

Module:
Psychological Foundations of Mental Health

Week 4:
Beyond basic cognition and emotion



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Topic 1:
Attitudes
Part 1 of 4



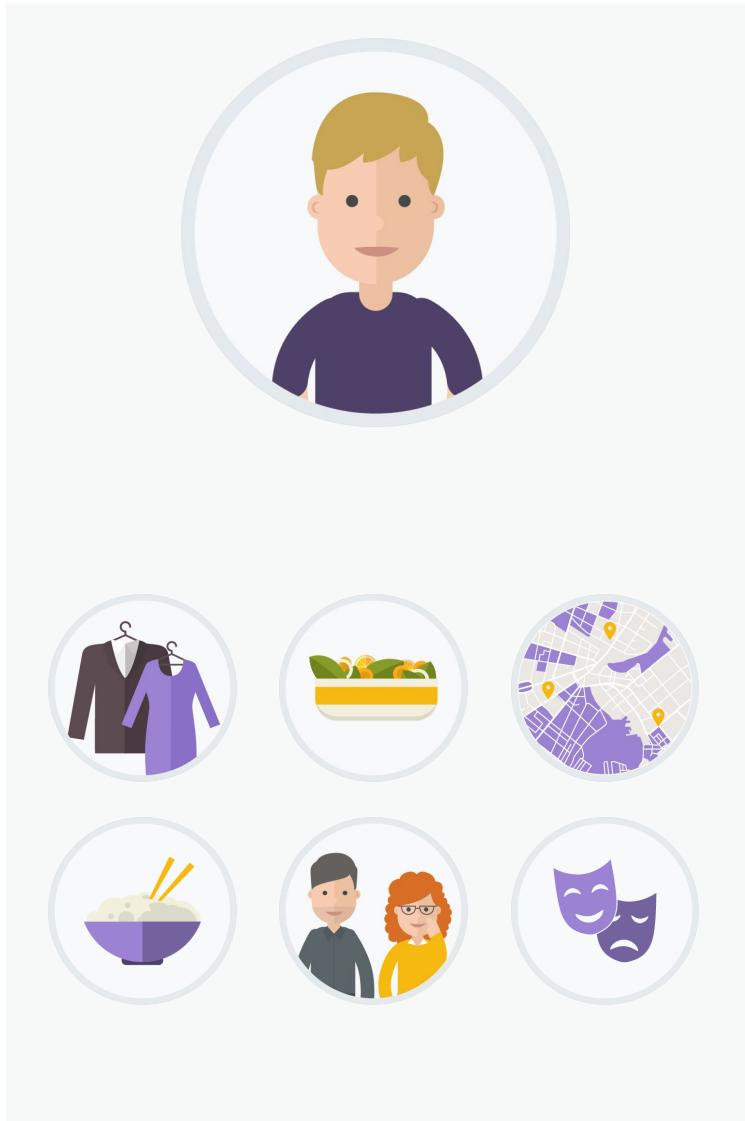


This week, we will be looking at the following topics:

- ***Topic 1: Attitudes***
- Topic 2: Evaluation: Interpretation and appraisal
- Topic 3: Delving deeper into social cognition
- Topic in Action 1: Metacognition

Click **Next** to continue

The nature of attitudes (1)



