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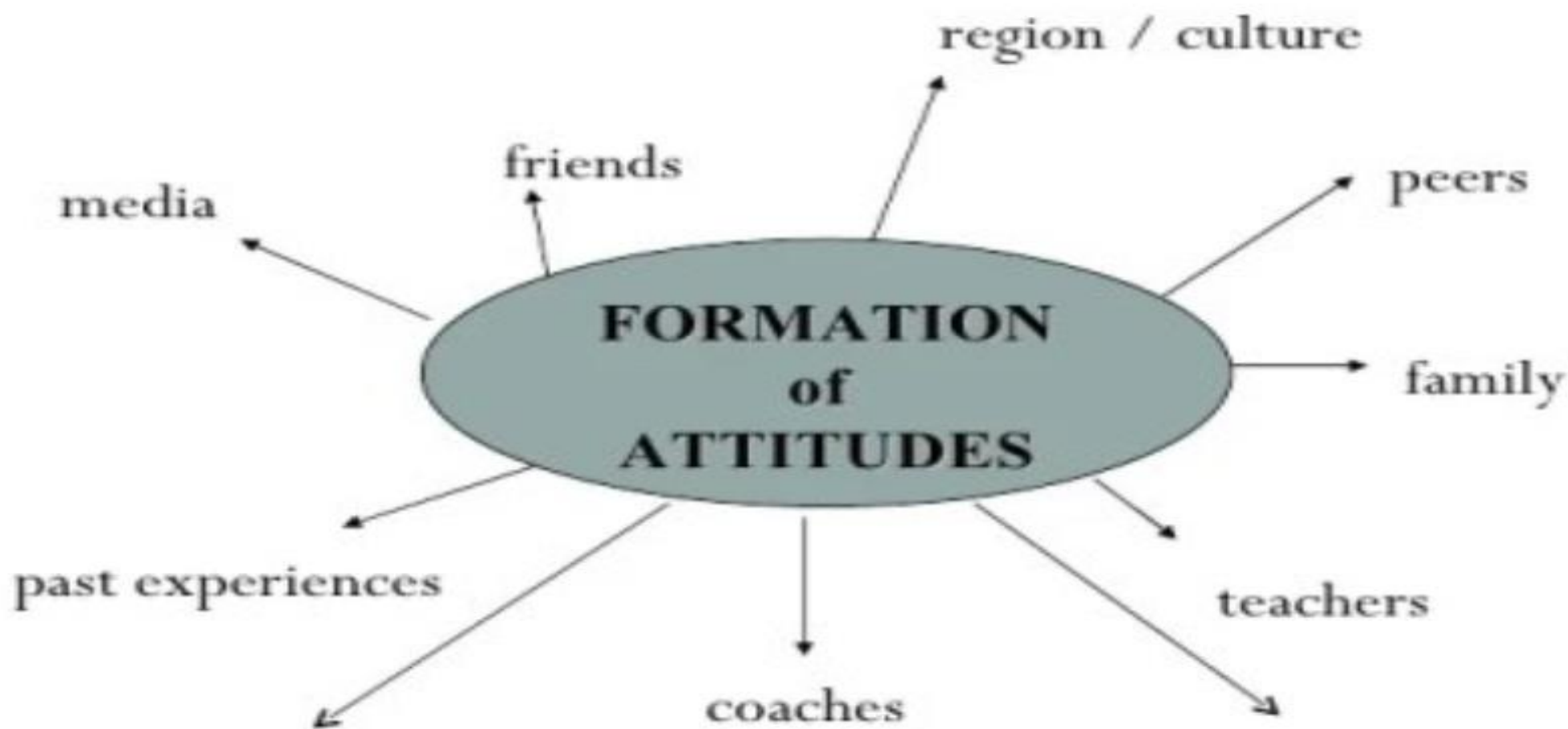
# ATTITUDE FORMATION

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- **Attitudes** are beliefs, feelings, and tendencies toward people, objects, or ideas that are learned and influence thoughts and behaviors.
  - **Attitudes** are formed through direct experience, observation of others, conditioning, and exposure to different influences.
  - **Attitudes** are influenced by many determinants including direct experience, family, economic status, occupation, religion, education, and reference groups.
  - Direct experiences especially early in life strongly impact attitude formation.

# Formation of Attitudes



Feedback can reinforce attitude

Attitudes can create false perceptions known as prejudice

# COMPONENTS OF ATTITUDE

- **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.*

# ABC MODEL OF ATTITUDE

- The ABC Model of Attitudes, also known as the tri-component model, is a framework in psychology that describes three components of attitudes -
- **Affective component:** this involves a person's feelings/emotions about the attitude object. eg: "I am scared of spiders."
- **Behavioral** (or conative) component: the way the attitude we have influenced how we act or behave.eg, "I will avoid spiders and scream if I see one."
- **Cognitive** component involves a person's belief/knowledge about an attitude object.eg,"I believe spiders are dangerous."
- These three components collectively form an individual's attitude toward an object, person, issue, or situation.