

ATTITUDE FORMATION

We form attitudes of various nature and valence about different entities of our social world

1) Cognitively Based Attitudes संज्ञानात्मक रूप पर आधारित Sometimes our attitudes are based primarily on the relevant facts तथ्य , as the objective merits, गुण featurविशेषता , properties प्रकृति of an attitude object. An attitude of this kind allows us to classify the plus and minuses of an object so that we can quickly determine whether we want to have anything to do with it.

For example your choice for automobile or vacuum cleaner is based on feature of object.

Fill it for computer.

2. Circle the number on each scale that best describes the traits or characteristics of snakes.

useless	-3	-2	-1	0	1	2	3	useful
foolish	-3	-2	-1	0	1	2	3	wise
unsafe	-3	-2	-1	0	1	2	3	safe
harmful	-3	-2	-1	0	1	2	3	beneficial
worthless	-3	-2	-1	0	1	2	3	valuable
imperfect	-3	-2	-1	0	1	2	3	perfect
unhealthy	-3	-2	-1	0	1	2	3	wholesome

Add up the sum of your responses to Question 1 and, separately, your responses to Question 2.

Question 1 measures the affective component of your attitude toward snakes, whereas Question 2 measures the cognitive component of attitudes. Most people's attitudes toward snakes are more affectively than cognitively based. If this is true of you, your total score for Question 1 should depart more from zero (in a negative direction for most people) than your total score for Question 2.

Now go back and fill out the scales again, substituting *vacuum cleaners* for *snakes*. Most people's attitudes toward a utilitarian object such as a vacuum cleaner are more cognitively than affectively based. If this is true of you, your total score for Question 2 should depart more from zero than your total score for Question 1.

उपयोगी/ज्ञानवर्धक / सुरक्षित,/ खतरनाक- हितकारी /बेकार - बहुमूल्य / उत्तम - दोष / स्वसठवर्धक

a) Personal Importance व्यक्तिगत महत्व : The extent to which an individual cares about the attitude. One key determinant of personal importance is vested interest निहित स्वार्थ — the extent to which the attitude is personally relevant प्रासंगिक, ,जरूरी, अवयस्कता की पूर्ति , लक्ष्य की पूर्ति to the individual who holds it, in।

कान्फ्लिक्ट अरिसेस ड्यू तो टू सौरकेस

Moral hypocrisy नैतिकता का ढोंग --- want to be moral but not act to be so because it cost lot, we don't want to pay price , or sacrifice for it. Example cheating in exam, corruption in services(civil servantore)

b) Mere Exposure

Tendency to develop more positive feeling towards attitude object that are more exposed

Zajonc (1968) proposed that being merely exposed to an object, including foods, photographs, words, advertising slogans(when the stimuli are initially neutral), etc., may increase positive feelings towards that object.

In a study by Zajonc (1968), participants were repeatedly exposed to nonsense syllables and to Chinese characters and repeated exposure led to increase in positive evaluations of both the nonsense syllables and the Chinese characters.

Answer the following question quickly, without giving much thought: What are your favorite letters of the alphabet?

I am sure you would have answered with the letter with which your own name begins? This is line with the mere exposure effect

Take selfy and original photograph by student.

Generally, this means that familiarity, in fact, may not breed contempt परिचित का अवमानना नहीं करते . Familiar facesजाने पहचाने चेहरे , ideas विचार and slogans उक्ति, नारा (इंकलाब जिंदाबाद)become comfortable old friends सहज मित्र .

This mechanism is explicitly evident in the **advertisement slogans**. Repeated exposure to these slogans leads us to like the advertised item. This liking is further translated into buying behaviour.

However, studies have shown that the mere exposure effect is most powerful when it occurs randomly over time and too many exposures actually may decrease the effect (Bornstein, 1989).

2)Affectively Based Attitudes--An attitude rooted more in emotions and values than on an objective appraisal of pluses and minuses is called an **affectively based attitude** (Breckler & Wiggins, 1989; Bülbül & Menon, 2010; Zanna & Rempel, 1988).

