

# Attitudes

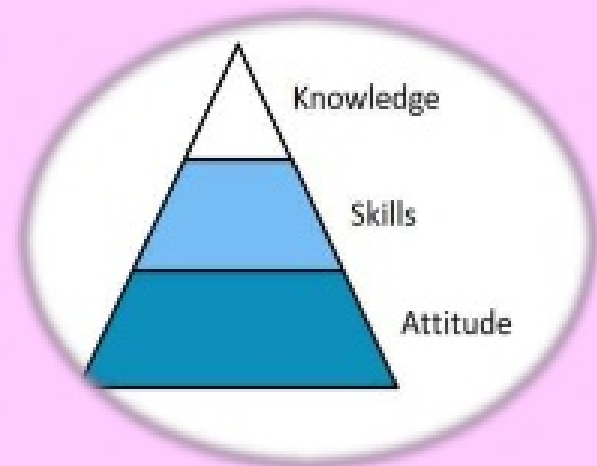
## How Attitudes develops and change

# Attitudes

## OVERVIEW

**Attitude:** *Basic expressions of approval or disapproval, favourability or unfavourability, likes and dislikes.*

- *These are based on the information we get from social surroundings.*
- *They represent our evaluations and preferences.*



## Definition of attitude

Favorable or unfavorable reaction to issue, idea, object, a specific behavior or entire social group is called attitude. Some attitudes are quite stable and resistant to change but some are unstable, unclear, or uncertain.

# How Attitudes develop or format



Sumara Khanzada, clinical psychologist

# 1- Attitude format by association learning

**Classical conditioning** , it is very important implication in attitude formation. in this process unconditional and conditional stimuli involve to produce positive responses. this process not only affect the consumer preferences but also social attitude .attitude develops or format by **associating product with attractive stimuli** benefits or qualities.

## 2- Instrumental learning(reward for right)

Reward and punishment also format or develop our attitudes. we may be aware that different groups we belong to will reward or punish us for expressing support for the particular attitude positions.

Like ,,,,,,, Religion , political issues, social views.

### 3- Attitude develop by Observational learning (exposure)

Individual acquire attitudes or behaviors simply by observing others , most of us are doing as we **watch television**. We have tendency to **compare our self** that tend to social compression, and conclude that our ideas and attitudes are correct ,people adjust their attitudes so as to hold view closer to those of others who they **value** of identify with their **reference group**.

## 4- Attitude develop by Culture influences

**Dominate culture** have great influence to shaping attitude of others culture holders. different Nations are adopting the attitude of dominating culture group. therefore belief in detachment exist in tandem with **materialism , collectivism, individualism,** and **humanism with power** orientations.



