

Ethics_SS Class 06

25th June, 2024 at 12:30 PM

DISCUSSION OF LAST CLASS (12:39 PM)

STRATEGIES TO BE ADOPTED TO ADDRESS COGNITIVE AND AFFECTIVE COMPONENT (12:40 PM)

- **1) Knowing the root cause of the development of prejudice.** For example - the image created by the media or cinema with respect to African nationals or prejudice against women is rooted in structures of patriarchy.
- **2) Once the prejudice is developed, efforts should be made to correct it through education, information, and cultural integration.** For example, with respect to North Eastern students, the Bezbaruah committee suggested that sports can be explored to promote cultural integration.
- **3) Facilitate direct communication between different groups.** For example, in order to dilute inter-caste prejudices, one can organize community lunches.
- **4) Discourage the tendency towards negative behavior among the victims of prejudice which reinforces prejudice.**
- **5) De-emphasizing the narrow social identity based on in-group.** In-group is the group from which one chooses their identity. Suppose there is a person X. X lacks self-efficacy meaning that they have low confidence in their ability.
- X belongs to three groups - Gender (male), Caste (A certain caste), and Religion (suppose religion z).
- If X lives in a patriarchal society, he decides to assert their Gender ingroup identity as he is a male. This leads to ingroupism. Ingroupism further leads to a struggle for power/position/authority/resources between the **ingroup and the outgroup**.
- X believes in ingroup heterogeneity but makes the attributional error of Outgroup homogeneity. This means that X believes that all members of his in-group (i.e. all men) are not the same but all members of the outgroup (Suppose women) are the same.
- It is this attributional error which becomes the cause of prejudice.
- **Q. There exist various kinds of prejudices in the context of Indian society. Discuss the factors that have resulted in the formation of those prejudices and enumerate the measures that can be taken to correct those prejudices. (10M/ 150 Words)**
- **Q. "Prejudice is what fools use to reason - Voltaire." What do you mean by the statement? Discuss with examples. (10M/ 150 Words). (Assignment)**

FUNCTIONS OF ATTITUDE (01:13 PM)

- According to Daniel Katz, Attitudes are held as they perform certain functions - For example - need function, knowledge function, ego-defensive function and value expressive function.
- **1) Need Function** - The very basic purpose of the attitude is to maximize reward and minimize punishment. Once the attitude is formed, it continues to satisfy the need, hence, it is also known as a **utilitarian function**.
- **For eg-** X develops a favorable attitude towards risk-taking in their career because it fulfills the need for personal growth, innovation, and desire to achieve higher success levels.
- **Eg** - A person might have a strong attitude towards saving money and being financially responsible, as it fulfills the need for security and stability.
- Hence, to change the attitude, either the need should change or suggest an alternative attitude that can serve the existing need better. *For eg - An individual has a favorable attitude towards reservation as it fulfills the need for income security. Therefore, to change this attitude, we can provide alternative options that can serve the need for income security better (skill development, culture of startup, making agriculture lucrative, etc.)*
- **2) Knowledge Function** - *"Good things happen to good people, so if something bad happens to you, you are a bad person". Many times, one develops an attitude because it helps them understand what is happening around them.*
- This attitude helps the attitude holder to organize and interpret diverse sets of information. Since this attitude helps in understanding events, it is also known as the **understanding function**.
- The knowledge function does not imply that it is providing a factually truthful picture but a picture that enables the individual to understand the cause of the event or complexities of life. For eg - If X holds an attitude valuing fair complexion. It will act as a lens through which they will perceive and interpret information related to skin color.
- *For eg - X has developed an attitude that girls are not good with maths which serves as a framework for understanding the low representation of women in technical fields.*
- For eg - X's belief in the limited pool of talent serves as a framework to understand why despite efforts for equality, stratification still exists in society.
- **For eg** - If X witnesses manual scavenging going on despite the legal and constitutional bans on this practice, he may develop the attitude that members of a certain community are practicing manual scavenging because they have low intelligence and are thus meant to do menial jobs due to this. This knowledge would not be correct but it would help X understand the world around him better.
- Hence, to change the attitude, we need to provide **counter-attitudinal information** sustainably.
- **3) Ego-Defensive function:** This attitude helps us to enhance our self-esteem and defend ourselves against various arrows of life. It is referred to as a prejudiced attitude which we often use to uplift our self-image. This attitude prevents us from acknowledging basic truths about ourselves.
- **For eg-** blame culture, incidences of domestic violence, son of soil theory, etc.
- **Eg** - a person might downplay the health risk associated with smoking because acknowledging those risks might threaten their self-image.
- **Eg** - Some individuals might deny the severity of climate change because accepting the reality would generate feelings of guilt.

- **"We can easily forgive a child who is afraid of the dark but the real tragedy is when men are afraid of the light"**
- **Whataboutism:** When someone is confronted about their actions or actions of the group they identify with, they might respond with "What about?". This could be an attempt to defend their ego by shifting the focus away from their actions.
- This attitude is very difficult to change because it stems from an individual's personality. Hence, to change this attitude, we need to provide a conducive environment where an individual is given unconditional positive regard and agree to lower their defenses.
- Hence, to change this attitude, we need to provide a conducive environment where an individual is given unconditional positive regard and they agree to lower their defenses.
- **4) Value-Expressive function:** This attitude helps to promote our self-esteem or exercise impression management. This attitude helps us to communicate who we are and makes us feel good because we can assert our identity.
- **For eg-** If X is an employer and values freedom, he would express his values of loving freedom by encouraging a flexible work schedule, constructive dissent, and by ensuring participative management.
- **For eg -** Status on social media, quotations on T-shirts, and conduct.
- This attitude can only be changed when either the value system has changed, or an alternative attitude can express the existing value better.

ATTITUDE-BEHAVIOR CONSISTENCY (02:18 PM)

Background

- 'X' disapproves of cheating, and hence will never cheat.
- 'Y' has a prejudiced attitude towards a community and hence will never rent accommodation to them.
- **Corey Study, 1937** - As per the study, it was concluded that whether an individual cheats or not does not depend upon the attitude towards cheating but how poorly one has performed in the exam. Hence, behavior may not always be consistent with the attitude.
- **Lapierre Study, 1934** - The study was meant to establish racial bias concerning Chinese people in America. However, it was concluded that behavior is not always consistent with attitude.

TOPIC FOR NEXT CLASS - FACTORS AFFECTING ATTITUDE BEHAVIOUR CONSISTENCY.