

# **Social Attitudes**

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# Agenda

- Nature and development of social attitudes
- Factors that shape our attitudes
- How do social situations affect our attitudes?

# What are attitudes?

- Our evaluation of almost any aspect of the world
- Attitudes stem from beliefs. Beliefs (as well as attitudes) can be implicit and explicit

# What are attitudes?

Attitudes have three components:

- a) Cognitive:* What we think about an issue
- b) Affective:* How we feel about an issue
- c) Behavioural:* How we act based on our beliefs and emotions

# Types of Attitudes

**Explicit vs Implicit:** Attitudes we consciously endorse and can report easily vs attitudes that exist outside of conscious awareness

**Strong vs Weak:** Strong attitudes are deeply held beliefs that are resistant to change while weak attitudes make us ambivalent or unresponsive

**This Amul ad portrays women of different age groups in stereotypical roles like cooking, taking care of the family, and making them happy by cooking food.**



Through the advertisement, the brand claims that it “celebrates the spirit of every Indian woman who shapes the lives of all her loved ones”.



**Confused Forever**  
@ConfuseForever



Amul, just a reminder that we are in 2022.....your ad shows you are still living in the 19th century.

3:08 PM · Sep 14, 2022



2



1



21



Post your reply

Reply



**Susi** @quietpoise007 · Sep 15, 2022

TBH, 19th century is better than 2022 given wokeism



**Joe Chaho Ho Jaaye...** 😊🙄🔒  
@joeyp225 · Follow



From an advertising great to a regressive, misogynistic brand. What a fall for [@Amul\\_Coop](#).



**Amul.coop** 🏆 @Amul\_Coop

Amul celebrates the spirit of every Indian woman who shapes the lives of all her loved ones. They represent the true taste of India. #Amul #TheTasteofIndia



**Riddhi Kaul**

@RiddhiKaul · [Follow](#)



Thanks but no thanks. I'll manage to shape lives without being the sole cook in the house thankyouverymuch.



**Amul.coop** 🏆 @Amul\_Coop

Amul celebrates the spirit of every Indian woman who shapes the lives of all her loved ones. They represent the true taste of India. #Amul #TheTasteofIndia



**मङ्गलम्**

@veejaysai · [Follow](#)



Fantastic Ad by [@Amul\\_Coop](#)! Of course, jobless feminists (who mostly can't cook), and other such weird types who can't fit into traditional families are outraging for no reason! Unequal representation in the Ad it seems! 🙄🙄

Thank you [@Amul\\_Coop](#)! You rock! 🌟😊



# Question

You just saw examples of explicit and strong attitudes. Do you have strong and explicit attitude too?

# Question

Men: Are you ready to marry a woman who earns more than you?

Women: Are you ready to marry a man who earns less than you?

# Observation

Hypergamy (the idea that (especially) women marry upwards) is deeply embedded in social expectations- people consciously and unconsciously value money, social status, and gender roles in marriage.

Men and women may express explicit attitudes that prioritize *love, compatibility, and emotional connection*, but implicit attitudes often reveal that *social status, financial success, and traditional gender roles* have a stronger influence on their partner preferences than they realize.

# Types of Attitudes

We are capable of having implicit and explicit attitudes towards the same topic! (eg., **gender roles** is a good example- gender roles refer to societal beliefs- such as those conveyed by media and other sources- regarding how men and women are expected to behave)

