

Roll No :

Name :

Submitted To :

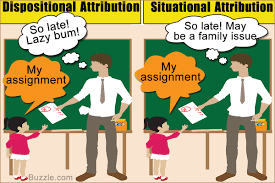
Subject :

Attribution Theory

“Attribution theory is the process how ordinary people explain the causes of behaviour and events” For example, is someone angry because they are bad-tempered or because something bad happened.

**Dispositional attribution:** Dispositional attribution assigns the cause of behaviour to some internal characteristic of a person, rather than to outside forces. For example, we attribute the behaviour of a person to their personality, motives or beliefs.

**Situational attribution:** The process of assigning the cause of behaviour to some situation or event outside a person's control rather than to some internal characteristic. For example when we try to explain our own behaviour we tend to make external attributions, such as situational or environment features.



**Using Attribution affectively**

There are two steps to effective use of attribution

* First, it must be applied in a situation where people are thinking about why things are happening.
* Second, the explanation must be an internal attribution.

**Where is used Attribution theory**

Attribution has been applied to many practical problems, often with great success.  For instace, it has been applied to understanding the causes of depression, and to treating this important mental disorder. such as Society problems Organization, Culture, Politics etc

For example Organizational Behaviour: Role Of Attribution Theory:

In an organization, attribution theory is intended to assist an individual in understanding the causes of human behaviour. Generally this theory is related to perception of a person at work. The purpose of this essay is to discuss about the attribution theory of organizational behaviour. It describes the role of this theory in explaining behaviour at work with the use of examples and evidences. This essay includes various aspects related to organizational behaviour, concept and implication of attribution theory. Furthermore, it will discuss the use and role of this theory in understanding the behaviour or perception of people in the organization.

The attribution theory is a three step process, it includes:

* First, observe the behaviour, whether it is your own behaviour or other person’s behaviour.
* After that, determine that whether the observed behaviour is intentional.
* Last, attribute the observed behaviour.