

ATS1261 – lecture test 1 preparation

- **Attitude:** an evaluation of positivity or negativity on a spectrum toward a person, group, issue, object, etc.
- **Correlation:** the closer to 1, the stronger the correlation.

Three component (ABC) model of attitudes suggests that:

- a) Attitudes tend to persist across time and situations.
- b) Attitudes are limited to events or objects of some social significance to the attitude holder.
- c) Attitudes are general, involving a greater or lesser degree of abstraction.

Affect: emotions towards something

- **Affective based attitude:** Attitude arises from a strong emotion to a stimulus

Behavioural: actions/ways you react.

- **Behaviourally based attitudes:** We form our attitudes based on our observations of how we react to particular stimulus. E.g. you may feel unsure about taking a psychology class, but after attending the class, you will form an attitude to it.

Cognition: thoughts, beliefs, and knowledge.

- **Cognitively based attitudes:** If we are informed about negative traits about something, then it can affect how we feel (Affect) and respond (Behavioural) to that particular stimulus.

- **Why would understanding these components of an attitude be important?**
Because it allows us to develop psychological and behavioural interventions through policy interventions/social marketing. E.g. phobias, depression, prejudice and etc.

Relationship between Attitude and Behaviour

Richard La Piere at Stanford University

- Travelled around America in 1934 (IMPT: It was completely OK to be openly discriminatory against non-white Americans) with a Chinese student and his