

Attitude

I. Attitude

- A. A positive or negative evaluation of a concept
- B. Attitudes tend to be based on
 - 1) ...values
 - 2) ...beliefs
 - 3) ...affect, how things make us feel
 - 4) ...past experience

II. Values

- A. enduring beliefs about important life goals that transcend certain situations
- B. **Symbolic Values:** long standing values internalized early in life
- C. **Instrumental values:** are based on direct costs or benefits of the attitude object.
 - 1) practical

III. Bogus Pipeline

- A. (Page and Sigall, 1971)
- B. An instrument designed to induce the belief that it was truly measuring attitudes. "Bogus pipeline to the heart".
 - 1) Study that looked at attitudes predicting behaviors'
 - 2) Students that hold a wheel with an arrow that says agree or disagree, and hooked you up to a fake machine, even though they already know what you agree or disagree with previously. So people think this machine is measuring true attitudes, and so they start saying their true opinions.
- C. Like lie detectors machines that are not actually lie detector machines
- D. People start saying the truth because they think if they lie it will be revealed by the machine/other thing
- E. Attitudes=behavior, but this is not always the case
- F. Any device used to elicit a person's true attitude.

IV. LaPiere (1934) white male

- A. Traveled cross - country with a young Chinese Couple—went to a hundred hotels and restaurants.
 - 1) Very bold thing to do during the time because there was a lot of discrimination against Asians

- 2) Only one hotel turned them away, but when he wrote them and asked if they would serve Chinese guests, although not all responded, 90% said no they wouldn't serve them.

V. WHY DO ATTITUDES NOT ALWAYS MATCH BEHAVIOR??????

- A. *Level of Attitude Specificity: being specific about attitudes and behaviors
 - 1) Would you serve Chinese people if they had money or showed up with a white guy
- B. * Time Factors:
 - 1) At the time it seemed okay, but afterwards it wasn't so okay
- C. *Private vs. Public Self-Awareness:
 - 1) Private is being aware of your private aspects of the self, moods, attitudes or beliefs
 - 2) Public is being aware of your public aspects of the self, how you act or look in public, what you say in public, conforming
- D. * Attitude Accessibility: when surprised, the people didn't have time to think about how they were feeling
 - 1) Maybe their attitudes on Asians weren't defined yet, so when they showed up you don't really think about it

VI. Attitudes based on Behavioral Processes

- A. Instrumental Conditioning
 - 1) Is there a reward or punishment for a certain attitude
 - 2) conditioned to have certain likes and dislikes from the people around us
- B. Self-Perception
 - 1) If you aren't sure what your attitudes are you infer them from your behavior
 - 2) Do I go to football games? No, then I must not like football games.
- C. Facial feedback:
 - 1) Read a comic strip and the only difference is some of the students are holding a pencil with their teeth and some with their lips, those holding it with their teeth found their comics funnier than the other ones.
 - 2) Inferring attitudes based on facial expression
 - 3) Did the same thing but with German language sounds that force smiles and frowns

VII. Affective Processes

- A. Mere Exposure

- 1) More exposed (the more familiar) to it the more you like it, providing the initial feelings about it were neutral or positive usual

B. Classical Conditioning

- 1) Conditioned to like or dislike certain things because they remind us of other things

VIII. Theory of Planned Behavior

A. (Fishbein & Ajzen, 1975)

B. The theory that contends that people's conscious decisions to engage in specific actions are determined by their

- 1) *attitudes toward the behavior in question,
- 2) *the relative subjective norms,
- 3) *and their perceived behavioral control.

C. Criticisms of the Theory of Planned Behavior

- 1) Doesn't explain or support spontaneous behavior
- 2) Doesn't account for habits

IX. Cognitive Consistency

A. The tendency to seek consistency in one's own cognitions.

B. **Cognitive Dissonance:** a feeling of discomfort while performing an action that is inconsistent with one's attitude.

- 1) Attitudes should equal our behavior, if not then you have dissonance
- 2) You want your attitudes and behavior to match. If they do not, you can either change your attitude or your behavior.
- 3) Most cases it is easier to change attitude than behavior

C. Leon Festinger (1957) Study: peg board with pegs half painted red, told to flip the pegs one by one, and turn the board, and flip the pegs and repeat for a half hour.

D. Cognitive dissonance theory: although we may appear logical in our thinking and behavior, we often engage in irrational behavior to maintain cognitive consistency

- 1) Boring task
 - a) Told to tell the next person how fun and interesting this task was for \$1 sometimes, and for \$20 sometimes
 - Students paid \$1 reported the study as more interesting than the students paid \$20

- \$20 group did not have to change their attitude to match their behavior so no dissonance occurred(A: I would lie for \$20= B: I lied for \$20)
 - \$1 group had dissonance because (A: I wouldn't lie for \$1, B: Lied for a \$1)
 - b) Report to office and talk about how interesting the task is
 - 2) Manipulate people by changing their behavior and making them dissonant, and change their attitude to match their behavior to prevent dissonance
- E. Causes of dissonance:
- 1) Insufficient Justification: I wouldn't lie to a friend but I lied to a friend.
 - a) When provided with insufficient justification to counter attitudinal behavior, people experience dissonance, and then change their attitude to match their behavior
 - Paid \$1 for saying activity was fun(when I really thought it was boring), so I changed my attitude to make it not a lie
 - If reason to engage in inconsistent behaviors to attitudes is weak people experience dissonance, if strong then they have a good reason for it and don't feel dissonance
 - 2) Freedom of Choice: I hate girls and I sat next to a girl
 - a) If lack of freedom to choose then person doesn't feel dissonance
 - 3) Justification of Effort: If I worked this hard for something, I must really want it.
 - a) Reduce dissonance by making attitudes that you like something and justifying it by effort put in it
 - b) Expend a lot of effort to achieve something, so you make your attitude towards it more positive
 - c) More you pay for something the more you like it
 - 4) Post Decision Dissonance: I made the right decision to stay in Iowa
 - a) Improve our own evaluation of the chosen alternative and lower evaluation's for unchosen alternatives
 - b) Increases with importance of decision,
 - c) Reduce dissonance by altering our perceptions of the choices considered at first
 - d) Final choice is somewhat inconsistent to our beliefs, creating dissonance
 - e) Example: after weighting benefits and costs, you are increasing more satisfied with final choice after its made to reduce dissonance of maybe the benefits of other choices

F. Self-Perception Theory

- 1) The theory that we often infer our internal states, such as our attitudes, by observing our behavior
- 2) When people behave inconsistently, they first seek explanations outside of themselves to explain their behavior--when they can't find a probable external cause, they assume the cause may be internal.
- 3) When dissonant, people look for external explanation