

## Sources of Attitude Formation

### **Learning through exposure to information : + Media-related Influences**

**Learning attitude through group.**---- many of the attitude of the individual have their source and their support in the groups to which individual belong.

His attitude tend to reflect the belief , values, and norms of his group.

A belief मान्यता is an idea that we hold as being correct in the absence of fact or poof of its existence.

Swarg- narak, atma, kayamat ki rat, karm phal sidhant, belief in god, cow,

For example, a marriage proposal between first cousins is viewed favorably in Muslim culture while in Hindu culture it is viewed with disdain

Value (अदर्स) Values are attitudes or beliefs that contain a 'should' or 'ought' aspect, *ideal mode of behavior* such as moral or ethical values. One example of a value is the idea that one should work hard, or that one should always be honest, because honesty is the best policy. हिंसा नहीं करना चाहिए ,अहिंसा परमों धर्म , सुइखरी नहीं करना चाहिए

it is clear that some attitudes are formed through the influence of long-standing values internalized early in life. A person having a value sets a standard for guiding her/his actions in life .

Values are relatively more stable and enduring than attitudes. Further, if we know an individual's values, we are better able to predict behavior if we know value of person.

Norms मानक are unwritten rules about behavior that everyone is supposed to show under specific circumstances. Over time, these norms may become part of our social cognition, in the form of attitudes.

बड़ों को प्रणाम , से sorry , पांत मे एकसाथ खा कर उठना ,

An individual adopts the values, norms, beliefs and way of behavior accordig to the group.

### **But why so. What pushes this Going with group**

Group conformity—(- going along with group, agreeable, ) Conformity: A type of social influence in which individuals change their attitudes or behavior in order to adhere to existing social norms.

*Need of Affiliations-* (attachment, connection, or bonding) no body want to be alone, we want to be like, 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

Birth day wishes, marriage anniversary.

Second norms represent a set of unwritten and informal 'rules' of behavior that provide information to members of a group about what is expected of them in specific situations. This makes the whole situation clearer, and allows both the individual and the group to function more smoothly

Third Behaving in a way that differs from the expected form of behavior may lead to disapproval or dislike by others, which is a form of social punishment.

Most people believe that the majority is more likely to be right rather than wrong.

**Exposed to same information.**

The question arises that what type of group.

**See book**

***Family and School Environment :(primary group)***

***Is it required to be physically the part of group?***

## **2. Reference Groups**

Reference group –Mustafa sheriff defined reference groups as those groups to which the individual relates or identify himself as part or to which he aspires to relate or to be part of that group psychologically.

There is always norms regarding acceptable behavior and ways of thinking for reference group which form attitude for individual.

According to Hyman it denote groups that are used as standard or reference point by an individual in order to determine own status.

Individual compare his own position with reference group and If found deprive or lagging then people want to improve his status by imitating, perusing them, aspiration to be part of that group,

Group confirmation/ group affiliation pressure also works directly or indirectly. Teen ager member group exert heaviness for choice of clothing

Reward and punishment also happens.

**First proposed by Leon Festinger and suggested that people have an innate drive to evaluate themselves, often in comparison to others**

## **SOCIAL COMPARISON THEORY**

Earlier we noted that comparisons with other people can be an important source of self-knowledge. When we want to know where we stand on a particular quality or ability and objective information is not available, we may compare ourselves with others. This strategy is the core of one of social psychology's most important theories—social comparison theory.

See book

### **3. Personal Experiences:**

## **WHY DO WE HOLD ATTITUDES?**

Attitudes are formed and changed because they satisfy certain needs or fulfill functions,

**Katz (1960) proposed four attitude functions,**

### **1 Utilitarian Function (also Called Instrumental Function), adjustment function----**

Katz says we develop positive attitudes towards those objects that are associated with rewards and develop negative attitudes toward those that are associated with punishment. (based on operant conditioning)

Appraisal characteristics provide this knowledge what is valuable, important, satisfying need, achieving goal

**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 l

The adjustment function directs people toward pleasurable, *rewarding*, beneficial objects and away from unpleasant, undesirable and harmful ones ( adjustment function ). This motivates the person to adjust with the ( environment (social approval)

This will answer your most of the attitude object you are holding.

Reservation, kisan bill,

## **2 Knowledge Function**

We all have a need to attain some degree of meaningful, stable, clear, and organized view of the world (just as most of us have a need to maintain an organized cupboard!)

Attitudes satisfy this knowledge function by providing a frame of reference for organizing our world so that it makes sense. Using such a cognitive perspective, attitudes serve as schemas that help us in organizing and interpreting social information.

Help to make world more understandable, predictable, and knowable so gives us sense of control.

We find that attitudes provide a background that makes it easier for a person to decide how to act in new situations. For example, our attitude towards foreigners may indirectly provide a mental 'layout' or 'blueprint' for the way in which we should behave whenever we meet one.

This allow us to predict what is likely to happen , so gives us sense of control.

### **1.5.4 Value-Expressive Function**

Finally, Katz proposed that attitudes may serve a value-expressive function, such that an attitude may express an individual's self-concept and central values. For example, a person might cycle to work because she values health and wishes to preserve the environment

Value system, or vyapak attitude

It seems logical to assume that only important and strongly self-related (central) attitudes should serve the value-expressive function