

Ethics_SS Class 07

26th June, 2024 at 9:00 AM

BRIEFABOUT THE LAST CLASS (09:02 AM)

ATTITUDE (09:05 AM)

ATTITUDE AND BEHAVIOUR (A-B) CONSISTENCY FACTORS

1. INDIVIDUAL

- A. High on self-monitoring " Log kya kehenge"
- In different situations with people, they act like a different person.
- They are good at adapting to the situation and hence promote **interpersonal harmony**.
- However, many would consider them as fake.
- B. Low on self-monitoring- "Logo kaa kaam hai kehna"
- Their behavior is usually an expression of their true feelings.
- They are rigid and may not be able to present themselves in a **socially desirable manner**.

2. SITUATIONAL FACTOR(09:13 AM)

- Attitude as heuristic.
- When there is information overload and no time to plan or **contemplate the behavior** in such cases we act as per our attitude so A-B consistency is very high.
- For Ex: Brand impact on the Behaviour.
- Band-wagon Effect (Herd Mentality).
- It says if we have an X Attitude and others have a Y attitude we hold those others in very high regard then the possibility of A-B consistency is very low.
- Ex. Obsession with the English language, Voting behavior, Persistence of social evil (Untouchability, Dowry, Child marriage, etc.).
- Attitude Relevance:
- It depends upon the relevance of the attitude object for the attitude holder.
- Ex. The attitude concerning Blood Donation and its consistency with the behavior will depend upon who requires the blood.
- Attitude Specificity (09:38 AM)
- The specific attitude is stronger than the general attitude.
- Ex. Whether a person is religious or how often they visit religious shrines.
- Ex. If one prefers cleanliness or one's opinion regarding the construction of household toilets.
- Attitude Accessibility
- The moment the attitude holder is exposed to the attitude object and if the attitude is immediately accessible then it is strong and consistent with the behavior.
- Ex. Attitude related to social issues can be **positive, Negative, or Ambivalent**.
- Ambivalent Attitude Examples:
- 1. One might enjoy the sensation of smoking but at the same realize it is injurious to health.
- 2. X believes reservation strengthens democracy however, X also believes that its politicization creates conflict in society.

- **How One Has Acquired the Attitude(09:51 AM)**

- If the attitude is due to direct exposure to an Attitude object, then it is a strong attitude.
- Ex. Attitude of victims concerning social evils.

- **Question:**

- Q1. What factors affect the formation of a person's attitude toward social problems? In our society, contrasting attitudes are prevalent in many social problems. What contrasting attitudes do you notice about the caste system in our society? How do you explain the existence of these contrasting attitudes? (10 Marks/150 words).

SOCIAL INFLUENCE (10:14 AM)

BACKGROUND:

- It was during WW-II, that a social psychologist **Carl Hovland**, was recruited by the US defense force to uplift the morale of soldiers to continue fighting against Japanese forces.
- The role he played in **bolstering the morale** of the soldiers made SI an important area of inquiry.

WHAT IS SOCIAL INFLUENCE:

- It is a process through which thoughts, attitudes, and behavior of an individual undergo a change due to interaction with one or more persons through direct/Indirect communication.
- Ex. COVID-19 caller tune; Political slogans during elections;
- Hoardings or Billboards such as speed kills but kill;
- Advertisements related to the injurious impact of smoking in cinema halls;
- Social media influencers through their Vlogs;
- One can socially influence others through their conduct.
- Ex. Following traffic rules.

THEORETICAL PERSPECTIVE:

- According to **French and Raven**- SI can be brought about by the application of social power.
- Rewards power: If you construct household toilets you will be rewarded with 1200/-
- Coercive power: If you defecate or urinate in the open then the fine of 1000/- and 500/- respectively.
- Expert power: Doctors have conveyed that open defecation will increase worm infection which results in child stunting and wasting.
- Referent power: Honorable Prime Minister/ Vidya Balan- SBM/ Amitabh Bachchan for Polio.
- Legitimate Power: BDO Malabika Khatua (Ghatpatila) takes the initiative via children as an agent of change.
- **Question:**
- Q2. What do you mean by social influence? Illustrate how it can be used to ensure the successful implementation of the Swachh Bharat Mission. (10M/150 words).
- Q3. How you can use social influence to ensure the following? (30 Marks)
- A. Promoting girl education. (10M/150 words).
- B. Family planning (10M/150 words).
- C. Prohibition of child marriage. (10M/150 words).

MECHANISM THROUGH WHICH SI IS MANIFESTED(10:47 AM)

CONFORMITY:

- Group Influence in Action
- **What is conformity?**
- It is a type of SI where an individual agrees to change both attitude and behavior to fall in line with existing norms.
- **Why do people conform?**
- 1. Normative SI:
- People need to be liked by those whose acceptance we desire.
- The more is the importance of the group, the more is the adherence to the norms.
- Conformity is ensured because there is fear of being rejected.
- For Ex. Participating in **cancel culture** on social media; the presence of a culture of ragging and juvenile Delinquency.
- 2. Informational SI:
- To be correct in one's own judgment people conform to the group.
- The more one is uncertain or lacks expertise the more they tends to go with the group.
- Ex. Vaccine Hesitancy, Historical Importance.
- **What are the factors affecting conformity?**
- Numerical strength of the group.
- Unanimity among the group.
- Ideological similarity with the group.

COMPLIANCE (11:10 AM)

- Making a Request
- **What is compliance?**
- It is technically changing the behavior without changing the attitude.
- Ex. The Individual agrees to change their behavior because of the satisfaction they derived due to acceptance of the request.
- **Principles of compliance?**
- As per **Robert Caldeni**, principles are
- 1. Liking friendship:
- We comply with the requests of those whom we like.
- Ex. Sports person endorsing any Brand; Salespeople often try to establish a friendly rapport with customers because people are more likely to buy from someone they like.
- 2. Commitment and consistency
- Once we are committed to our position we are more willing to comply with a request that is consistent with the commitment.
- Ex. If someone publically pledges to support a charity, they are more likely to follow through with donations to maintain consistency with their commitment.
- 3. Reciprocity:
- We comply with the request if someone has complied with the favor.
- Ex. Political declaring Job/Vacancy before the election.
- 4. Social Validation:
- We comply with the request for the action if the action is consistence with what we believe people similar to us are doing.
- Ex. Coaching institute displaying the testimonials from selected candidates to influence aspirants; to pursue a certain career based on social validation.
- 5. Scarcity:
- People tend to secure scarce opportunities, **the FOMO** causes people to take action.
- Ex. "Only 10 items are left at this price", can create a sense of urgency and encourage people to make the purchase.
- 6. Authority:
- We show a willingness to comply with a request from someone who has **legitimate authority**.
- Ex. Doctors' recommendation carries more weight or a person in uniform, etc.
- **Question:**
- Q4. What do you mean by social influence and how can you use it to convince the youth to become job generators rather than job seekers?

TOPIC FOR NEXT CLASS: SOCIAL INFLUENCE CONTINUE