test and if your class-mate gets bad marks you attribute his/her failure to low ability or lack of effort.

Q. 6. What are the characteristics of pro-social behaviour?

Ans. The characteristics of pro-social behavior are

- i. Aim to benefit or do good to others without expecting anything in return.
- ii. Help others without expecting anything in return.
- iii. To willingly benefit others without any kind of pressure.
- iv. Provide help without any difficulty or any cost.