

Ajitabh Kumar

Department of Psychology

Jagjiwan College, Ara

Semester -2 , MJC 2

ATTITUDE

- **Definition :**

Evaluative statements or judgments concerning objects, people , or events.

- **Attitudes** are evaluative statements—either favorable or unfavorable—about objects, people, or events.
- They reflect how we feel about something.
- When I say “I like my job,” I am expressing my attitude about work.

Main Components of Attitudes

- **cognitive component :**

The opinion or belief segment of an attitude.

- **affective component :**

The emotional or feeling segment of an attitude.

- **behavioral component :**

An intention to behave in a certain way toward someone or something.

Cognition, affect, and behavior are closely related.

Cognitive = evaluation

My supervisor gave a promotion to a coworker who deserved it less than me. My supervisor is unfair.

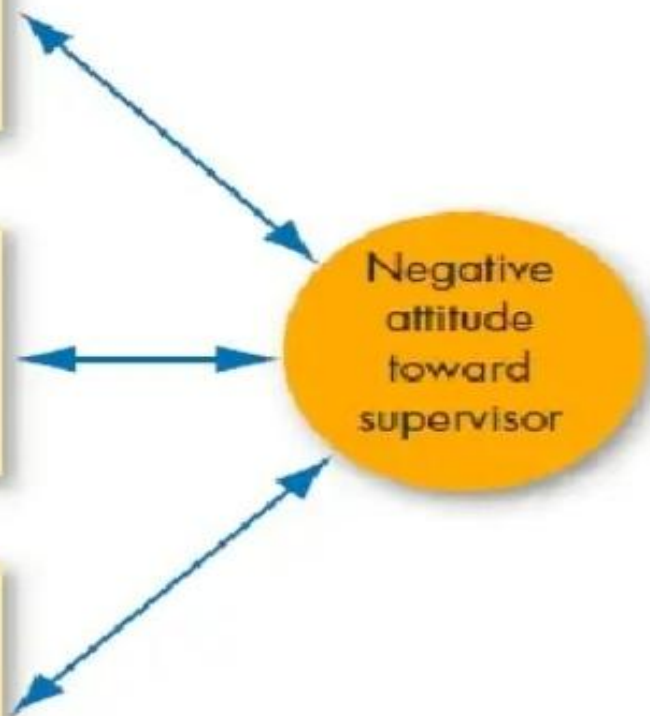
Affective = feeling

I dislike my supervisor!

Behavioral = action

I'm looking for other work; I've complained about my supervisor to anyone who would listen.

Negative attitude toward supervisor



Types of Attitude

- 1. **Positive attitude**: Predispositions that results in desirable outcomes
- 2. **Negative attitude**: Predispositions that results in an undesirable outcomes
- 3. **Neutral Attitude**: Predispositions that results in balanced approach

Functional Classification of Attitudes

- Daniel Katz classified attitudes into four different groups based on their functions:
- **Utilitarian:**
 - People adopt attitudes that are rewarding and that help them avoid punishment.
- **Knowledge:**
 - help people organize and interpret new information
 - Eg: I believe that good things happen to good people.
- **Ego-defensive:**
 - attitudes can help people protect their self-esteem
- **Value-expressive:**
 - used to express central values or beliefs

Functions Of Attitude



**FACTORS HELPING IN
DEVELOPMENT OF ATTITUDES**

Psychological

ideas, values, beliefs,
perception

Family

parents, brothers, sister,
and elders in the family

Society

culture, the traditions, the
language,

Economic

salary, status, work
environment, work