

attitudes

Attitude


APA dictionary of psychology

- A relatively enduring and general evaluation of an object, person, group, issue, or concept on a dimension ranging from negative to positive.
- Attitudes provide summary evaluations of target objects and are often assumed to be derived from specific beliefs, emotions, and past behaviors associated with those objects.
- Meaning: a set of emotions (affective component), thoughts and beliefs (cognitive component) toward a particular object, person, thing, or event.


Why do we care about this?

Glasman, L. R., & Albarracín, D. (2006). Forming Attitudes That Predict Future Behavior: A Meta-Analysis of the Attitude–Behavior Relation. *Psychological Bulletin*, 132(5), 778–822.


- Messaging that reports benefits of a new vaccine might suggest that the vaccine is critical
- Therefore, such messaging could increase the probability that people will receive the vaccine
- Do pro-vaccine attitudes guarantee that people will choose receive the vaccine?




STIL SPØRGSMÅL om AstraZeneca.
Hvorfor skrotes vaccinen ikke allerede nu?




INDLAND | 20. MAR KL 20:38
Ny mistanke mod AstraZeneca skaber bekymring: 32-årige Emma er nervøs for at få andet stik




Norsk lægeformand: Tillid til AstraZenecas vaccine forsvinder



Norsk lægeformand: Tillid til AstraZenecas vaccine er væk



UDLAND | I DAG KL 18:17
Vaccinekonflikt med Storbritannien spidser til: Regeringen kræver, at briterne sender vacciner til EU



LIGETIL PÅ TEGNSPROG | 19. MAR KL 14:04
AstraZeneca fortsat på pause i Danmark

Research questions in the field

- How are attitudes formed?
- How are attitudes changed?
- Are attitudes good predictors of behavior? → not always; for example, people who hate needles might still donate blood. So, under what conditions do attitudes predict behavior?
 - Attitude-behavior consistency: the degree to which people's opinions predict their actions

Attitudes

- Attitudes are *evaluations*. They convey how we orient ourselves to some object (*referent*).
 - *Effortful* – attitude is only activated when a referent is focused upon
 - This effort can be minimal – attitudes can be activated and can function automatically
 - *Enduring* – attitudes can change, but they are considered to be an expression of a largely stable body of knowledge or experience
 - *Dimension of judgment* – good/bad etc.

Referents

- Referents might be tangible (e.g., broccoli) or abstract (e.g., equality)
- When the referent is important to the person, the evaluation of the object produces an affective reaction in that person

Social aspects of attitudes? → we talk about individuals' attitudes, but what role does the social structure play in formation, maintenance, and activation of attitudes?

How are attitudes organized? (1)

- Accessibility: the ease with which a particular attitude might be retrieved from memory, usually operationalized as the speed with which the attitude can be accessed → affected by *strength* of attitude and priming context
 - Availability: an attitude is available if it exists in a person's cognitive structure
- Activation: “turning on” the attitude; not all attitudes are active at the same time
 - Automatic/implicit: operates unconsciously, without intent, cannot be stopped/controlled consciously, and/or operates efficiently (frees up cognitive resources)
 - Automatic does not mean unchangeable

IAT

• <https://implicit.harvard.edu/implicit/index.jsp>

Task 1 (practice):

Black White

Aaliyah

Task 2 (practice):

Pleasant Unpleasant

Suffering

Press E to classify as Pleasant
or I to classify as Unpleasant

Tasks 3 and 4 (data collection):

Black/ White/

Pleasant Unpleasant

Happiness

Press E to classify as Black or Pleasant
or I to classify as White or Unpleasant

Task 5 (practice):

White Black

Eminem

Press E to classify as White
or I to classify as Black

Tasks 6 and 7 (data collection):

White/ Black/

Pleasant Unpleasant

Shanice

Press E to classify as White or Pleasant
or I to classify as Black or Unpleasant

Example of a typical IAT procedure

Sexuality IAT

Sexuality ('Gay - Straight' IAT). This IAT requires the ability to distinguish words and symbols representing gay and straight people. It often reveals an automatic preference for straight relative to gay people.

