

Module 9 -Behavior and Belief
Attitudes, Roles, Brainwashing, and Self Perception

1. Which Comes First, Belief or Behavior?
 - a. “The ancestor of every action is a thought” - Emerson
 - b. “Thought is the child of action” - Disraeli
 - c. What is an attitude?

2. Definition of Attitude
 - a. Gordon Allport
 - i. a mental state of readiness
 - ii. organized through experience
 - iii. exerting a directive influence on a person’s responses to related objects and situations

3. How are Attitudes Formed?
 - a. Mere exposure
 - b. Direct personal experience
 - c. Learning

4. Do Attitudes Influence Behavior?
 - a. Attitudes are beliefs and feelings that can influence our reactions
 - b. Attitudes do influence behavior when...
 - i. External influences are minimal
 - ii. Attitude is specific to the behavior
 - iii. We are conscious of our attitude

5. Attitudes and Actions
 - a. Attitude determines Action which effects Attitude

6. Components of Attitudes
 - a. Affective
 - b. Behavioral
 - c. Cognitive

7. Cognitive Processes.
 - a. Our set of beliefs about events or people – may or may not influence behavior

8. Emotional Processes
 - a. an evaluation
 - b. a like or dislike
of the object of the attitude.

9. Behavioral Processes
 - a. Our way of acting toward the attitude object

10. What Attitudes do
 - a. they define us (Badge Value)
 - b. direct feelings and thoughts
 - c. summarize feelings and thoughts

11. Does behavior determine attitudes?
 - a. Role playing
 - b. Saying becomes believing
 - c. The foot-in-the-door phenomenon
 - d. Evil acts and attitudes
 - e. Interracial behavior and attitudes
 - f. Social movements
12. Role playing – Zimbardo’s Stanford Prison Study
13. Has someone ever gotten you to do something you really didn’t want to?
14. The foot-in-the-door phenomenon
 - a. People are more likely to comply with a large request if it is preceded by a small request.
15. Self-perception hypothesis
 - a. After agreeing to the first request, you come to see yourself as the type of person who helps.
16. Norm of Reciprocity
 - a. People should help those who help them
17. LOW-BALLING
 - a. People are more likely to perform a high-cost behavior if they have already committed to that same behavior (when believed to be less costly).
18. Evil Acts and Attitudes
 - a. Attitudes follow behavior
 - b. When we agree to act we take more responsibility for it whether that act is positive or negative
 - c. Justifies our behavior, justifies our attitude
19. Can I change your attitude? Is brainwashing real? – WWII Propaganda Posters
20. Why does behavior affect attitudes?
 - a. Cognitive Dissonance Theory Leon Festinger
 - i. People prefer consistency among their own attitudes
 - ii. Between attitudes and behavior
21. Laboratory Research Example
 - a. Participants performed boring task
 - b. Asked to tell next subject task was enjoyable
 - c. \$1.00 vs \$20.00
 - d. Dependent Variable
 - i. Attitude measure: how first person enjoyed task
22. Who will say the task was more enjoyable?
 - a. Those paid \$1
23. Preconditions for Cognitive Dissonance

- a. minimum incentives
- b. perceived choice
- c. irrevocable commitment
- d. foreseeable consequence
- e. personal responsibility for consequences
- f. great effort

24. Why do some groups use hazing or initiation rites?

- a. Fraternities
- b. Military
- c. Cults

25. Role of Effort

- a. The harder people have to work to get into a group the more they value that group.

26. Does knowledge of compliance strategies provide effective inoculation against potential victimizers?

27. When do attitudes predict behavior?

- a. Minimizing social influences on expressed attitudes
- b. Minimizing other influences on behavior
- c. Examining attitudes specific to the behavior
- d. Making attitudes potent