

Attitude & Social Cognition

Attitude

Explaining Social Behaviour

Attitude

+ *Impression Formation*

+ *Attribution*

= **Social Cognition**

Nature of Attitude

- A - Affective
- B - Behavioural
- C - Cognitive

Components of Attitude

1. Valence
2. Extremeness
3. Simplicity or Complexity
4. Centrality

Attitude Formation & Change

Attitude Formation

- a. By Association
- b. By Reward or Punishment
- c. Modelling
- d. Group or Cultural norms
- e. Exposure to Information

Factors Influence Attitude Formation

- a. Family & Social Environment
- b. Reference Groups
- c. Personal Experiences
- d. Media Related Influences

Attitude Change

- a. The Concept of Balance
- b. The concept of Cognitive Dissonance
- c. The two-step concept

} Cognitive consistency

Factors Influencing Attitude Change

- a. Characteristics of Existing Attitude
- b. Source Characteristics
- c. Message Characteristics
- d. Target Characteristics

Prejudice & Discrimination

Prejudice Formation

- a. Learning
- b. A strong social identity & ingroup bias
- c. Scapegoating
- d. Kernel of truth
- e. Self-fulfilling prophecy

Strategies for handling prejudice

- a. Education & Information dissemination
- b. Increasing intergroup contact
- c. Highlighting Individual Identity

Social Cognition

Schemas

Form of Categories - (Prototypes)

Form from Group of People (Stereotypes)

Behaviour in Presence of Others

1. Arousal
2. Evaluation apprehension
3. Nature of Task
4. Co-action

Impression Formation & Attribution

Process of Impression Formation

1. Selection
2. Organization
3. Inference

Primary Effect (First Impression)

Recency Effect (Last Impression)

Halo Effect

Attribution (Bernard Wiener)

1. Internal Attribution
2. External Attribution

**Fundamental Attribution Error
(Internal & External)**

Actor - Observer Effect

Pro-Social Behaviour

Improving Factors

1. Inborn, Natural tendency
2. Learning
3. Cultural Factors
4. Social Norms
 - a. Social responsibility
 - b. Reciprocity
 - c. Equity
5. Expected reactions
6. Empathy

Reducing Factors

1. Bad mood, self-problems, Internal attribution
2. Number of bystanders - Diffusion of Responsibility