Weapons IAT

Weapons ('Weapons - Harmless Objects' IAT). This IAT requires the ability to recognize White and Black faces, and images of weapons or harmless objects.

Weight IAT

Weight ('Fat - Thin' IAT). This IAT requires the ability to distinguish faces of people who are obese and people who are thin. It often reveals an automatic preference for thin people relative to fat people.

Religion IAT

Religion ('Religions' IAT). This IAT requires some familiarity with religious terms from various world religions.

Gender-Career IAT

Gender - Career. This IAT often reveals a relative link between family and females and between career and males.

Gender-Science IAT

Gender - Science. This IAT often reveals a relative link between liberal arts and females and between science and males.

Asian IAT

Asian American ('Asian - European American' IAT). This IAT requires the ability to recognize White and Asian-American faces, and images of places that are either American or Foreign in origin.

Skin-tone IAT

Skin-tone ('Light Skin - Dark Skin' IAT). This IAT requires the ability to recognize light and dark-skinned faces. It often reveals an automatic preference for light-skin relative to dark-skin.

Arab-Muslim IAT

Arab-Muslim ('Arab Muslim - Other People' IAT). This IAT requires the ability to distinguish names that are likely to belong to Arab-Muslims versus people of other nationalities or religions.

Age IAT

Age ('Young - Old' IAT). This IAT requires the ability to distinguish old from young faces. This test often indicates that Americans have automatic preference for young over old.

Disability IAT

Disability ('Disabled - Abled' IAT). This IAT requires the ability to recognize symbols representing abled and disabled individuals.

Presidents IAT

Presidents ('Presidential Popularity' IAT). This IAT requires the ability to recognize photos of Joseph Biden and one or more previous presidents.

Transgender IAT

Transgender ('Transgender People - Cisgender People' IAT). This IAT requires the ability to distinguish photos of transgender celebrity faces from photos of cisgender celebrity faces.

Race IAT

Race ('Black - White' IAT). This IAT requires the ability to distinguish faces of European and African origin. It indicates that most Americans have an automatic preference for white over black.

Implicit Associations Tests (IAT)

- If we may hold attitudes that we are unaware of, or if our automatic attitudes are possibly different from those attitudes that we are willing to consciously admit to, then... what is our “true” attitude?

How are attitudes organized? (2)

- Possibility of ambivalence: it is possible to have both negative and positive attitudes towards the same referent → complex targets, many mixed interactions
 - Research problem: maybe we need to rethink traditional measurements of attitudes, such as bipolar scales (good-bad, pleasant-unpleasant, etc.)?
 - Mid-point on those scales: ambivalence or indifference?

How satisfied are you with *

	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
Purchase	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Company Overall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

