

## BEHAVIOR AND ATTITUDES

*Attitude* – favorable or unfavorable evaluative reaction to something or someone exhibited through one's beliefs, feelings, inclinations, or intended behavior

*Attitudes* – feelings

*Behavior* – intention

*Cognition* – thoughts

### **Do Attitudes determine Behavior?**

Leon Festinger – concluded that changing one's attitudes does not guarantee a change in behavior, but rather, maintained that it was the other way around

*“We are very well trained and very good at finding reasons for what we do, but not very good at doing what we find reasons for”*

Examples of the incongruence between attitude and behavior:

1. attitude towards cheating was not likely to predict the likelihood of actually cheating
2. attitude towards the church did not necessarily correlate with church attendance
3. prejudice towards a particular race do not predict accurately actual behavior: 92% said they would not entertain Chinese race guests, but the experimenters were actually received quite courteously during their visit

☞ It seems then that WE do NOT really BEHAVE in ways that would COINCIDE with our ATTITUDES

☞ It is no small wonder then that our being bombarded by advertisements (cigarette smoking kills) has no real/significant effect on our behavior (smoking, drunk driving, unsafe sex, etc...)

**Does this mean that educating us about the negative effects of something has very little effect on our behavior?**

☞ Personality psychologists have also said that personality traits do not also accurately predict future behavior = behavioral modification

**How much would we agree or disagree about these findings?**

## WHEN DO ATTITUDES PREDICT BEHAVIOR

- ☞ Our behavior is sometimes not the same with our expressed attitudes because they are both subject to external and internal (feelings/emotions) forces

## MINIMIZING SOCIAL INFLUENCE ON EXPRESSED ATTITUDES

*Bogus pipeline* – a procedure that fools people into disclosing their attitudes; participants are convinced that a machine can measure their private attitudes. Then they are asked to predict the machine's reading, thus revealing their attitudes

- ☞ Making people think that their inner truths could be revealed through the means of various machines (lie detectors), makes them tell the truth
- ☞ Under normal circumstances, we are not faced with this threat, and so we are apprehensive to express negative attitudes directly – WE SAY WHAT WE THINK OTHERS WANT TO HEAR

## MINIMIZING OTHER INFLUENCES ON BEHAVIOR

- ☞ Social influences have an enormous effect on one's behavior, to the point that we sometimes violate our deepest convictions – **Do we agree?**

EX: politicians fall into corruption, \*Peter denied Jesus, couples take back their partners after having “crossed the line”

- ☞ We do have certain dispositions (inner attitudes) but remember the influence that a situation has over our judgment and behavior

**What is the use of statistics?** – can averaging one's behavior give us a proper figure of the person's average?

- ☞ We would be able to see a person's “true” attitude, when we look into the person's average behavior rather on isolated acts

EX: when judging a person's attitude towards the poor (beggars): it is better to observe the behavior over some time than on a single event; might have been influenced by the beggar (nakaka-awa talaga)

\*\*\*while keeping an open mind to the influence of external factors on our attitudes and behavior, let us not also undermine our capacity to know ourselves

## EXAMINING ATTITUDES SPECIFIC TO THE BEHAVIOR

- ☞ Looking at a VERY GENERAL ATTITUDE does NOT predict BEHAVIOR; but looking onto very SPECIFIC BEHAVIOR PREDICTS general ATTITUDE; inductive reasoning is easier than deductive = you have a lot of options (behavior) to manifest the attitude

EX: attitude towards religion and regular confession; \*recycling and environmental attitude

## HOW TO MAKE ATTITUDES POTENT

- ☞ \*Our attitudes are dormant when we are on automatic pilot

EX: when we are offered something (ESPECIALLY by someone not particularly close), we usually say “*sige okay lang*”

### *Bringing Attitudes to Mind*

- ☞ In unfamiliar situations, we are more alert, and thus we THINK before we ACT
- ☞ Bringing our held attitudes to our consciousness makes our behavior more consistent – we remove ourselves from being in automatic pilot; we are REMINDED of our attitudes