Attitudes

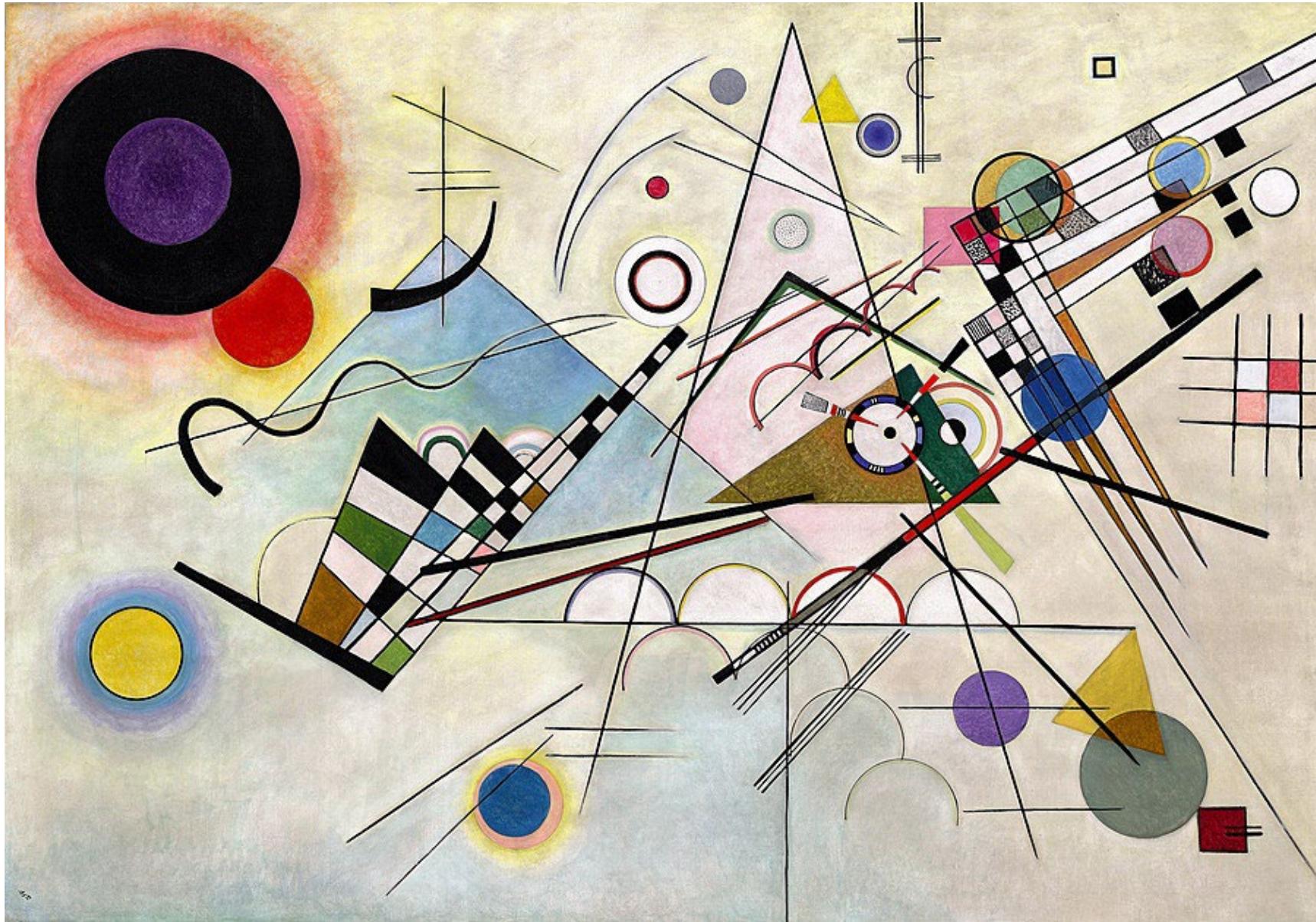
Positive Evaluation

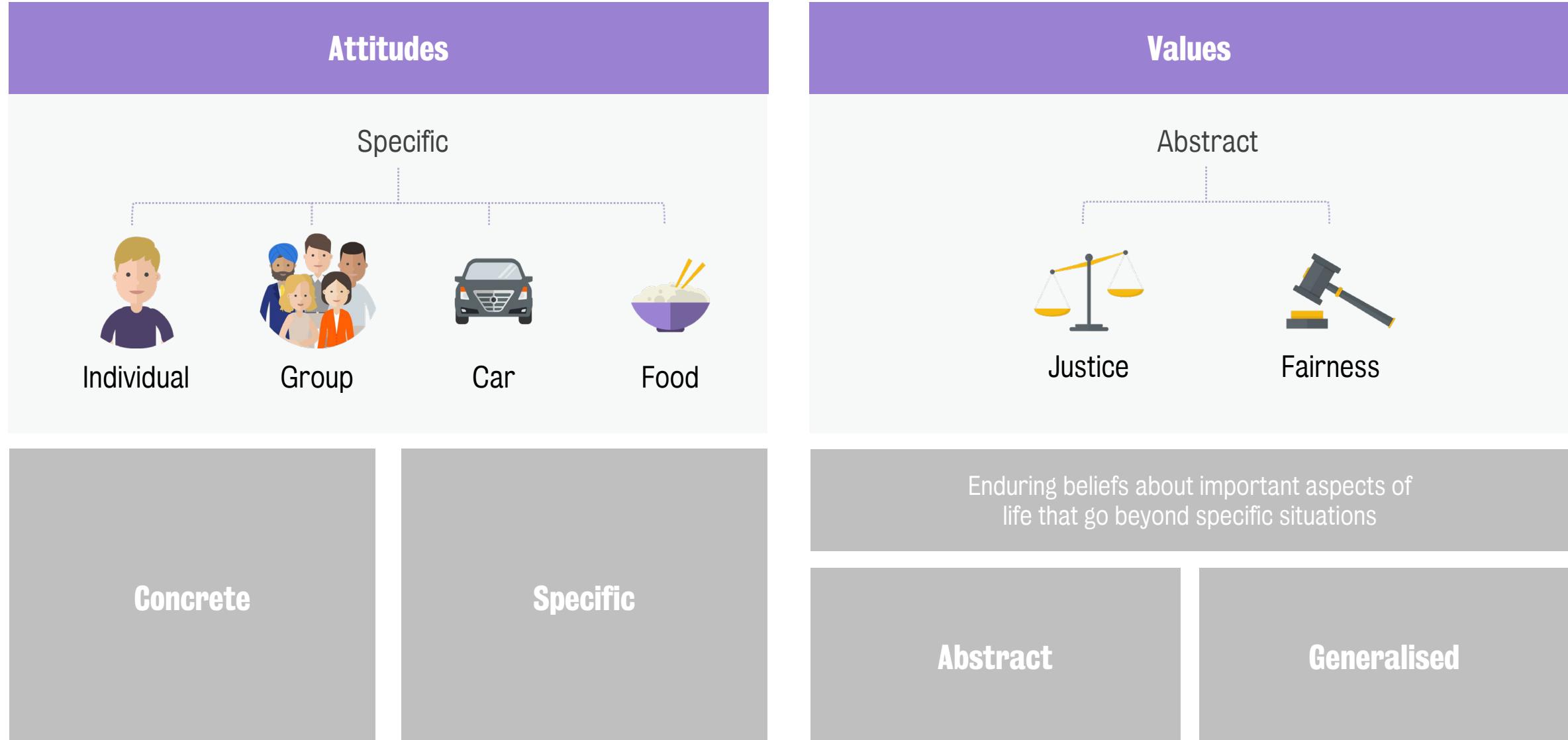
Overall impression.
Do we like them or not?

Fast answers to complex questions

Negative Evaluation

The nature of attitudes (3)





Why do people have attitudes?



Help us to...

- ...make fast decisions
- ...approach positive outcomes
- ...avoid negative outcomes

Utilitarian!

Tells us if something is...

- ...good for us
- ...bad for us



Utilitarian...

...does not always work out well!

Addictions

Approach and consume unhealthy food.

Avoid health alternatives.

Attitudes

Utilitarian Function

Approach positive
Avoid negative

Symbolic function

Affirm values
Express social identity
Affirm general beliefs

How do attitudes help to affirm values and beliefs?

Symbolic functions (2)

Value of fairness



Negative Attitude

towards



Unfair Individual

Act in accordance with their fairness value.

