



Values and Attitude



Value Attitude

- Difference between attitude and Values
- Read each of the following statements and without discussing it, give your response whether you 'agree' or 'disagree' with it
- Every one deserves the right to an education



Question?

Would you continue working if you won a large amount of money in a lottery? Give a proper rationale for your answer



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- ▶ Gaining an education is important
 - ▶ Being educated means that you have knowledge and understanding about the world
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- ▶ Every week day morning I jumped out of the bed and think....."Yippee! Classes Again!!!
- ▶ I am always sad when it is the end of the school/ College/ Institute
- ▶ On Friday afternoons I feel miserable because there is no classes for two days.

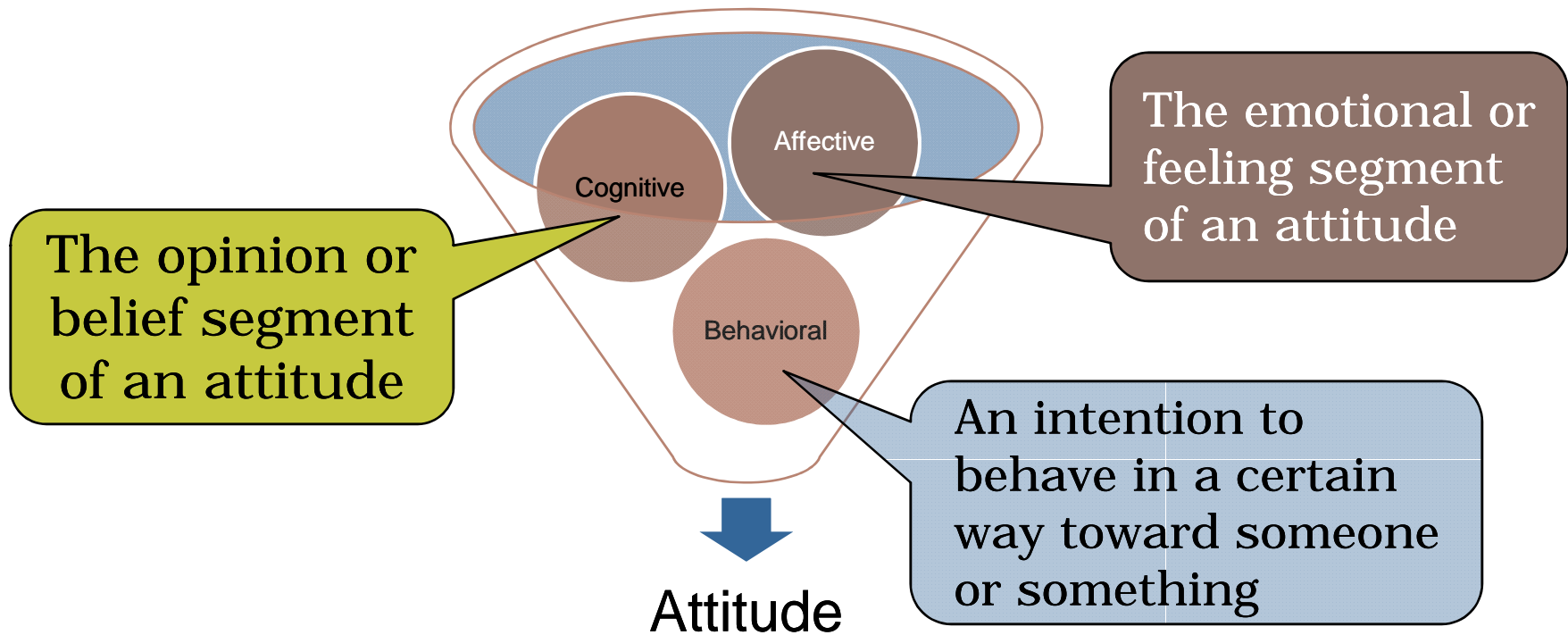


Attitude

- ▶ Stable evaluative tendency to respond consistently to some specific object, situation, person, or category of people
- ▶ Attitudes are tendencies to respond to the target of the attitude
- ▶ Attitudes often influence our behaviour toward some object, situation, person, or group.
- ▶ Attitudes are a function of what we think and what we feel
 - ▶ Belief + Value = Attitude > Behaviour



Components of Attitude



Function of Attitudes

- ▶ **Katz (1960)**
 - ▶ Knowledge function: understand people and events
 - ▶ Instrumentality (means to an end or a goal)
 - ▶ Ego-defense (protects ones own self-esteem)
 - ▶ Value-expressiveness (allow people to display those values that uniquely identify and define them).



Does Behavior Always Follow from Attitudes?

- ▶ Leon Festinger – No, the reverse is sometimes true!
 - ▶ Cognitive Dissonance: Any incompatibility between two or more attitudes or between behavior and attitudes
 - ▶ Individuals seek to reduce this uncomfortable gap, or dissonance, to reach stability and consistency
 - ▶ Consistency is achieved by changing the attitudes, modifying the behaviors, or through rationalization
 - ▶ Desire to reduce dissonance depends on:
 - ▶ Importance of elements
 - ▶ Degree of individual influence
 - ▶ Rewards involved in dissonance
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