

unit 1

Mental process

Mental processes

Concept of mental (Cognition) processes:

- It refers to the process through which information coming from the sense is transformed, reduced, elaborated, recovered and used.
- Cognitive process are, thus, the mental process involved in knowing about the world.
- Mental process cover all the things that human mind can do naturally. Common mental processes include memory, emotion, perception, imagination, thinking and reasoning.
- Mental process involve;
 1. Selection of information
 2. Making change in the selection information
 3. Association of items of information with each other
 4. Elaboration of information in thought.
 5. Storage of information in memory, when needed.
 6. Recovery of stored information

Variables in Mental Process

1. Belief:

- Belief is something that is accepted, considered to be true.
- Belief is psychological foundation of people. Belief is cognition about the characteristics of objective.
- A person's beliefs are influenced by a wide variety of factors like: self esteem, past experience, actual situation, personality, communication from others

Features of beliefs:

- An internal feeling: something is true even though that belief may be unproven
- Involuntary responses (like digestion, heartbeat, eye blinking, choking-breathing problem) voluntary-ride a bike, going to college
- Determines action and purpose: the strengths of different belief and purposes determine our actions in order to achieve our purposes
- It is an attitude: about the world which can be either true or false
- It is stronger than other elements: it is very difficult to change beliefs as compared to attitudes, values and needs.

2. Attitudes: (my attitude is based on how you treat me)
- Attitude can be defined as the way in which a person views and evaluates something or someone, a tendency to respond positively or negatively toward a certain idea, object, person, or situation
 - Attitudes are stable and take long time to change. It affect individual's behavior.
 - It is also cognitive element, it always remains inside a person.
 - Parents, friends, society, media strongly influence attitude formation

Features of attitudes:

- Attitude contains an object: it can be a thing, person, idea or a situation. It expressed in the form of like/dislike, favored/disfavored and negative or positive
- Attitude are learnt: it is not an in born phenomenon, they are learned through social interactions
- Relatively stable in nature: attitude is relatively stable and take long time to change.
- It influence behavior: a positive attitude towards an object will influence our behavior favorably and vice versa.

Components of attitude:

- An emotional components (feeling, sentiments, moods and emotion about some person, idea, event or object)
- A cognitive component (beliefs, opinions, knowledge or information held by the individual)
- A behavioral component: (the tendency to act on a favorable or unfavorable evaluation of something).

3. Values:

- Values are evaluative standards that help us define what is wrong or right/good or bad.
- Everyone of us has a varieties of value system which guides our action and behavior.
- Values generally identify a person's ethical/moral structure on which the concept of good or bad and right or wrong is based.
- Eg- some people value money, some people say morals are important
- Where did value come?- parents, friends, teachers, national culture and environmental influences.
- The basic value (genetically) remain relatively stable and longer lasting but the remaining values change easily and quickly.

- Types of value: Milton Rokeach, identified two basic types of values.
 1. Terminal Values: it represent the desirable end-state of existence, the goals an individual would like to achieve during his/her life time. Like happiness, self respect, equality, inner peace, freedom, prosperity etc. pg 24
 2. Instrumental values: it reflect the way to achieving goals. (desired way of behaving) like being cheerful or help full.

4. Needs:

- Need produce a certain behavior and influence individual motivation in organization.
- Unsatisfied needs give rise to tension and one individual engages in behavior to satisfy needs for tension reduction.
- The actual process of motivation starts with the identification of needs.
- The stronger the needs we have, the more we are motivated to fulfill these needs.

Features of needs:

- Human wants are unlimited
- A particular need is satisfiable (not always)
- They are complementary: felt together like ink and pen
- They are competitive: different needs compete among themselves

Types of needs:

- Primary need: basic need include food, shelter, water, sleep
- Secondary need: are social and psychological needs, like self esteem, belongingness and affection, power, autonomy etc.

5. Motives :

- Needs or desires that energize your behavior
- A motive is a person's reason for choosing one behavior from among several choices. Like if need for water (thirsty) choice may be water, juice, cold drinks,
- Motives are unsatisfied needs.
- Motives are derived from needs.
- Motives are internal drives in an individual.

Types of motives

- Primary motive (biological motive): hunger, pain, thirst, sleep
- Secondary motive (social motive): achievement, freedom, security, status etc.

6. Behavior:

- Behavior is result of motivation. They differ from individual to individual and also change over time.
- Human behavior can be observed and studied.
- It is output variable. It have many input variable such as goals, belief, attitude, value, emotions, needs etc.
- If employees' needs, feelings and expectation are not satisfied, they may show problematic behavior towards organization.
- Types of behavior:
 - Overt (exposed) behavior: walking, reading, speaking, crying, laughing
 - Covert (hidden) behavior: feeling, thinking, dreaming, hunger, digestion etc.
 - Genetically inherited behavior: transformed through genetically process as a gift like, over or under intelligence, aggressiveness or excited ness etc.
 - Socially acquired behavior: mode of dress-up, choice of food, the way we eat and some unwanted habits.
 - Formal behavior: behavior is based on certain developed principles are called formal behavior.
 - Informal behavior: it does not follow any given rules. They are free in nature like joking with friends, angry with them, fighting, playing

7. Emotion:

- Emotions are reactions to a person (seeing a child studying make feel good) or event (dealing with a rude client may make a sales person feel frustrated)
- Emotion has a psychological origin but it affects or disturbs physiological system.
- Usually emotion and behavior are closely related to bodily changes.
- We show our emotion when we are happy about something, angry at someone, afraid of something.
- Features of emotion:
 - Caused by specific events
 - Universal in nature
 - In differ from individual to individual
 - It disturbs the physical and psychological state of individual
 - Behavioral expression

8. Cognitive dissonance (difference):

- It is an uncomfortable feeling caused by two conflicting or different ideas simultaneously.
- It is the mental stress or discomfort experienced by an individual who holds two or more contradictory beliefs, ideas at the same time.
- For example, when people smoke and they know that smoking causes cancer.
- It is concern with intra-personal conflicts.

THE SCIENCE OF COGNITIVE DISSONANCE

and how to use it to your advantage