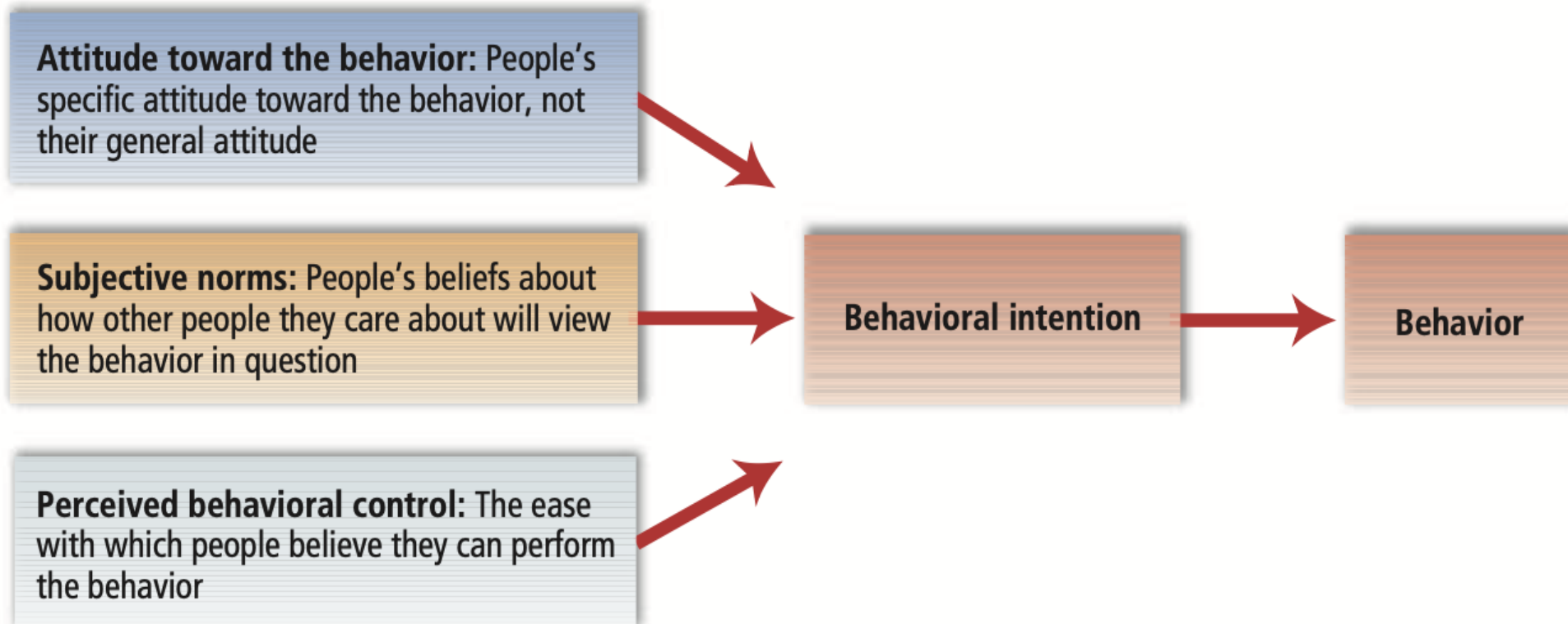
# ATTITUDES

So, under what conditions do attitudes predict behaviours?

- **Attitude Accessibility:** The strength of the association between an attitude object (eg gender roles) and a person's evaluation of that object- typically when you have this- you can respond to that attitudinal object with speed
- **Theory of Planned Behaviour:** Intentions become best predictors of deliberate behaviour- strength of attitude x subjective norms x perceived behavioral control

# ATTITUDES

(Adapted from Ajzen, 1985)



# ATTITUDES

In other words, intentions and behaviours match when **attitude strength** is high

Attitude Strength = attitude certainty (accessibility) + extremity (emotional reaction)

# Attitudes

One curious thing about advertising is that most people think it works on everyone but themselves. The typical comment is, “ There is no harm in watching commercials. Some of them are fun, and they don’t influence *me*.



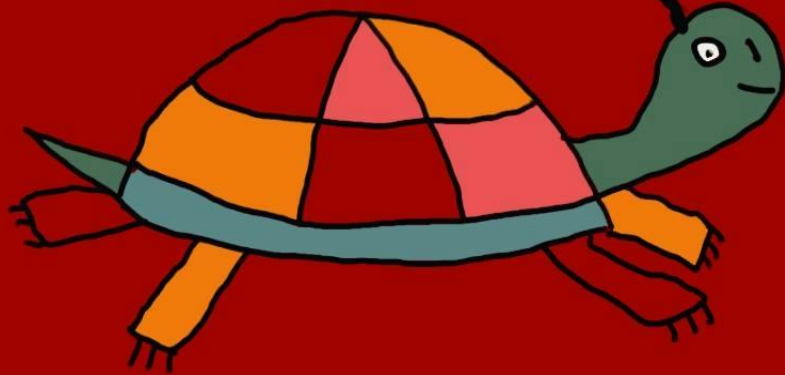
# How do advertisements influence us?