### **How many look at themselves at the mirror?**

- ☞ Making people self-conscious also allow themselves to be more consistent with their attitudes; a subtle way, perhaps even unconscious, of reminding people about their convictions

EX: we often look ourselves in the mirror in preparation for interview, when we are about to propose, when we WANT TO BE TRUTHFUL to ourselves

### *Potency of Attitudes Forged through Experience*

- ☞ Attitudes that we acquire through experience are more potent and more accurately GUIDE our ACTIONS
- ☞ These are stronger because they are intertwined with our experience

### **Give examples of currently STRONG attitudes that were learned through experience.**

\*\*\*the relationship between attitude and behavior can range from with to without relationship

*“It is not what you are underneath that defines you... It is what a man does that defines him...” ~ Batman*

### DOES BEHAVIOR DETERMINE ATTITUDE

*“We are likely not only to think ourselves into a way of acting but also to act ourselves into a way of thinking”*

- ☞ \*it is true that we stand up for what we believe, but we also come to believe what we stand up for

NOTE: refer to page 137, DM

*The act produces the idea* – self-persuasion

### ROLE PLAYING

*Role* – a set of norms that define how people in a given social position ought to behave; actions expected of those who occupy a particular social position

### **How did you feel during your first day in KC?**

- ☞ We would usually feel uneasy when acquiring a new role, but the uneasy feeling does not really last

that long

☞ After some time, the role fits into our self-schema, then it FEELS NATURAL

EX: cite the Philip Zimbardo experiment; “a growing confusion between reality and illusion, between role-playing and self-identity”

☞ We internalize attitudes that are consistent with the role we assume; SOCIAL DICTATES – we play the role depending on how society expects people with that role to behave ~ *that’s why much attention is given to people who “deviate” from social expectations (i.e. the running priest)*

EX: **Does a father/teacher have to be strict?**

☞ Stage actors also become consumed by the role they are playing and sometimes feel genuine emotion

### SAYING BECOMES BELIEVING

*Saying-becomes-believing Effect* – we adjust our messages to our listeners and afterwards, come to believe the altered message

FOOT-IN-THE-DOOR PHENOMENON – the tendency for people who have first agreed to a small request to comply later with a larger request

☞ It therefore seems that when we have agreed to give in to small requests, we find little reason to back out from succeeding larger ones

☞ When people commit themselves to some act, they come to believe more strongly in what they have done

*Low-ball Technique* – a tactic for getting people to agree to something by giving them small requests to agree to before raising it up the ante

**What would you think the effect would be if people are allowed to fill out forms themselves?**

☞ Having done things themselves, people would usually LIVE UP to their COMMITMENT

*Door-in-the-Face* – a marketing strategy wherein people are overwhelmed with the gravity of the request so that they would agree to smaller ones

### EVIL ACTS AND ATTITUDES

☞ We tend not only to hurt those we dislike, but to DISLIKE those we HURT

☞ When one group holds another in slavery, it is likely to perceive the slaves as having traits that justify their oppression

☞ Action and attitudes feed one another, to the point of moral numbness

**What were the examples given in the book to illustrate these?**

**What is the role of coercion in internalizing moral acts?**

☞ Moral actions, especially when chosen rather coerced, affects moral thinking

EX: experiment with children and the toy robot

## INTERRACIAL BEHAVIOR AND RACIAL ATTITUDES

- ☞ Legislating moral actions indirect affect heartfelt attitudes – *regional racism*

### **How did this affect attitudes towards interracial behavior?**

- ☞ Positive behavior towards someone fosters liking for that person: \*"*if you wish to love someone, act as if you do*"

## SOCIAL MOVEMENTS

- ☞ Conditioning in the social situation: "*Hail Hitler*"

### **How did Myers relate what the German's experienced to the saying-becomes-believing effect?**

EX: singing the national anthem and the *panatang makabayan*, *the apostle's creed* all use public conformity to build private belief

- ☞ \*When we act, we strengthen the idea underlying what we have done, especially when we feel responsible for it
- ☞ Things which we have done, we find justifications for doing so
- ☞ We have to make sense of the things that we do, and so we believe in the things that we do