# Dominate culture

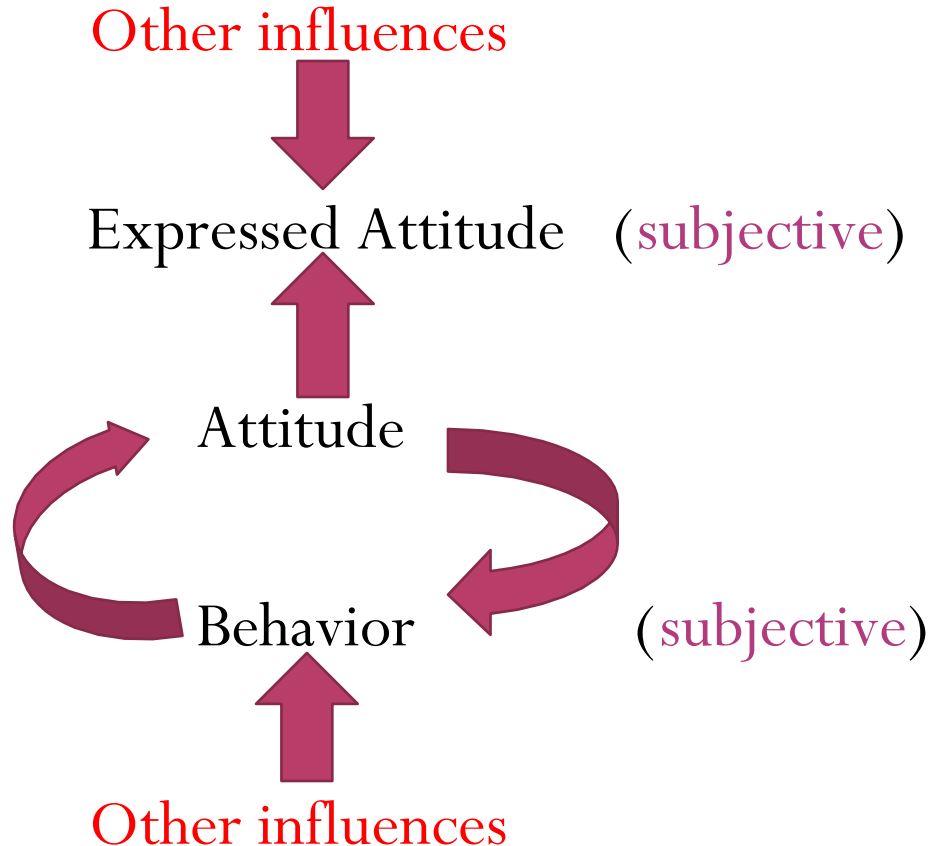


# Nations are adopting the attitude



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# Attitudes and Behaviors



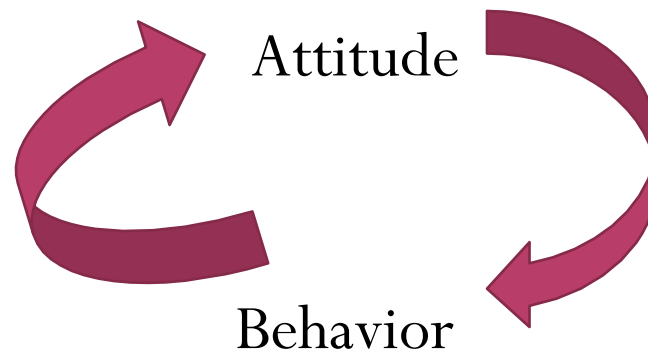
# Attitudes and Behaviors



Sumara Khanzada, clinical psychologist

# Attitude - Behavior Correspondence

Attitude could be measure through observing Behavior and Behavior could be predict thought measuring Attitudes, like ,, ,, ,, ,, ,, ,, ,, ,, ,, ,, health related practice. both corresponding , ,, benefits related to attitude and jogging related to behavior. both is subjective .



# COMPONENTS OF ATTITUDE

*Attitude has A B C Components*

- Feelings or emotions that something evokes.

Affect



- Tendency or disposition to act in certain ways towards something.

Behaviour



- Our thoughts, beliefs, and ideas about something.

Cognitive



Attitudes = blend of values and beliefs=Attitudes

An attitude that is resistance to change  
=prejudice

A component of a prejudicial attitude  
=stereotyping

simply defines a stereotype as 'a shared conception of peoples.

# How are attitudes formed?

Who influences what think  
(cognitive), feel (affective) and as a  
result the may affect the way you  
behave (behavioral)?



# FACTORS THAT DETERMINE OUR ATTITUDE

## □ Environment

- Consists of Home, School, Work, Media, Cultural background, Religious background, Traditions and beliefs, Social and Political environment

## □ Experience

- Our behavior changes according to our experiences with people and events in our life.

## □ Education

- Education ought to teach us not only how to make a living but also how to live.

# Attitude Based

- 1) based on beliefs
- 2) based on feelings
- 3) based on behavior

# Attitude based on Beliefs

First Attitudes can be **based on beliefs**.  
Just information we have about a product so we might hold an attitude toward a car because we believe it gets high gas mileage and has a good repair history.

