

Module 4 Attitude

(Sem-III, Paper No. – 4)

Attitude - Introduction

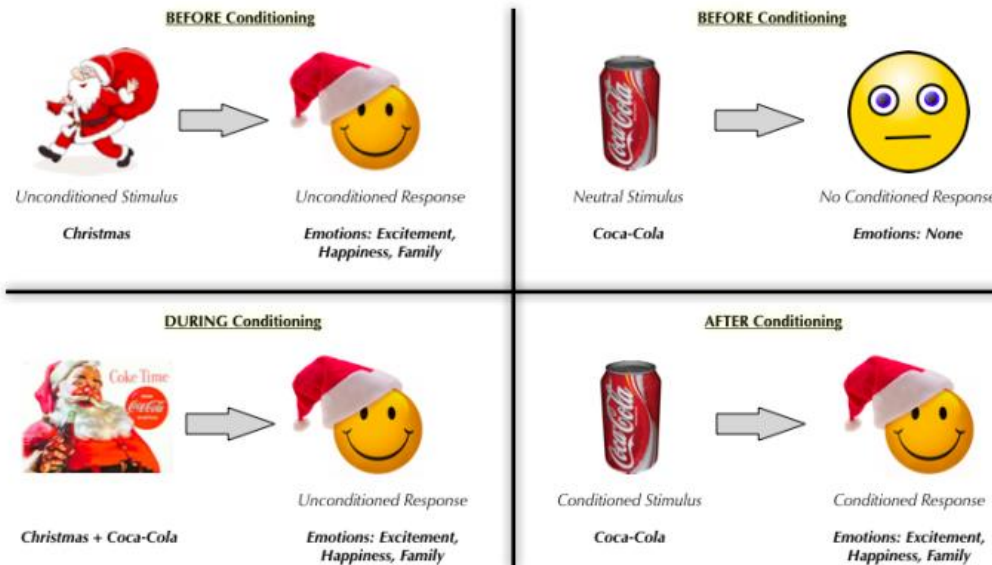
- ❖ Refers to people's evaluation of almost any aspect of the world.
- ❖ Refers to our favorable or unfavorable reactions to issues, ideas, objects, actions, a specific person or entire social group.
- ❖ Implicit and Explicit Attitudes

4.1 Attitude Formation: How attitudes develop?

- (A) Classical Conditioning
- (B) Instrumental Conditioning
- (C) Observational Learning

4.1 (A) Classical Conditioning

- ❖ Process of classical conditioning
- ❖ Application in field of advertisement



4.1 (A) Classical Conditioning

❖ Classical conditioning can affect attitudes via two pathways

1. the direct route
2. the indirect route



FIGURE 5.6 Classical Conditioning of Attitudes—The Direct Route

Initially people may be neutral toward this brand's label. However after repeatedly pairing this product's logo with an "unconditioned stimulus" of various women who are attractive to the targeted group of young males, seeing the beer logo may come to elicit positive attitudes on its own.



FIGURE 5.7 Classical Conditioning of Attitudes—The Indirect Route

The manufacturers of these watches hope that by repeatedly pairing Tiger Woods with their product, a memory link between that celebrity and the product will be created. If the link formed in memory is sufficiently strong, then whenever consumers think of that celebrity, their watch brand name will come to mind.

4.1 (A) Classical Conditioning

- ❖ **Subliminal Conditioning** : Attitudes can be classically conditioned even without our awareness.
- ❖ **Mere exposure** can result in attitude formation.
- ❖ **Illusion of truth effect** : mere repetition creates a sense of familiarity.

4.1 (B) Instrumental Conditioning

- ❖ **Positive** (rewards) and **Negative Consequences** (punishments) : Attitudes that are required through instrumental conditioning stem from differential rewards and punishments for adopting particular views.
- ❖ **Social Networks** : Attitude shift as people enter new social networks composed of individuals who hold diverging attitudes

4.1 (C) Observational Learning

- ❖ Individuals acquire attitudes simply by observing others.
- ❖ **Social Comparisons** : Our tendency to compare ourselves with others in order to determine whether our view of social reality is correct or not.
- ❖ **Reference groups** : adjust our attitudes with reference group

4.2 Persuasion

❖ **Persuasion** : efforts to change attitudes through the use of various kind of messages.

(A) Persuasion : Communicators, Messages,
and Audiences

(B) The cognitive Processes underlying
persuasion

4.2 (A) Persuasion : Communicators, Messages, and Audiences

❖ Factors related to **Communicator** :

