

Attitude :

Definition, Types, cognitive dissonance theory,
measuring attitude

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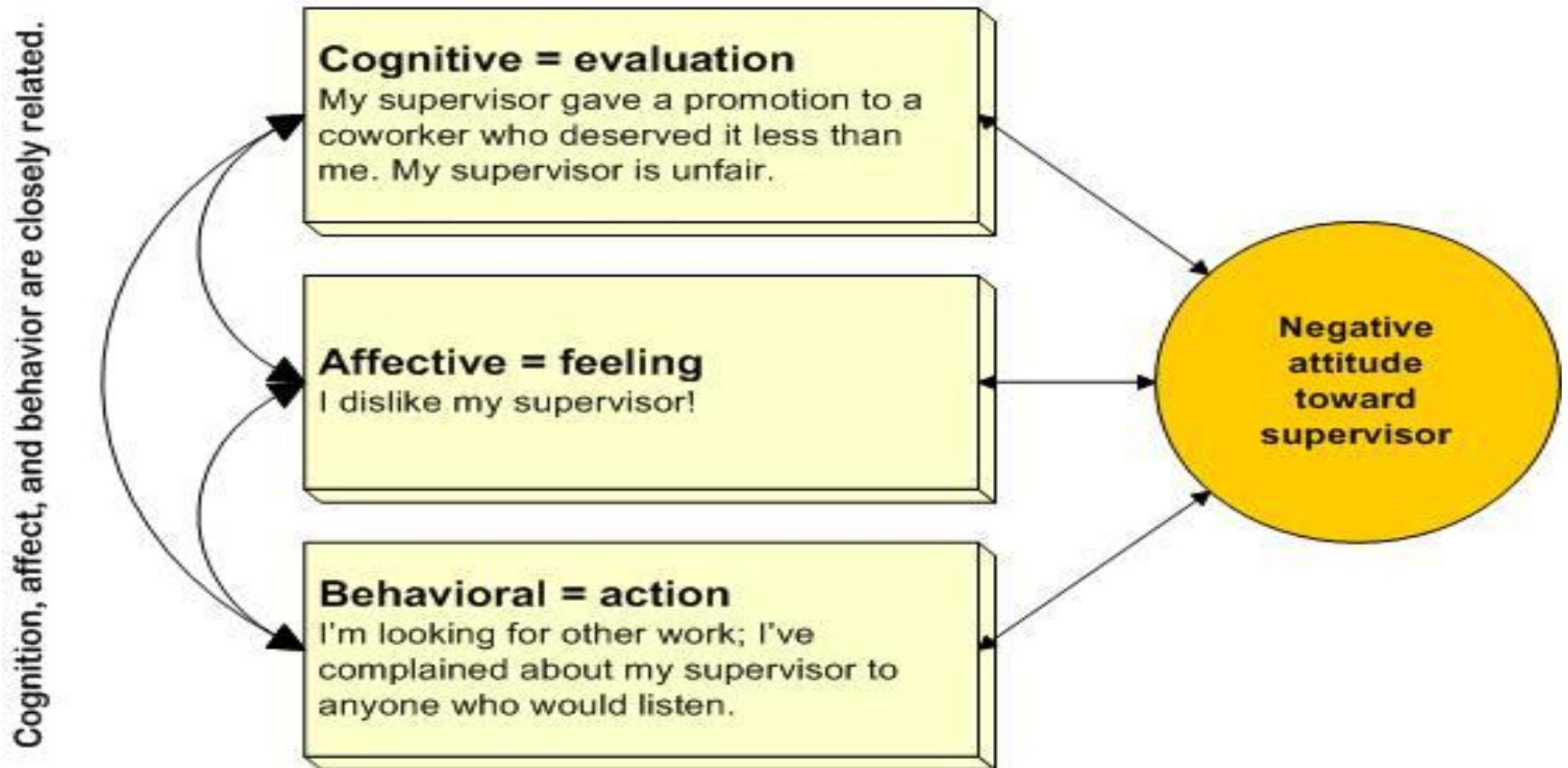
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Festinger proposed the desire to reduce dissonance depends on three factors including the *importance* of elements creating it and degree of *influence* we believe we have over them. Third factor is *rewards* of dissonance.

