

Where did attitude comes from?

- cognitive sources – I believe
- affective sources – I am scared ...
 - evaluative conditioning:
 - * association with positive/negative events
 - mere exposure:
 - * repeated contact increases liking
 - * more numbers of classes attended by target, more liking for the target
- behavioral sources – if xxxx, I will do something
 - we pay attention to other's attitudes to predict their behavior
 - we are good at finding reasons for what we do but not very good at doing what we find reasons for

Do attitudes predict behaviour

- attitudes do not predict behavior
 - quit smoking is good, does not predict we are actually quitting smoking
 - donating is good, does not predict we donate regularly
 - prison experiment
 - moral hypocrisy
 - * 95% believed assigning dull task to self and appealing task to other participant was the most moral thing to do (when under surveillance)
 - * 80% assigned appealing task to self (when no one is looking at them)

When do attitudes predict behaviour

- attitudes determine behaviour under specific circumstances
 - social influences on attitudes are minimized

- other influences on behaviour are minimized
 - * principle of aggregation: attitudes determine averaged or aggregated behaviour – quantify behaviour over time
- specific attitude corresponds closely to specific behaviour
 - * ask value fitness VS ask go to gym 3 times a week
- Attitude is potent
 - * thinking about specific attitudes (being self-conscious) predicts behaviour
 - * mirror leads more self-conscious, decreases stealing behaviour

Self-presentation theory

- behave a certain way to make a good impression on others, then express attitudes that match those actions
- we strategically express attitudes to make them appear consistent with our behaviour
 - long engagements
 - work probation
- implications
 - when people only behave a certain way to make a good impression on others, their attitudes will not change at all

cognitive dissonance(不一致) theory

- we change our attitudes to justify our actions, in order to reduce discomfort
- choice between two attractive options produces dissonance
- the tension that arises when one is simultaneously aware of two conflicting cognitions
 - feel uncomfortable
 - we are motivated to change sth in order to make that feeling go away
- when we cannot take back the behavior, we will change the attitudes
 - Festinger & Carlsmith (\$1 vs \$20)

- * when paid with \$20, ps thinks it is a interesting task, bc they do what they paid
 - * when paid with \$1, ps thinks it is a interesting experiment, with \$1 paid and boring task, I must really enjoy it.
- hazing: conflicting thoughts
 - ps does not like experimenter but still eat a fried grasshopper → believes they are good food sources
 - * ps think they do not have enough justification and still eat a fried grasshopper → experience high dissonance → more likely to change their attitude
 - ps like experimenter and eat a fried grasshopper → more likely do not change their attitudes
 - given choices → more likely to rely on their attitudes → cognitive dissonance
- did unpleasant task for unpleasant person (inconsistent with attitudes, with insufficient justification) → high cognitive dissonance → later rates task more positively (changes to be more consistent with behaviour)
- dissonance reduction strongest when people feel they have choice over their behaviour
- we reduce the dissonance by
 - derogating the one we did not choose
 - boosting the one we did choose
- the paradox of choice
 - we like to have choices but we do not like to have too man choices (too many choices → greater cognitive dissonance)

Self-perception theory: attitude formation

- we observe our own behaviour to figure out our attitude
- when unsure, we infer our attitudes and feelings based on observations of our behaviour(e.g. smiling - good impression)

- behaviour freely chosen
- initial ambiguity of attitude/feeling
- saying is believing
 - ps liked people more often when they would be previously told to say "likeable"

Misattribution of Arousal(性兴奋)

- people make mistakes about why they feel the way they do

Foot-in-door-phenomena

- then tendency for people who have first agreed to a small request to comply later with a larger request

Reading

- Hateful attitudes spawn violent behaviour.
- changing people' s attitudes hardly affects their behaviour
- favourable or unfavourable evaluative reactions toward something rooted in beliefs and exhibited in feelings and inclinations to act

When Attitudes Predict Behaviour

- when these other influences on what we say are minimal
 - social psychologists never get a direct reading on attitudes
 - **Implicit Association Test (IAT)** uses reaction times to measure how quickly people associate concepts
 - * Implicit biases are pervasive.
 - * People differ in implicit bias.
 - * People are often unaware of their implicit biases.
 - both explicit (self-report) and implicit attitudes do help predict people' s behaviours and judgments
 - implicit attitudes often being the better predictor of behaviour

- IAT is not reliable enough for use in assessing and comparing individuals
- “dual processing” capacity for both controlled (deliberate, conscious, explicit) and automatic (effortless, habitual, implicit) thinking.
- when these other influences are minimal
 - * social influences can be enormous—enormous enough to induce people to violate their deepest convictions.
 - * religious attitudes predict quite well the total quantity of religious behaviours over time
 - * principle of aggregation: The effects of an attitude on behaviour become more apparent when we look at a person’ s aggregate or average behaviour rather than at isolated acts
- When attitudes specific to behaviour are examined (when the attitude is specifically relevant to the observed behaviour)
 - theory of planned behaviour: people’ s intended behaviours and their perceived self-efficacy and control
 - relevant attitudes do predict intended and actual behaviour
 - * attitudes toward condoms strongly predict condom use
- when the attitude is potent
 - Bringing attitudes to mind
 - * people who take a few moments to review their past behaviour express attitudes that better predict their future behaviour
 - * Self-conscious people usually are in touch with their attitudes
 - * focus on their inner convictions: having them act in front of a mirror to make them more self-conscious
 - Forging strong attitudes through experience
 - * When attitudes are forged by experience, not just by hearsay, they are more accessible, more enduring, and more likely to guide actions
 - *