## Attitude based on feelings

Attitudes can also be **based on feelings** or emotional, that's the second component. A lot of attitudes toward other people are based on these emotional reactions so we may not know very much about a person but have a very strong emotional response to that person.

# Attitude based on feelings



## Attitude based on behavior

Attitudes are largely developed through experience. Identify and describe factors that form attitude.

If attitude is based on false information and is unfair, then it becomes prejudice.

## How Attitude change

While attitudes can have a powerful effect on behavior, they are not set in stone. The same influences that lead to attitude formation can also create attitude change.

# Learning Theory of Attitude Change:

Classical conditioning, operant conditioning and observational learning can be used to bring about attitude change. Classical conditioning can be used to create positive emotional reactions to an object, person or event by associating positive feelings with the target object. Operant conditioning can be used to strengthen desirable attitudes and weaken undesirable ones. People can also change their attitudes after observing the behavior of others.



# Elaboration Likelihood Theory of Attitude Change:

This theory of **persuasion** suggests that people can alter their attitudes in two ways. First, they can be **motivated to listen and think about the message**, thus leading to an attitude shift. Or, they might be **influenced by characteristics of the speaker, leading** to a temporary or surface shift in attitude. Messages that are **thought-provoking** and that appeal to logic are more likely to lead to permanent changes in attitudes.

motivated to listen and think about the message



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# influenced by characteristics of the speaker,

- The coach / teacher (person who is persuading) is perceived as:
- Expert (perceived as having high status or credibility)
- Trustworthy

## the message /information given:

- is clear, relevant, believable, concise
- makes sense, is accurate, unambiguous  
(not having more than one meaning,  
certain)
- is appropriately balanced between:  
emotion and logic, pros and cons.

## Dissonance Theory of Attitude Change:

As mentioned earlier, people can also change their attitudes when they have **conflicting beliefs** about a topic. In order to reduce the tension created by these **incompatible beliefs**, people often shift their attitudes.

I love John Grisham  
because I read a lot  
of his books.

This is a  
classic case of  
self-perception.



**Forming attitudes**

Self-perception theory states  
that people's attitudes are developed  
by **OBSERVING THEIR OWN BEHAVIOR.**

# Forming attitudes

Through whatever process we form an attitude, one of the most important sources of enduring attitudes is our parents, and later our peer groups.

- Parents
- Teachers
- Friends
- Mass Media





# **Build a Positive Self Esteem**



Self esteem is a realistic, appreciative opinion of oneself.  
-Glenn R Schiraldi



## **Increase your feelings of Self Worth:**

### **1. Be mindful, stop negative self-talk.**

“Don’t believe everything you think. Thoughts are just that – THOUGHTS”  
-Allan Lokos

**2. Change the story** – stay away from negative feedbacks about your self. Know your worth and unlearn the criticizing words someone said about you. Positive affirmations can help you in knowing your worth.

**3. Avoid falling into the compare-and-despair rabbit hole.**  
Comparisons only lead to negative self talk, which leads to anxiety & stress.

### **4. Channel your inner rock star**

“Everybody is a genius. But if you judge a fish by its ability to climb a tree, it will live its whole life believing that it is stupid” – Albert Einstein.

### **5. Exercise – it Organizes your day & self care.**

“Exercising creates empowerment both physical & mental”

## **6. Do unto others**

“ Being of service to others helps take you out of your head. When you are able to help someone else, it makes you less focused on your Own issues”

- David Simonsen

## **7. Forgiveness**

“Forgiving self & others has been found to improve self-esteem, perhaps because it connects us with our innately loving nature and promotes an acceptance of people, despite our flaws”

- Glenn R Schiraldi.