## WHY DO ACTIONS AFFECT ATTITUDES

### *Self-presentation theory*

### **How might we relate what has been discussed in chapter 2 to the relationship between behavior and attitude?**

- ☞ We express attitudes that match our behavior to appear consistent, to the EXTENT that we PRETEND to hold ATTITUDES that we don't really believe in

*Impression Management* – it states that PEOPLE or organizations must establish and MAINTAIN an IMAGE to others that are CONGRUENT with perceptions they want to CONVEY to their audience; the goal is for one to present themselves the way in which they would LIKE TO BE THOUGHT OF by the individual or group they are interacting with

*Self-monitoring* – being attuned to the way one presents oneself in social situations and adjusting one's performance to create the desired impression

*Social-chameleons* – they adjust their behavior in accordance to their appraisal of how they perceive other people look at them

- ☞ They are more likely to espouse an attitude they do not really hold
- ☞ Self-presentation ALSO works to impress our own selves (ideals and identity)

### *Internal and External Locus of Control*

## SELF-JUSTIFICATION

*Cognitive Dissonance Theory* – (Leon Festinger) we feel tension (dissonance) when two simultaneously accessible thoughts or beliefs are psychologically inconsistent; we adjust our thinking to deal with the tension

☞ Pertains mostly with discrepancies between attitudes and behavior

\*\*\*supports the self-persuasion effect above

### *Insufficient Justification*

☞ The less justification people have for explaining their behavior, the more that they would believe in what they had done

☞ When the financial reward was greater, they had enough justification to explain their behavior

☞ Attitudes-follow-behavior effect was strongest when people felt some CHOICE and when their intention had foreseeable CONSEQUENCES; they DO NOT feel COERCED

**Relate to child and toy** – being threatened is enough justification, they do not need to internalize

☞ We accept responsibility for our behavior if we have chosen it without obvious pressure and incentives

☞ People are unlikely to internalize forced behavior

## DISSONANCE AFTER DECISIONS

☞ After making decisions, we notice what might have been

☞ We also upgrade our choices while downgrading the option we did not take – example of our adaptive cognitive mechanisms

☞ \*Experiments suggest that after being made, decisions tend to grow their own self-justifying legs of support

## SELF-PERCEPTION

☞ This theory suggests that when our attitudes are weak or ambiguous, we are in the position of someone observing us from the outside – we turn to our behavior to determine what our attitudes about the situation are

☞ When attitudes are then cloudy, modifying our behavior (smiling, laughing, etc...) our attitudes might adjust to fit our behavior

*“Act in a particular manner, and you might actually become so.”*

☞ Imitating other people's expressions changes our feelings to how the other person feels; exactly the reason why it is fun to be with happy people, than it is to be with depressed people

EX: people who mimicked the facial expression of people being given electric shock

## OVERJUSTIFICATION AND INTRINSIC MOTIVATIONS

*Intrinsic Motivations* – when external inducements are insufficient to justify our behavior, we reduce dissonance by justifying the behavior internally

- ☞ Rewarding people for what they already enjoy may lead them into attributing their doing it to the reward, thus undermining their self-perception that they do it because they like it

\*\*\* rewards that inform people that they have done well boost intrinsic motivation, while those that are aimed at controlling behavior, decreases intrinsic motivation

- ☞ Suggesting an intrinsic reason for doing something to reinforce NON-INTRINSICALLY MOTIVATED behavior may strengthen the behavior (you did it because you are a good person)

## COMPARING THE THEORIES

- ☞ NEITHER DISSONANCE nor SELF-PERCEPTION theory can encapsulate the relationship between our attitudes and behavior
- ☞ The strength of dissonance theory rests in its implicating the negative state of arousal

### **Do you think experiencing dissonance really feels uncomfortable?**

- ☞ It is when there are negative effects, when we are held responsible (others witness it); it is NOT so much when no one is around
- ☞ It also matter much when we have SELF-CONCEPTS that are not very STRONG
- ☞ Dissonance theory explains attitude change; while self-perception theory explains attitude formation