Attitudes are evaluative sentiments-either favorable or unfavorable-about the objects, people or events

The Components of an Attitude



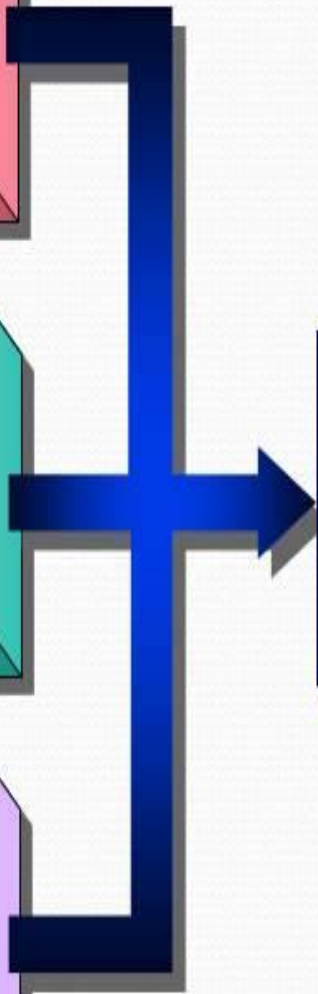
Attitudes

Affect
Way a you feel

Behavior
What you do

Cognition
What you believe

Components of an Attitude



The persuasive process

Target Person

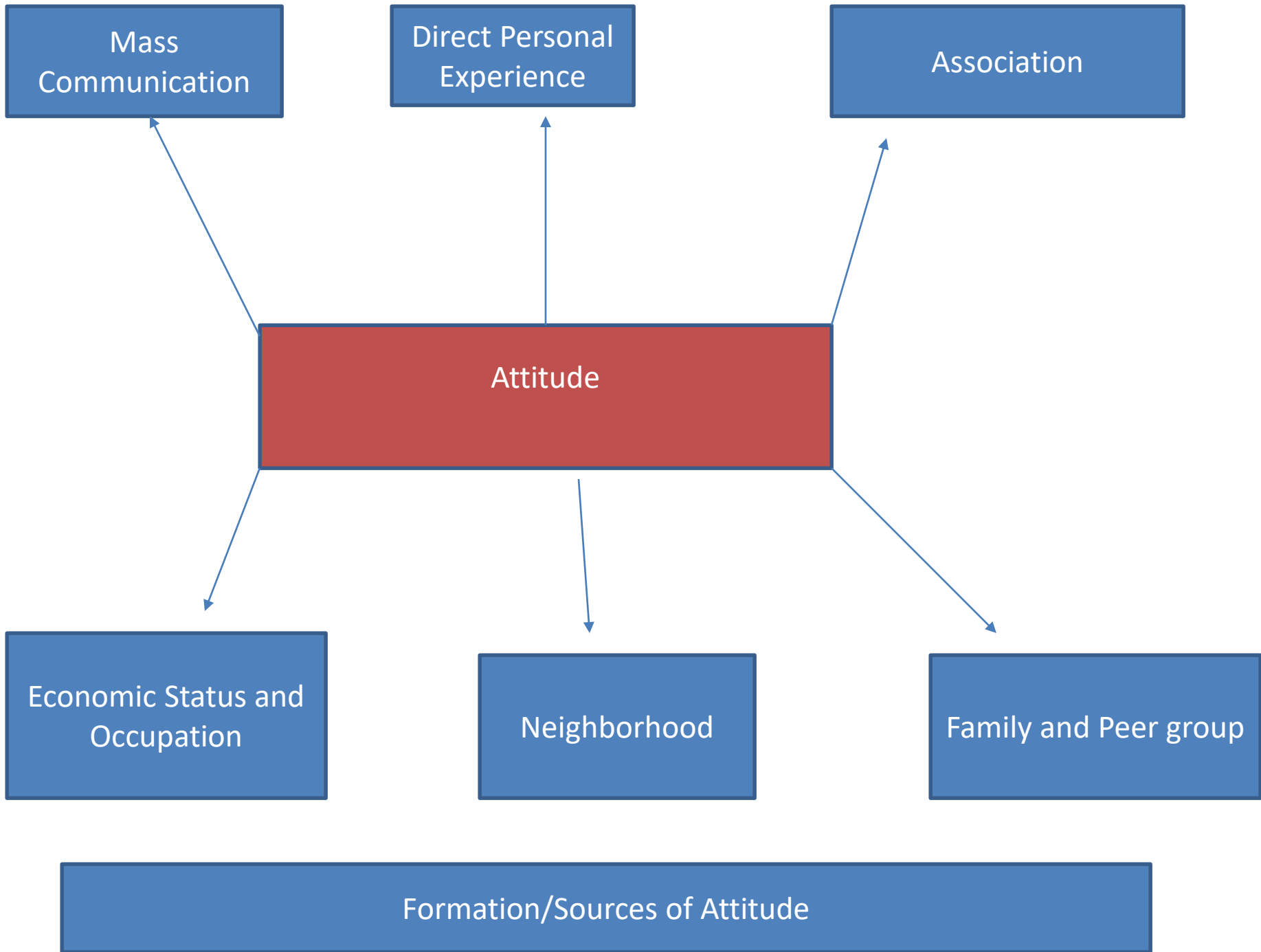
Persuasive
