

### 3) Behaviorally Based Attitudes A behaviorally based attitude

There are Circumstances people don't know how they feel until they see how they behave.

For example, suppose you asked a friend how much she likes to exercise. If she replies, "Well, I guess I like it, because I always seem to be going for a run or heading over to the gym to work out," we would say she has a behaviorally based attitude. Her attitude is based more on an observation of her behavior than on her cognitions or affect.

**Self perception theory (Bem, 1965)**—attitudes are formed from observing **निरीक्षण** our own behavior and attributing them as internal cause.

As noted in Chapter 5, people infer their attitudes from their behavior only under certain conditions **शर्तों**.

First, their initial attitude has to be weak **कमजोर** or ambiguous **अस्पष्ट**. If your friend already has a strong attitude toward exercising, she does not have to observe **निरीक्षण** her behavior to infer how she feels about it.

Bem argued that we are more likely to make attitude inferences when our behavior is freely chosen (advice- when you are not clear about thought, feeling, then see your behavior, this is the best way to guide others).

Second, people infer their attitudes from their own behavior only when there are no other plausible explanations available. If your friend believes she exercises to lose weight or because her doctor has ordered her to, she is unlikely to assume that she runs and works out because she enjoys it. (See Chapter 5 for a more detailed description of self-perception).

### **Facial feedback hypothesis (Strack, Martin and Stepper, 1988)**

postulate that facial expressions provide feedback to the brain concerning the specific emotion being expressed which not only reinforces emotion but also causes the emotion.

Laughing exercise.

Participants were told to tell how funny the presented cartoon image was, according to them.

Half held pen in between lips and half in between teeth.

Pen in teeth (like smiling) – greater liking of cartoon

Pen in lips (prevent smiling) ---less liking of cartoon

### **Observational Learning** *Learning attitudes through modeling (observing others)*

The phenomenon by which a person acquires new forms of behavior or thought simply by observing अवलोकन others is called observational learning.

Often it is not through association, or through reward and punishment, that we learn attitudes. Instead, we learn them by observing others being rewarded or punished for expressing thoughts, or showing behaviour of a particular kind towards the attitude object

Indian idole, sa re ga, ma pa, dance india dance.

The rationale behind commercials of say, Pizza Hut which show someone ordering and then obviously enjoying a pizza is that the viewer will also form a positive attitude vicariously and imitate such behaviour in the future.

Simple imitation.

Children growing often watch parents and significant others in the family and society doing things which they follow without questioning the wisdom or logic behind these activities

Girl child, gali, descrinatory behavior.

Jaisa karoge waisa paoge (bap ko pareshan kiya hai to beta bhi pareshan karega)

**See the book in hindi**

### **2.3.2 Attitude Accessibility( upalbhdhata ), availability**

Attitude accessibility refers to the ease with which attitudes can be retrieved from memory, in other words how readily available is an attitude about an object, issue, or situation ||

Finally, repeated expression of an attitude tends to make that attitude more C accessible in the future (Powell & Fazio, 1984).

Research has found highly accessible attitudes to be more predictive of a wide variety of behaviours such as voting and selection of consumer products than are attitudes low in accessibility

politician campaign—poster, bhasn, pamplate, gana, use of celebrity. Bhojan , paisa.

suggesting that affect-based evaluations are more accessible in memory than cognition-based evaluations

**Attitude ambivalence(द्विपक्षीयता )**----Attitude ambivalence refers to the fact that they simultaneously possess both positive and negative attitudes toward the object in question. Our evaluations are often mixed,

Attitude ambivalence occurs when there is **evaluative tension** associated with one's attitude because the **summary includes both positive and negative evaluations**. This is manifested in the person feeling *mixed* or *torn* about the attitude object.

Attitude ambivalence may also be the result of conflicting values **बिरोधी मूल्यों के कारण** . For e.g. you may have an ambivalent attitude towards arranged marriages, because on one hand you value obedience and adherence to parents; on the other, you may value freedom**स्वतंत्रता**, and personal choice **व्ययक्तिगत पसंद**

**Thus attitude are acquired through learning not inhirited (by birth.)  
वंशानुगत**

#### **1.4.4 Genetic Factors**

Some research (Waller et al., 1990; Keller et al., 1992) indicates that our attitudes, at least a tendency to develop certain views about various topics or issues, are inherited.

For instance, Arvey et al. (1989) studied the level of job satisfaction of 34 sets of identical twins separated from each other at an early age, and found that approximately 30% of job satisfaction appears to be explainable by genetic factors. Tesser (1993) has argued that hereditary variables may affect attitudes— but believes that they may do so indirectly.

Additional research suggests that genetic factors play a stronger role in shaping some attitudes than others. For e.g., attitudes involving gut-level preferences (say a preference for a certain kind of food) may be more strongly influenced by genetic factors than attitudes that are more cognitive in nature (say attitudes towards environment conservation)