Since we already know that it is difficult to change attitudes/persuade them, advertisements use some indirect ways to induce connection:

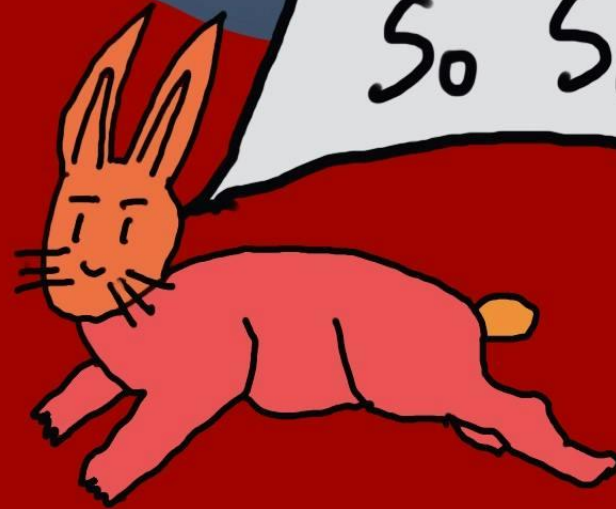
#1: Pushing us to system 1 thinking – when people take the peripheral route to persuasion and often use heuristics

# SYSTEM 1 & 2

WHY ARE YOU  
SO STUPID?



WHY ARE  
SO SLOW?



—VERSUS THE MACHINES

*“The automatic operations of System 1 generate surprisingly complex patterns of ideas, but only the slower System 2 can construct thoughts in an orderly series of steps.”*

– **Daniel Kahneman** in *Thinking, Fast and Slow*

# How do advertisements influence us?

So, these ads will typically associate the product with emotions.

Our moods and emotions can themselves act as heuristics to determine our attitude > behaviour.

Your “good mood” can actually make you extravagant or trust the information (about the product) more.



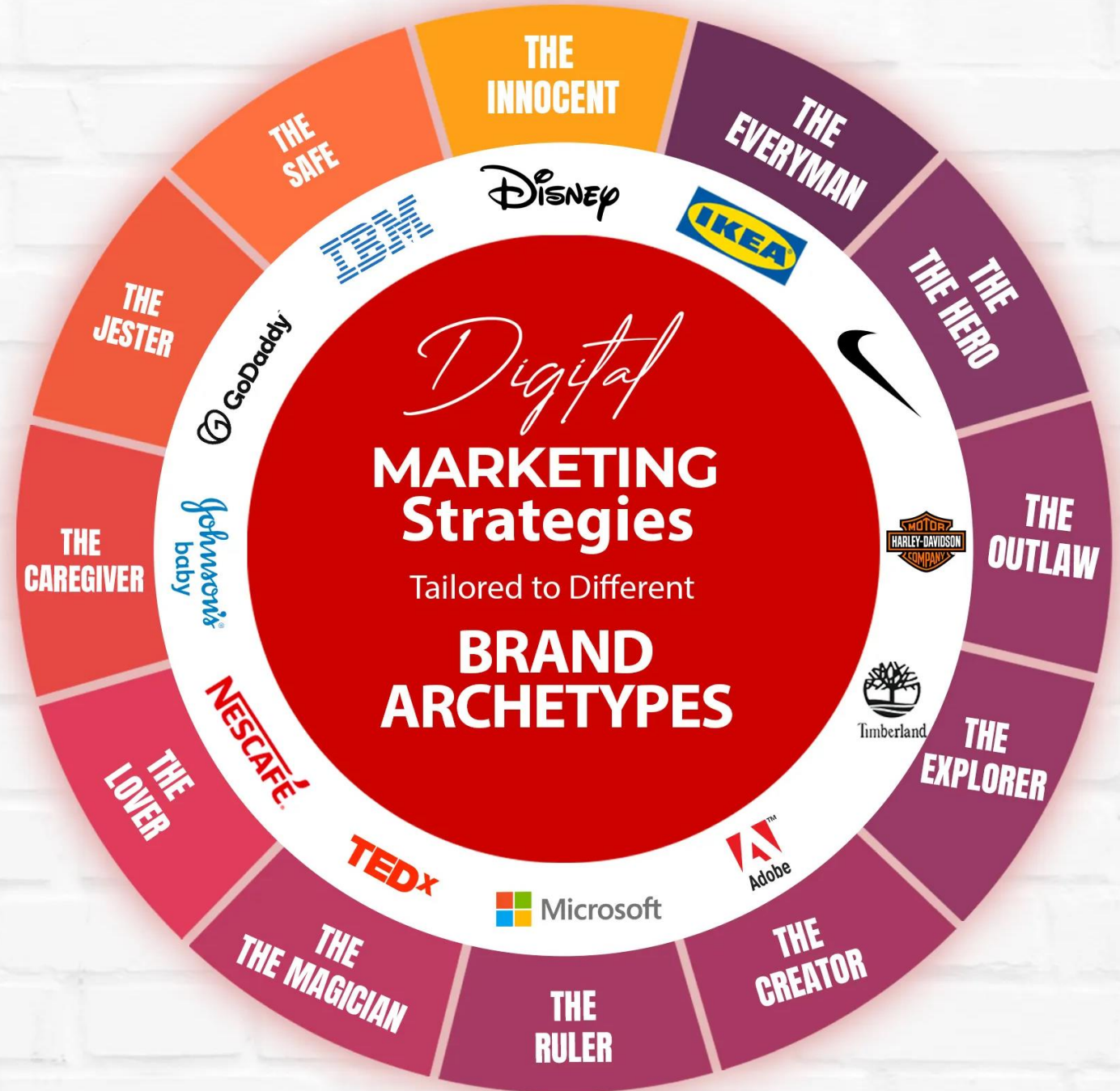
# How do advertisements influence us?