When Does Our Behaviour Affect Our Attitudes

- role-playing:
 - Each social position is defined by a set of prescribed norms for behaviour
 - Our actions depend not only on the social situation but also on our dispositions.
 - Gender Roles
 - * girls have been shown using household objects (such as a broom, a sewing needle, or pots and pans) four times more often than boys have, and boys have been shown using production objects (such as a pitchfork, a plough, or a gun) five times more often than girls have
 - *
- When Saying Becomes Believing:
 - People often adapt what they say to please their listeners.
 - to tell people good news than bad, and they adjust their message toward the listener' s position
 - it seems that we are prone to adjust our messages to our listeners and, having done so, to believe the altered message.
- The Foot-in-the-Door Phenomenon
 - if you want people to do a big favour for you, one technique is to get them to do a small favour first.
 - when people commit themselves to public behaviours and perceive these acts to be their own doing, they come to believe more strongly in what they have done
- Low-Ball Technique
 - A harmless initial commitment often moves us toward a larger commitment
 - After the customer agrees to buy a new car because of its bargain price and begins completing the sales forms, the salesperson removes the price advantage by charging for options the customer thought were included or by checking with a boss who disallows the deal because “we’ d be losing money.”

- Door-in-the-Face Technique
 - the tendency for people who have first declined a large request to comply with a subsequent, but smaller, request
 - We feel bad about saying no at first so we say yes to the second request to “be nice.”
 - the door-in-the-face technique can work even better when we are motivated to reciprocate
- Immoral and Moral Acts
 - An early (seemingly innocuous) negative behaviour can make it easier for us to perform a worse act later
 - The more one harms another and adjusts one’s attitudes, the easier harm-doing becomes.
 - Character, it is said, is reflected in what we do when we think no one is looking.
 - if we legislate moral action, we can, under the right conditions, indirectly affect heartfelt attitudes
 - under the right conditions, people’s attitudes follow their behaviours even when these behaviours are required.
- Social movement
 - political socialization can have a strong influence on people’s behaviour
 - Political rituals, such as singing the national anthem, use public conformity to build a private belief in patriotism

Self-Presentation: Impression Management

- for strategic reasons, we express attitudes that make us appear consistent
- We see making a good impression as a way to gain social and material rewards, to feel better about ourselves, even to become more secure in our social identities

Self-Justification: Cognitive Dissonance

- our attitudes change because we are motivated to maintain consistency among our cognitions
- that to reduce discomfort, we justify our actions to ourselves
- **Insufficient justification**
 - \$1 vs \$20
 - attitudes-follow-behaviour effect was strongest when people felt some choice and when their actions had foreseeable consequences
 - When the essay argues something they don't believe in—say, a tuition increase—the underpaid writers begin to feel somewhat greater sympathy with the policy.
 - advocating a policy favourable to another race may improve your attitudes not only toward the policy but toward the race.
 - Feeling responsible for statements you have made, you will now believe them more strongly.
 - Attitudes follow behaviours for which we feel some responsibility.
- **Dissonance after decisions**
 - we usually reduce dissonance by upgrading the chosen alternative and downgrading the unchosen option.
 - deciding-becomes-believing effect can breed overconfidence
 - Making such a decision is one way we express ourselves, and once we make such a decision we are motivated to bolster our attitudes
 - Our preferences influence our decisions, which then sharpen our preferences.
 - * choices-influence-preferences effect occurs even after people press a button to choose what they think is a subliminally presented vacation alternative
- **Culture and cognitive dissonance**
 - Canadians protected their individualistic self-concepts by seeing their choices as good choices.
 - rated the CDs the same regardless of what choice they had made.

- culture can shape the experience of cognitive dissonance
 - * Canadian students justified the choices they made for themselves but not the choices they made for their friends; Japanese students, on the other hand, justified the choices they made for their friends but not the choices they made for themselves.

Self-Perception

- Self-perception theory (proposed by Daryl Bem, 1972) assumes that we make similar inferences(推断) when we observe our own behaviour
- Behaviour can modify self-concept.
- Expressions and attitude
 - make a smiling face felt happier and found cartoons more humorous.
 - Our movements can also influence our attitudes (head movement vertical/horizontal)
 - Postures also affect performance
 - * arms-folded posture with determination and persistence
- Overjustification and intrinsic motivations
 - the smallest incentive that will get people to do something is usually the most effective in getting them to like the activity and keep on doing it.
 - When external inducements(引诱) are insufficient to justify our behaviour, we reduce dissonance by internally justifying the behaviour.
 - unnecessary rewards sometimes have a hidden cost
 - * overjustification effect: Rewarding people for doing what they already enjoy may lead them to attribute their doing it to the reward, thus undermining their self-perception that they do it because they like it.
 - * Rewards that seek to control people and lead them to believe it was the reward that caused their effort diminish the intrinsic appeal of an enjoyable task

Comparing the Theories

- when our attitudes are weak to begin with, we will use our behaviour and its circumstances as a clue to those attitudes
- feeling aroused is a central part of the experience of cognitive dissonance and that people must attribute this arousal to their own actions before they engage in self-justifying attitude change.
- self-affirmation theory, such acts are embarrassing
- People with secure and stable high self-esteem also engage in less self-justification
- with their self-concepts secure, people feel much less need to justify their acts
- Self-affirming also seems to help people let down their guard and pay attention to health messages

summary

- When taking on a role, our actions in that role often shape our attitudes.
- When we state a belief (even if we do not initially believe it), our words often shape our attitudes.
- When we engage in small actions inconsistent with our attitudes, these small actions can lead to larger actions that can dramatically shape our attitudes and behaviour.
- When we engage in moral or evil acts, these actions can powerfully shape our attitudes.
- When we participate in social movements, our actions can profoundly shape our attitudes.