



# Attitudes

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*Psych 1A – Social Psychology*



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We acknowledge and pay our respects to the Kaurna people,  
the traditional custodians whose ancestral lands we gather on.

We acknowledge the deep feelings of attachment and relationship of the  
Kaurna people to country and we respect and value their past, present  
and ongoing connection to the land and cultural beliefs.

Length: 13m

# Introduction

This presentation discusses attitudes and how they influence behaviour.

## Learning Outcomes:

1. You will understand why attitudes can be important
2. You will understand when attitudes are more likely to influence behaviour

# Components of Attitudes



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Component	Explanation	Example
<b>Cognitive</b>	Beliefs or thoughts about something or someone	Climate change is real and man-made
<b>Affective</b>	Feelings or emotions about something or someone	I am worried about the effects of climate change
<b>Behavioural</b>	Likelihood that you will behave in a certain way towards something or someone	I will try to limit my environmental impact by buying an electric vehicle



# Why Are We Interested in Attitudes?

Attitudes affect the way that we process and think about information.

In certain circumstances, attitudes can strongly influence behaviour. For example:

- What we buy
- Who we vote for
- Who we choose to spend time with

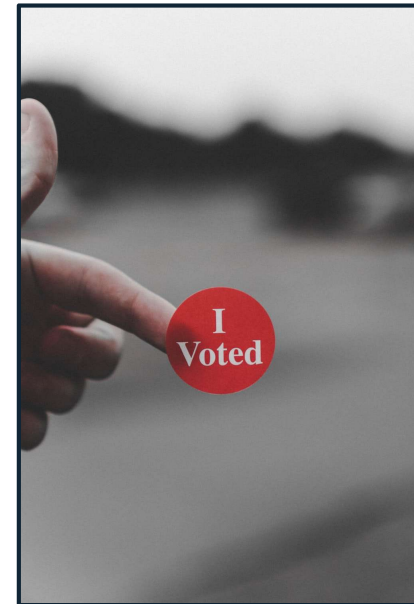


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# LaPiere 1934: Attitudes Don't Always Predict Behaviour

LaPiere travelled around America with a Chinese couple during a period when anti-China sentiment was high, visiting restaurants and hotel/ motels.

- Couple only refused service once, and treated kindly on almost all occasions
- Yet, 6 months later, only 8% of service providers said that they would serve a Chinese couple
- Some issues with LaPiere's study. However, these findings have been replicated.



# When Do Attitudes Predict Behaviour?

Predictor	Explanation
Attitude Strength	<ul style="list-style-type: none"><li>• The stronger our attitude, the more likely we will act accordingly<ul style="list-style-type: none"><li>◦ Intensity</li><li>◦ Importance</li><li>◦ Knowledge</li><li>◦ Accessibility</li></ul></li></ul>
Attitude Origin	<ul style="list-style-type: none"><li>• How we developed an attitude<ul style="list-style-type: none"><li>◦ Social learning</li><li>◦ Direct experience</li></ul></li></ul>
Attitude Specificity	<ul style="list-style-type: none"><li>• Behaviour needs to be specific to the attitude</li></ul>
Situational Norms	<ul style="list-style-type: none"><li>• Is it normative to have a particular attitudes?</li></ul>



# Summary

We have attitudes about lots of things.

- Attitudes can affect how we process social information
- Attitudes are most influential when they translate into behaviour





make  
history.

