

MICRO THEORIES

1. VALUES, ATTITUDES, BEHAVIOURS

Compliance and Conformity

Compliance implies external coercion.

- This means that we are doing something because someone tells us to.
- This usually involves some assessment of the consequences of not complying, in other words, the reward and punishment for doing or not doing something.
- Compliance is the result of a stimulus, order or instruction coming from someone else, usually brought about by rules and regulations.
- For example, underperforming members will be coerced to work harder otherwise there is a threat of the other group members meeting up with tutor to complain about his behaviour. Group pressure and the agreed terms in the team contract compel him to comply with the demands of other members in the team.

Conformity implies internal acceptance.

- This form of acceptance may be voluntary or involuntary.
- Nevertheless, this is contrasted from compliance as it implies that no external instruction is received.
- Conformity leans towards the result of social pressures such as mob behaviour, where we do it just because everyone else does;
- more often based on intentional reference to an internalised value system;
- we conform to certain behaviours because it runs parallel to our core beliefs.
- Acceptance on norms such as punctuality, responsibility, democratic way to resolve team problems – run parallel to core beliefs .
- We believe that by the ‘right’ conducts we can bring about a preferred set of social arrangements in completing an excellent team report.
- I used to be late for all my team meetings. However, after a few meetings, I realized my group mates were always 5 minutes earlier. Even though, they did not coerce me to be at the meetings early, I conformed to the behaviour of being early for our group meetings.
- This is because, I do not want to miss out on decision made about the assignment, or be left out on the process of writing the assignment.

Values, Attitudes and Behaviour

Values; expressions of what is ‘good’, our core beliefs;

- we can think of values in terms of their content (how important are they) and their intensity (how strongly we hold them);
- values can be terminal (final goals) and instrumental (means of achieving terminal values)

Some of the values noted during the team assignment are:

- Terminal values : personal satisfaction and peer recognition for scoring well in reports
- Instrumental values : hard work and responsibility put into achieving that
- Intensity of values : the extent to which we put in effort and accountability of workload
- Importance of values : and how strongly we value personal satisfaction and peer recognition

Our assumptions of these values provide the normative basis for our attitudes.

- Attitudes are evaluative statements that relate to a specific proposition.

- For example; A terminal value of ‘We want to achieve a H1, thus we have to produce an excellent report’
 - o would correspond to an attitude of ‘I will put in immeasurable effort until the work produced can be deemed excellent’.
- **Our team shares a common goal**, which was partly how we came about forming the team in the first place.
- Attitudes are formed by an affective component, cognitive component, and behavioural component.

- **Affective** relates to emotional evaluation, in this case, “I like my team.”

- This is based on the **cognitive** component “Everyone works hard and we are all putting in our best despite having other commitments” which then

- forms the **behavioural component** of “I must also work just as hard even though I have to juggle 5 subjects due to overloading this semester.”

- These components are consistent; but there are cases of inconsistencies where the affective component overrides the cognitive component to result in certain behaviour.