People seem to vote more with their hearts than their minds, for example, caring more about how they feel about a candidate than their beliefs about his or her specific policies (Abelson et al., 1982; Westen, 2007). Virtually know nothing about specific politicians

एसी वजह से किसी के बहुत खरब या बेकार होने के बावजूद पसंद करते हैं दिल का मामला, क्रिमिनल, म का बचो के प्रति नजरिया

Some of the attitude can stem from people's values, such as basic religious and moral beliefs

Other affectively based attitudes can result from a sensory reaction, such as liking the taste of chocolate (despite its number of calories), or an aesthetic reaction, such as admiring a painting or the shape and color of a car.

Movie of shahrukh khan ddlg, bazigar.(dil jtne ka kam)

Attitude about snake

Affective and Cognitive Bases of Attitudes

Instructions: Fill out this questionnaire to see how psychologists measure the affective and cognitive components of attitudes.

1. Circle the number on each scale that best describes your feelings toward snakes.

hateful	-3	-2	-1	0	1	2	3	love
sad	-3	-2	-1	0	1	2	3	delighted
annoyed	-3	-2	-1	0	1	2	3	happy
tense	-3	-2	-1	0	1	2	3	calm
bored	-3	-2	-1	0	1	2	3	excited
angry	-3	-2	-1	0	1	2	3	relaxed
disgusted	-3	-2	-1	0	1	2	3	acceptance
sorrowful	-3	-2	-1	0	1	2	3	joy

दूर रहना -प्यार करने ,खिनता -खुशी ,चिढ़ -खुशी ,तनाव - शांति , नीरस - उत्तेजित , नफरत - स्वीकार , शो क संतुप्त - आनंद से भर जाना

a) Classical Conditioning(*Learning attitudes by association*)

Classical conditioning could play a role in establishing some of the emotional components of attitudes

Classical conditioning can produce a positive/negative attitude towards a previously neutral object through association (pairing) thus it is also called associative learning.

Study conducted by Ivan Pavlov where bell can evoke a physiological response of salivation after repeated pairing with meat powder.

Learning is automatic, unconscious, involuntarily, or incidental

Watson, pioneer of behaviorism, demonstrated that how a negative emotional response (fear) could be acquired through classical conditioning. Watson conditioned an 11-month old boy, 'Little Albert', to develop a fear response to a white rat.

Some Liking or disliking of subject is formed due to its association with teacher. (see the book in hindi (साहचर्य के द्वारा अभिवृत्तियों का अधिगम)

Advertisers repeatedly present their brands associated with celebrities to increase the sale of product.

children who hear repeated word pairings in their parents' conversations (such as Muslims' Aggressive, Muslims-Fundamentalists) during their early years of development may develop negative attitudes without even meeting them.

Jinnah and india, Jinnah and Pakistan. Ncert pattern change- govt agenda.

Further, through classical conditioning, people may come to have powerful attitudinal reactions to social objects even in the absence of firsthand experience. Hence, children who hear repeated pairings of words in their parents' conversations (such as say, Muslims-Aggressive, Muslims-Fundamentalists) throughout their early years of development may come to adopt such negative attitudes themselves— without even meeting them.

b) Instrumental Conditioning *Learning attitudes by being rewarded or punished*

This is the process of instrumental conditioning, a basic form of learning studied by Thorndike (1911) and Skinner (1938). According to this, behaviors that are followed by positive outcomes परिणाम , नतीजा tend to be strengthened, while those that are followed by negative outcomes are suppressed.

Group Affiliations- no body want to be alone, we want to be liked, cared, interact, express, with other therefore we want to establish, maintain, and restore our positive relationship (family, friends, society).

Want to be part of group,

An individual adopts the values, norms, beliefs and way of behaviour, in order to gain acceptance in that group. This is rewarding

Affect is a common component in attitude change, persuasion, social influence, and even decision making. How we feel about an outcome may override purely cognitive rationales.