Attitude
Change

Communicator

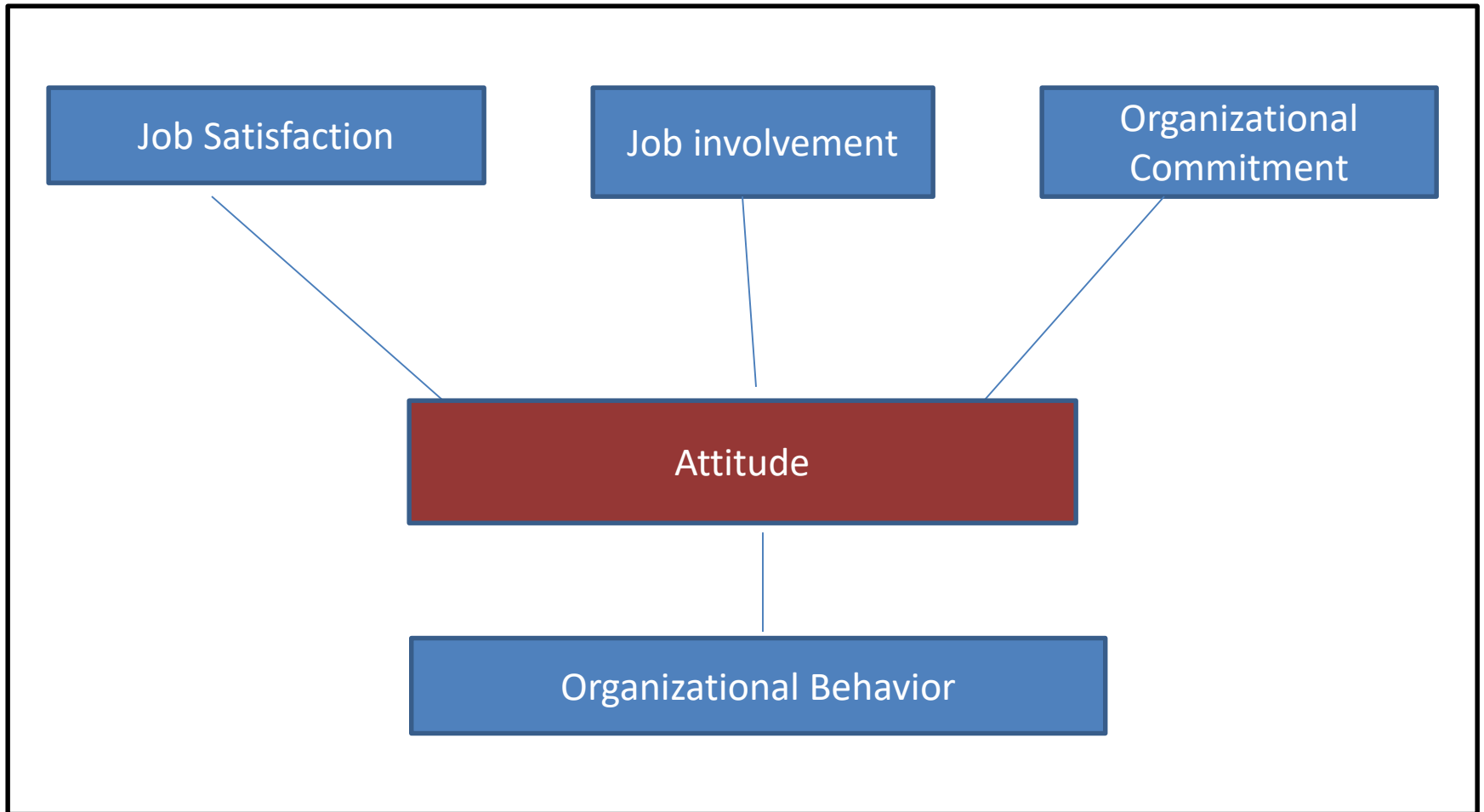
- People we like
- Eloquent Speaker
- Credible Sources (e.g. expertise in subject matter, no ulterior motive)

Communication

- Clear, Intelligible
- Not to extreme
- Small Discrepancy



Types of Work related Attitude



An attitude may be defined as a learned emotional response set for or against something