When it comes to **utilitarian products** (eg., an air conditioner)- advertisements focus on System 2 thinking – providing information on efficiency.

People's attitudes towards these products are cognitively based and attitudes tend to be formed after an appraisal of functional aspects of the products

# Brand Archetypes

Archetypes represent recurring patterns and themes that transcend cultural and historical boundaries, suggesting a shared human experience.





# Subliminal Messages

Words or pictures that are not consciously perceived but may nevertheless influence judgements, attitudes and behaviours

"Our goal is to be a five-star restaurant at a three-star price,"

The idea is to create a more inviting atmosphere where consumers feel they can relax.



# How are attitudes formed?

**Classical Conditioning-** learning based on associations.

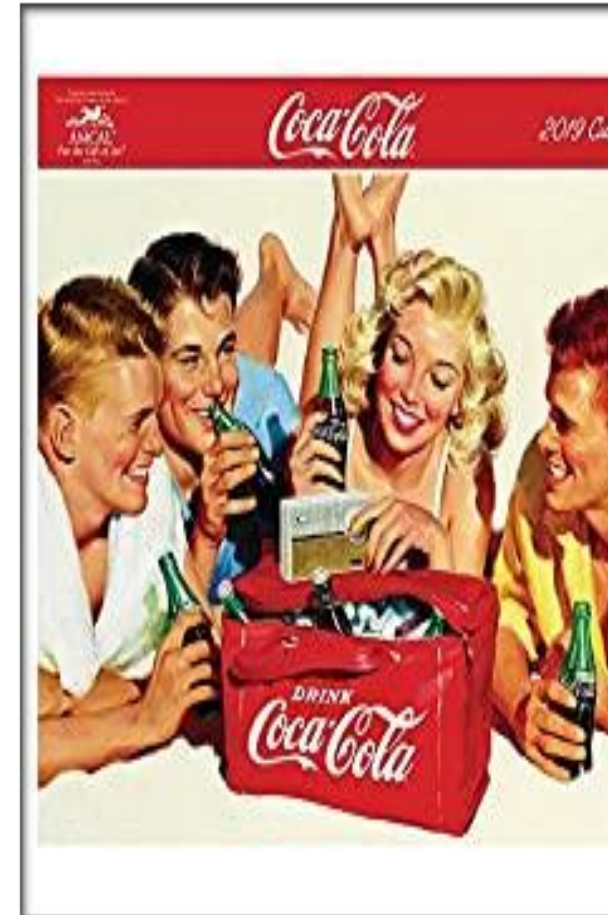
*Classical conditioning* is a phenomenon whereby a stimulus that elicits an emotional response (yes- you!) is repeatedly paired with a neutral stimulus that does not, until the neutral stimulus takes on the emotional properties of the first stimulus (yes-you again!!)

Classical conditioning can develop attitudes either via direct or indirect route



## Some famous Coke Ads

Direct route: associating positive stimuli (good time with friends) + Coke → Action of buying coke





# Indirect Route Example:



# Did Cola-Cola Invent Santa?

- Before 1931, there were many different depictions of Santa Claus around the world, including a tall gaunt man and an elf —there was even a scary Claus.
- But in 1931, Coca-Cola commissioned illustrator Haddon Sundblom to paint Santa for Christmas advertisements. Those paintings established Santa as a warm, happy character with human features, including rosy cheeks, a white beard, twinkling eyes and laughter lines.
- Sundblom drew inspiration from an 18 poem by Clement Clark Moore called A Visit from St. Nicholas —commonly known as “Twas the Night Before Christmas”

Source: [The Coca Cola Company](#)

# How are attitudes formed?

*Instrumental Conditioning/Operant Conditioning:* Based on what response we get from others for having an attitude (positive/negative)

*Vicarious/Observational Learning:* How much other people (that we notice around us) have the same attitude/or are rewarded/punished for having some attitude

# Conclusion

The societal narratives feed our attitude development more than we can think.