downloaded from <https://akaszowska.github.io/>

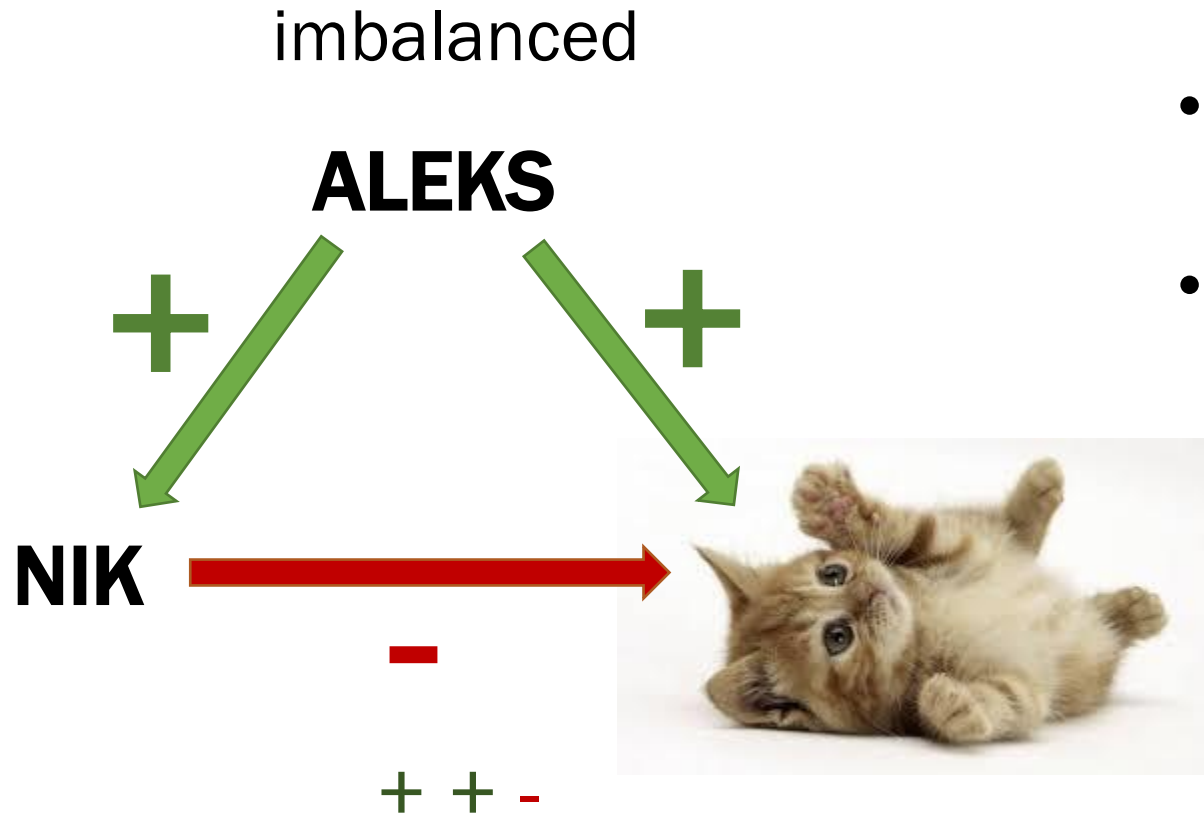
Attitude change: Balance theory

Heider, F. (1958). The psychology of interpersonal relations. John Wiley & Sons Inc.

- People try to maintain consistent attitude systems, which requires cognitive consistency
 - Things must be logical and systematic in our attitudes