Commitment to their value.

How do attitudes help to affirm values and beliefs?

Symbolic functions (3)

Social Identity



How do attitudes help to affirm values and beliefs?

Symbolic functions (4)

Social Identity

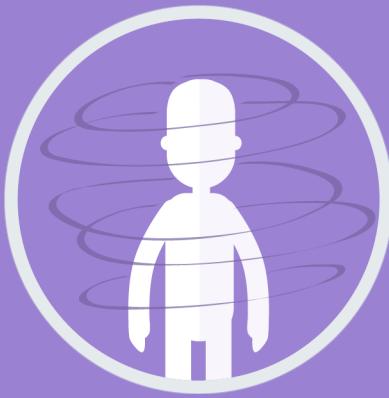


How do attitudes help to affirm values and beliefs?



Where do attitudes come from?

Where do attitudes come from?



Mere exposure



Learning



Culture

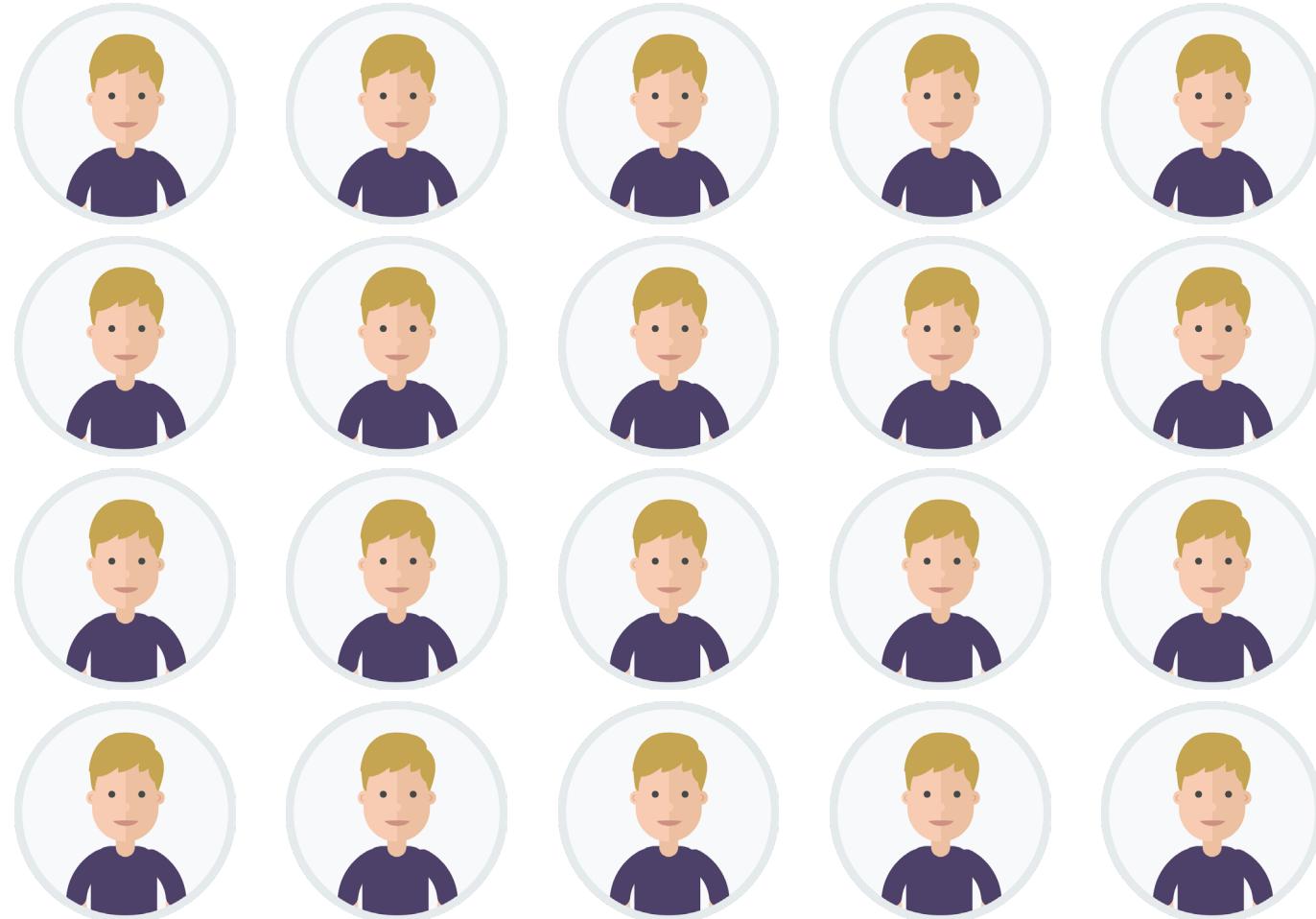


