

### COGNITIVE DISSONANCE (12:36 PM)

- The **most influential theory** in social psychology
- Proposed by **Leon Festinger**
- **What is cognitive dissonance?** - **Defined as a situation of emotional/or psychological discomfort due to a discrepancy between thoughts and behavior.**

### Mechanism to Resolve cognitive dissonance (12:44 PM)

- Change the thought
- Change the behavior
- Add more thoughts to justify the behavior
- **Trivialise** the inconsistency
- **Q - Thousands of aspirants come to Delhi for UPSC preparation from every nook and corner of the country. Influenced by the metropolitan culture, some do get addicted to smoking. They have this thought in mind that smoking is injurious to health but still, the behavior of smoking continues. In such a situation, how to resolve the dilemma?**
- **Q. What is the difference between cognitive dissonance and crisis of conscience? Explain by giving an example. (150 Words/ 10 Marks).**

Let's take a situation to understand these all four points -

So if a woman marries to man because she thinks that he is a good person but after marriage he becomes domestic abuser so this creates cognitive dissonance in woman because now she thinks that he is a domestic abuser and she got married (this is her behavior)

How to resolve this cognitive dissonance by using those above points -

-> If she started to think that this is the way of his love. (change the thought)

-> If she gets divorced. (change the behavior)

-> If she thinks that ok man should be like this only i.e. alpha male type. (add more thoughts)

-> If she thinks that he beats me lesser than women who are in my neighborhood. (Trivialising the situation)

### Types of Attitude

Positive +  
negative attitude

Democratic +  
Bureaucratic attitude

Moral and Political  
attitude

### **TYPES OF ATTITUDE (01:07 PM)**

- Attitude can be divided into a) Positive and negative attitude; b) Democratic and Bureaucratic attitude; c) Moral and political attitude.

### **Positive Attitude (01:11 PM)**

- When the attitude of the individual is such that they always focus on the good in other people or situations, events, ideas, etc, it is referred to as a positive attitude.
- **Characteristic features -**
- They have an optimistic approach and always focus on opportunities rather than challenges. Example - Thomas Edison
- They have a problem-solving approach (Dr. Satish Dhawan)
- They can achieve long-term goals since they exhibit the values of patience and perseverance (Nelson Mandela)
- They never blame others for their misery (Sandeep Singh, Arunima Sinha)
- They never give up in situations of adversity (Eg - Mahatma Gandhi)

-> negative attitude is just opposite to above points.

## Democratic and Bureaucratic Attitude (01:28 PM)

Parameters	Bureaucratic	Democratic
<b>Definition</b>	It is defined as an attitude of an individual, where the basis of their decision-making is written rules and regulations	The attitude of individuals is such that they encourage participative decision-making
<b>Characteristic Attributes</b>	Rigid top-down/centralized Objectivity (independent of thought) Impersonality (Independent of emotion) Rule-orientation	Flexible Bottom-up/decentralized Humanistic orientation Fluid communication Participative
<b>Merits</b>	Quick decision making Easy resolution of dilemmas Legitimacy Uniformity Lack of bias Less possibility of favoritism Easy to hold accountable Rationality Precedence for future decision-making	People are the main focal point of decision-making Inclusive decision making Better acceptance and <b>internalization</b> of decisions Better evaluation of decisions due to the scope of constructive feedback More flexible approach Create grounds for innovation More efficiency in case of informed participation
<b>Demerits</b>	Apathy Red Tapism <b>status quoist</b> Blind rationality - over-obsession with rules to the extent of leading to the displacement of goals. One size fits all approach - might lead to policy paralysis <b>Trained incapacity</b> Self-alienation/ prostitution of personality Transfer of responsibility (to the rules) Crisis of conscience	Time-consuming Difficulty in arriving at consensus <b>The problem of uninformed participation</b> Difficult to hold accountability <b>There exists an issue in democratic decision-making where in the name of representing the collective interest, it might promote the elite interest.</b>

✧ Concluding remark of Democratic and Bureaucratic attitude -

- In reality, the blend of two attitudes is the need of the hour.
- 1) While framing the SOP, one can have a bureaucratic attitude however, while applying it, it should be democratic
- 2) In the normal course of events, we can have a democratic attitude, but in case of emergency, it should be bureaucratic.
- 3) With respect to the target audience, if educated and informed, then democratic, else bureaucratic.

## MORAL ATTITUDE (01:56 PM)

- It is defined as the attitude of the individual which is based on moral **conviction** with respect to right and wrong.
- **Features -**
  - It is based on **righteousness**. It denotes -
  - Our belief about morality
  - Our attitude towards **moral lapses**; and
  - Our behavior when confronted with ethical dilemmas.
- **Sources -**
  - Moral attitude is shaped through socialization.
  - Important agencies - family, education, religion, etc.
- **Features of persons with moral attitude -**
  - **Reverence** - Respectful towards others. eg - tolerant of dissent/different opinions; abiding by the provisions of the constitution.
  - **Faithfulness** - Never cheating in any relationships - professional (not taking bribe) or personal (**Infidelity**)
  - **Awareness of responsibility** - Citizens are aware with respect to their duty to vote in elections; Parents are aware with respect to their responsibility to give desirable socialization to children; administrative officials are aware to ensure efficient service delivery
  - **Veracity** - This means observing the truth. E.g. - Especially in the backdrop of fake news, paid news, propaganda, and the post-truth era. **Post-truth** is defined as an era or period where people's opinions are not shaped by facts but by their personal beliefs and emotions.
  - **Goodness** - It broadly encompasses the character of a person consisting of the following qualities. For example - **kindness**, **generosity**, compassion, etc.

compassion = empathy + action

### **POLITICAL ATTITUDE (02:17 PM)**

- The attitude of an individual towards political leaders, political parties, or public issues is referred to as political attitude.
- Political attitude is shaped based on political losses and gains.
- It is the political attitude that determines how individuals choose to behave during elections and respond to policymaking.

### **Factors shaping the political attitude (02:23 PM)**

- The charismatic personality of the leader
- Ideological proximity
- Agencies of socialization - family, friends, colleagues, etc.
- It is also influenced by media specifically social media.
- Influenced by policymaking and the extent to which development is ensured.
- According to **Rajni Kothari**, Indian politics is influenced by two factors - caste and religion.
- Class positioning of the individual. For example - **have-nots** will prefer a welfare government.
- Demographic factor. For example - age. Older populations are less open to change as compared to the younger population.
- With respect to gender, the role of women in Indian politics has increased.
- Election manifestos.
- Increasing the status of the nation on a global platform
- Security concerns
- **Q. Attitude is an important component that goes as input in the development of human beings. How to build a suitable attitude needed for a public servant? (UPSC 2021) (10 M/ 150 Words)**

**TOPIC FOR NEXT CLASS - EMOTIONAL INTELLIGENCE**