1. Creditability
2. Attractiveness
3. offer messages that seem not designed to persuade us

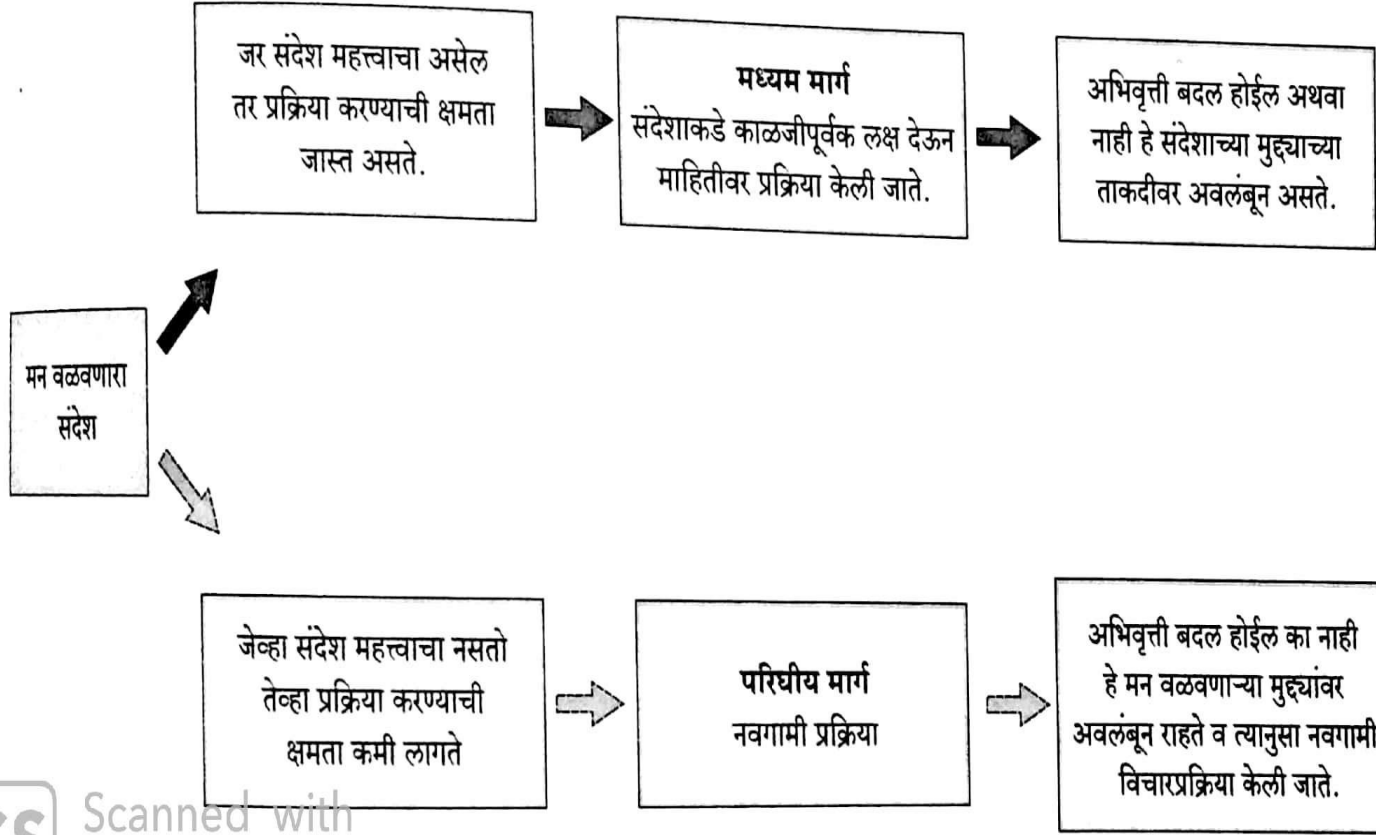
❖ Factors related to **Message** :

1. Effect of fear appeals
2. Positive framing of messages

❖ Factors related to **Audience** :

4.2 (B) The cognitive processes underlying persuasion

- ❖ Two types of cognitive processes underlying persuasion
 1. **Systematic Processing or central route** : involves careful attention to message content and requires more efforts
 2. **Heuristic Processing or peripheral route** : involves the use of mental shortcuts and requires less efforts.
- ❖ **Modern theories of Persuasion** :
 1. **Elaboration-likelihood Model**
 2. **Heuristic-systematic Model**

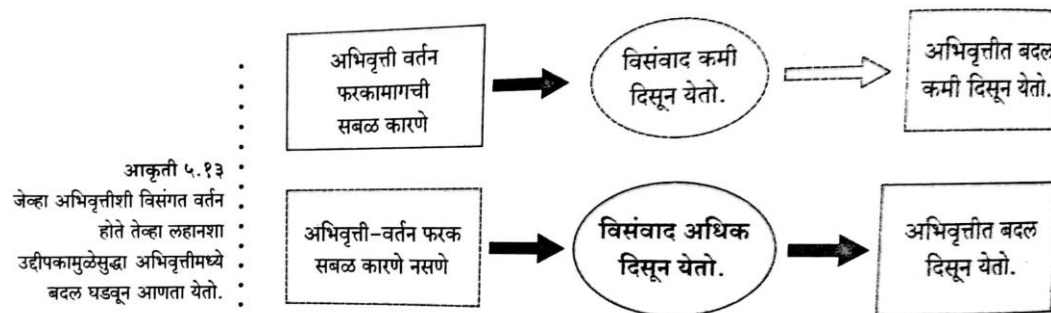


4.3 Cognitive Dissonance

- ❖ An unpleasant state that occurs when we notice that our attitudes and behavior are inconsistent.
 - ❖ Cognitive dissonance sometimes lead us to change our own attitudes.
- (A) Dissonance and Attitude Change
 - (B) Alternative Strategies for resolving dissonance
 - (c) When dissonance is a tool for beneficial changes in behavior

4.3 (A) Dissonance and Attitude Change

- ❖ **Cognitive Dissonance Theory** : Dissonance will be stronger when we have few reasons for engaging in attitude-discrepant behavior
- ❖ **less-leads-to-more effect** : less reasons or rewards for an action often leads to greater attitude change



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- ❖ **Use of coercion**

4.3 (B) Alternative Strategies for resolving dissonance

❖ **Direct Method**

1. Changing our attitude
2. Altering our behaviour
3. Acquiring new information (justification) that supports our behavior
4. Trivilization

❖ **Indirect method**

1. Self-affirmation : focusing on positive self attributes

4.3 (C) When dissonance is a tool for beneficial changes in behavior

- ❖ Dissonance that is induced by making us aware of our own **hypocrisy** can result in behavioral changes.