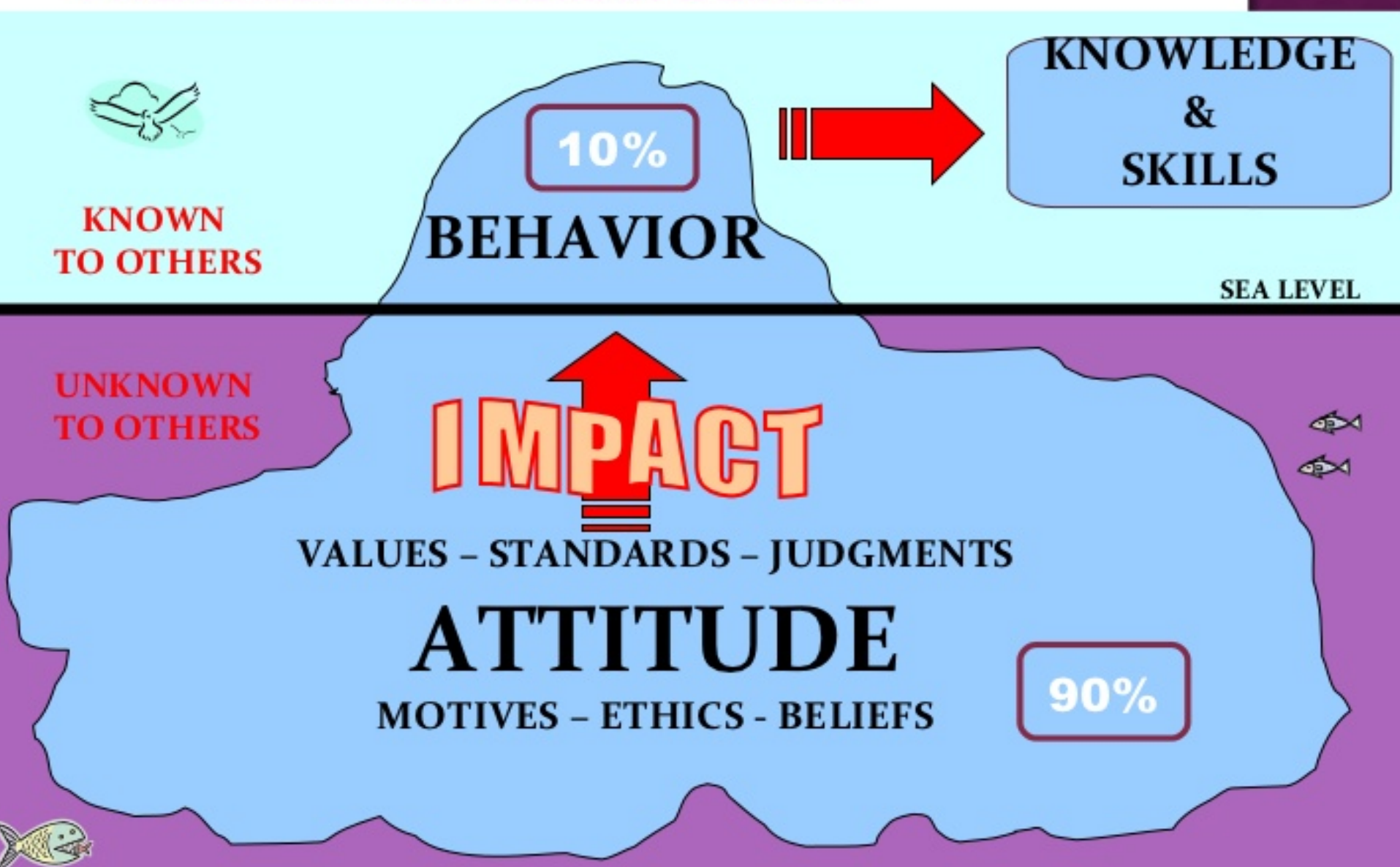
## **8. Remember that you are not your circumstances**

“Recognizing inner worth, and loving one's imperfect self, provide the secure foundation for growth, failures doesn't change the core worth”

- Glenn R Schiraldi.

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