Attitude change: Balance theory

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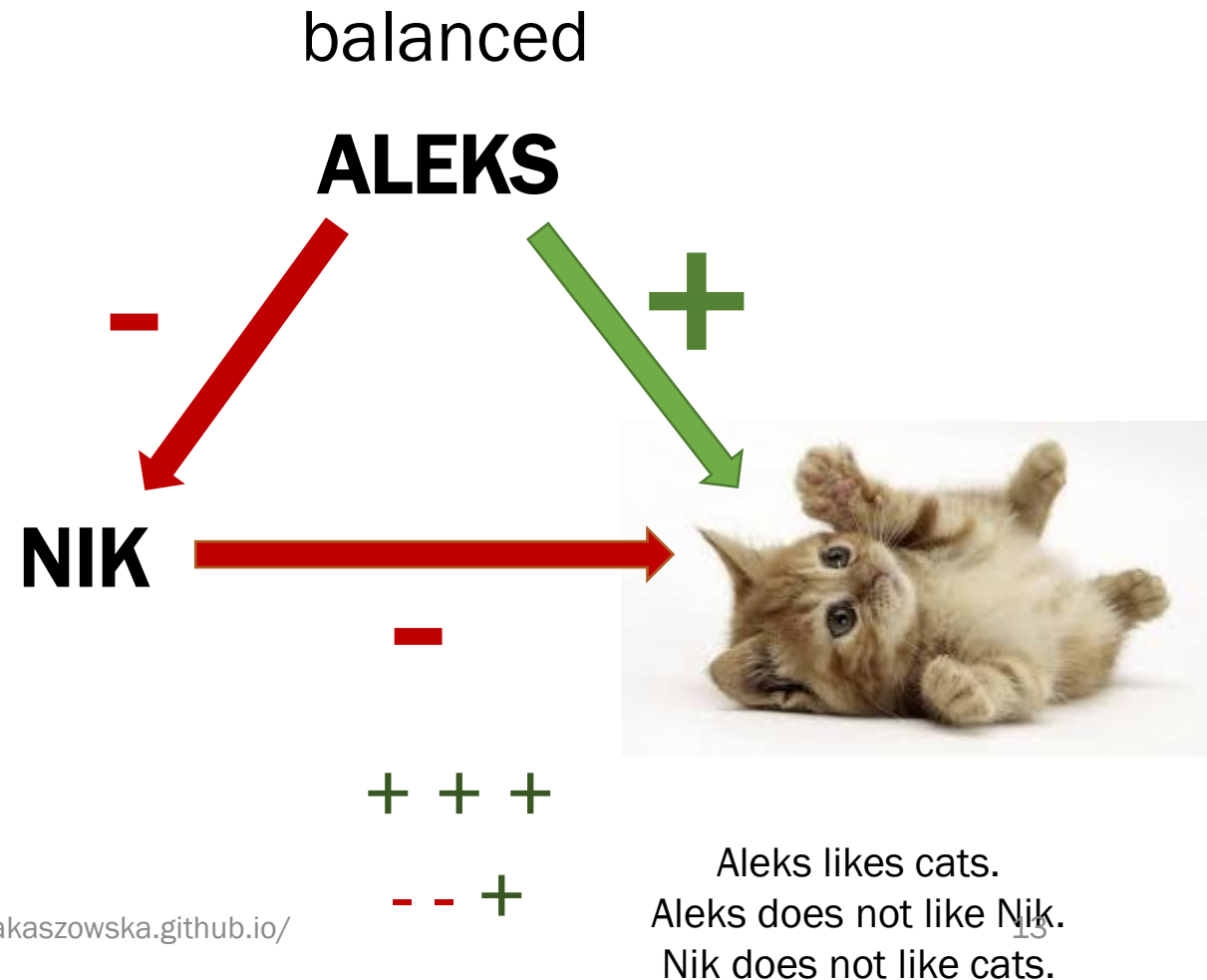


- Current situation: Aleks likes cats. Aleks likes Nik. Nik does not like cats.
- Two positive links and one negative links result in a cognitive imbalance, thus resulting in cognitive dissonance
 - We must somehow correct the imbalance: most likely, by changing attitudes

Attitude change: Balance theory

Heider, F. (1958). The psychology of interpersonal relations. John Wiley & Sons Inc.

- A balance requires three positive links, or two negatives with one positive.
- To balance the system, Aleks will change her opinion about Nik to preserve her positive attitude towards cats.
 - Alternatively, she could change her opinion on cats to preserve her attitude towards Nik.



Attitude change: Balance theory

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- People try to maintain consistent attitude systems, which requires cognitive consistency
 - Things must be logical and systematic in our attitudes
- What does this mean in practice?
 - Celebrity endorsements affect consumers' attitude towards products
 - If a person likes a celebrity and perceives (due to the endorsement) that said celebrity likes a product, the person will tend to like the product more in order to achieve balance
 - However, if a person already had a dislike for the product endorsed by a celebrity, they might begin disliking the celebrity
 - Balance theory can explain why holding the same negative attitudes of others promotes closeness (“the enemy of my enemy is my friend”)

Applications for design?

- Identify factors that increase the behavioral impact of the attitudes:
 - Motivation of possible users, evaluative implications of behavior, situational factors that typically influence behavior I want to promote
 - Present unambiguous information about the object, increase motivation, increase focus on behavior being promoted
- To induce behaviors linked to a positive experience:
 - Expose users to that positive experience – so that they realize it's pleasant and are more hedonically motivated to behave in a certain way
 - Remember: importance of positive initial experiences in habit formation!
- To induce behaviors linked to a not-clearly-positive experience:
 - Present more information to users on the implications of desired behavior
- Match hedonic/utilitarian value of behavior/object with the type of intervention
 - Focus on feelings/emotions when promoting hedonic behaviors; focus on information when promoting utilitarian behaviors
- Increase attitude availability if attitude is congruent with desired behavior
 - Have people express their attitudes, present memorable information about the object, remind them why they actually want to behave a certain way