Stereotypes

Where do attitudes come from? (1)



Mere Exposure



Where do attitudes come from? (2)



Mere Exposure



1. ANACHRONISTIC
 2. ANACHRONISTIC
 3. ANACHRONISTIC
- Processing fluency.
Positivity gets associated with the object itself.
People tend to prefer the familiar over the unfamiliar.

Limitations:

Can lead to negative attitudes.

Repeated exposure to an angry or scary person...

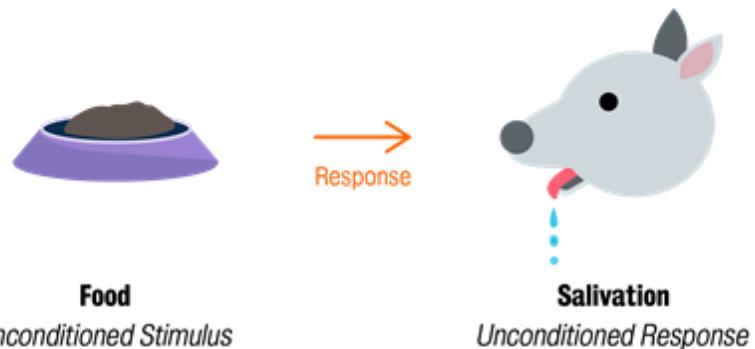
...dislike them even more.

Origins of attitudes: Learning

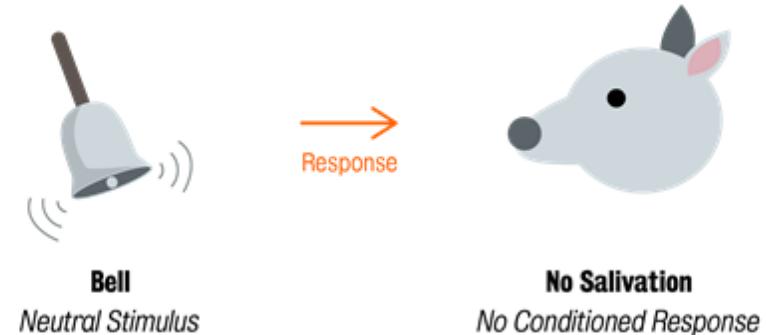


Learning

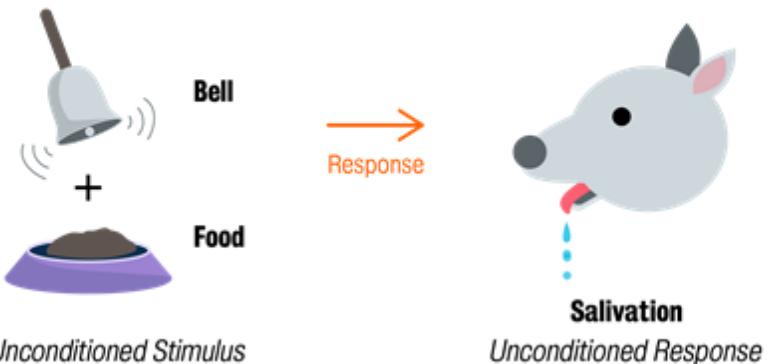
1. Before Conditioning



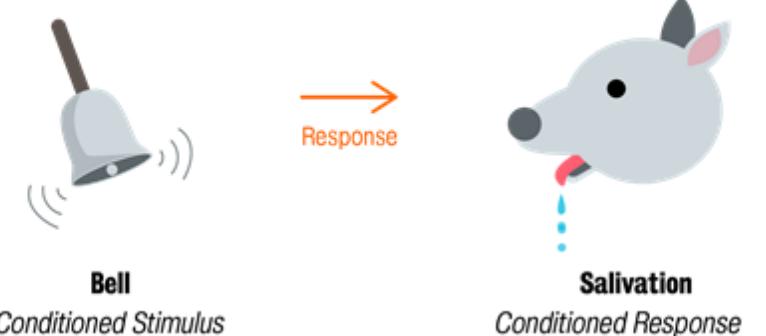
2. Before Conditioning



3. During Conditioning



4. After Conditioning



Origins of attitudes: Culture (1)



Culture



Cultural beliefs are often compared in terms of the way people view the self:

Independent self

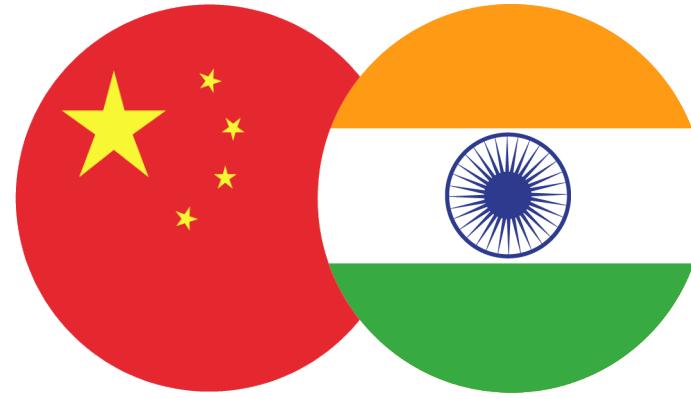
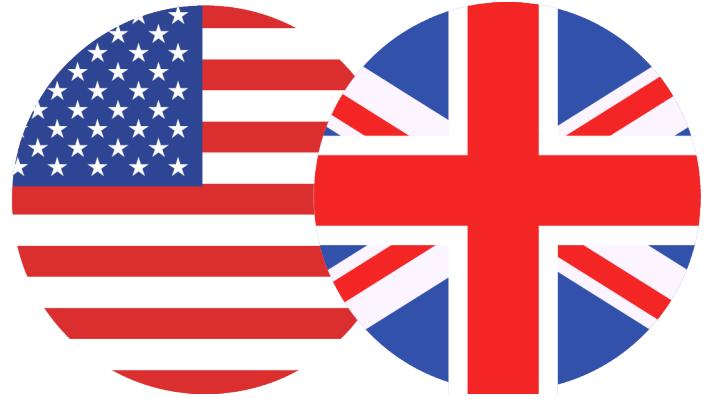
Relatively independent of others

Interdependent self

More as part of a larger social group

Origins of attitudes: Culture (2)

Culture



Cultural beliefs are often compared in terms of the way people view the self:

Independent self

Relatively independent of others

May hold more positive attitudes towards autonomy.

Interdependent self

More as part of a larger social group

May hold more positive attitudes towards family and community.

Origins of attitudes: Stereotypes



Stereotypes

Beliefs about groups

Positive

Negative

Accurate

Inaccurate

Women cannot be
good at math

There are many windmills
in the Netherlands

Women cannot
be good at math

The English all
wear bowler hats

Stereotypes influence attitudes quite directly



Your **attitude** may be shaped by
the **stereotype** you have towards them



People who are under cognitive load...
...are more likely to use stereotypes.