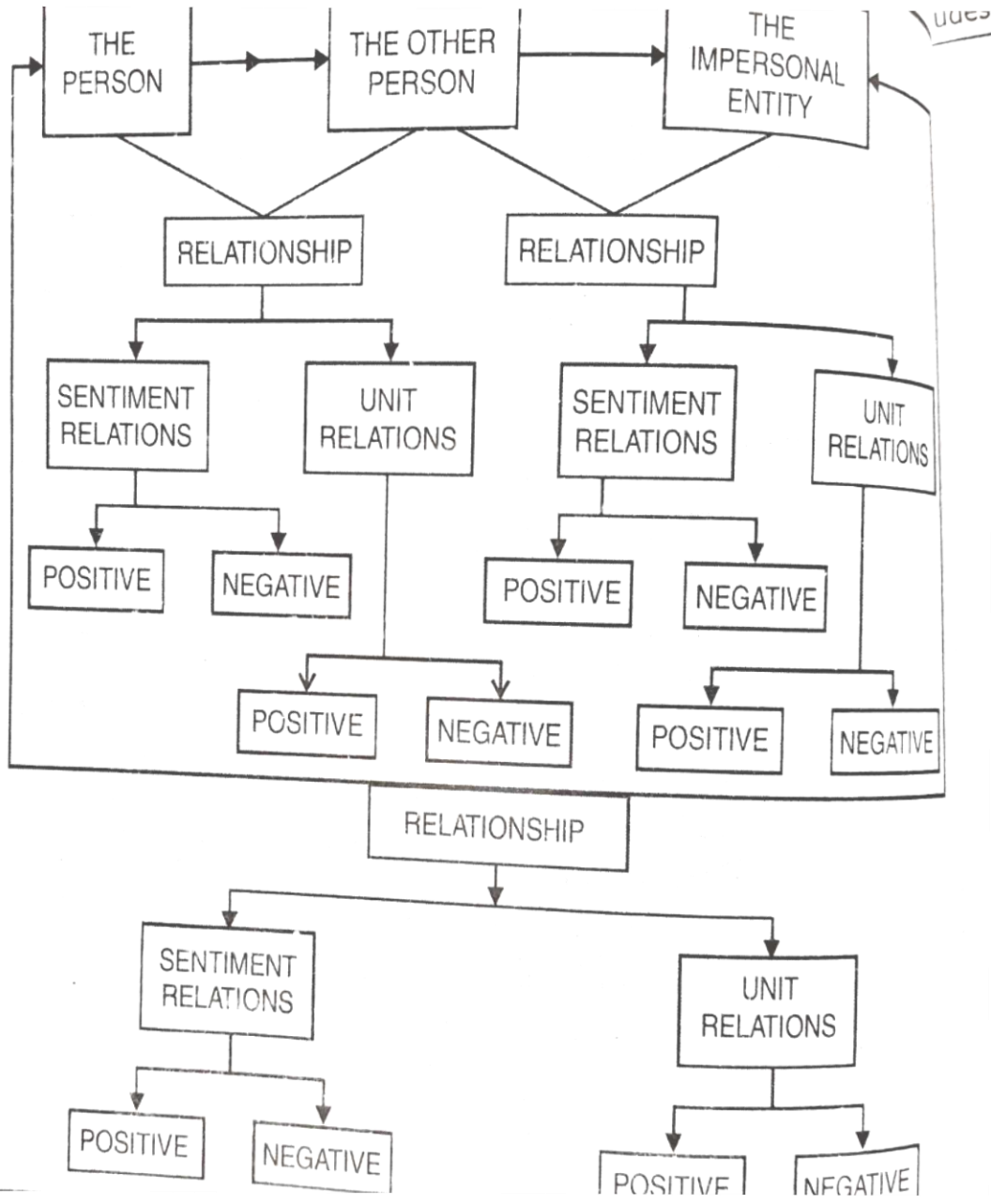
Functions of Attitude

- The adjustment Function
- The ego defensive function
- The value expressive Function
- Knowledge function

Measurement of Attitude

- Thurston Attitude Scale
- Likert Scale
- Opinion Surveys
- Interviews

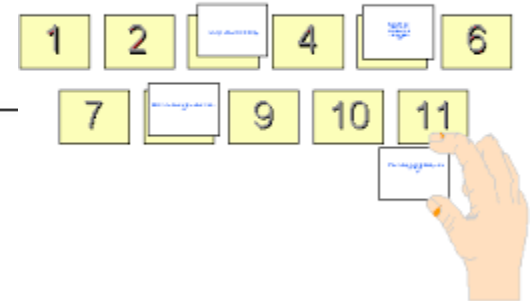
Cognitive Consistency Theories



Attitude Scale

- To assess the attitude or belief of an individual
- Design to measure attitudes of a subject or group of subject towards issues, institution and groups of people

1 = least favorable to the concept
11 = most favorable to the concept



Thurstone Scale

- First formal method to measure attitude
- Developed by Louis Leon Thurstone in 1928
- Made up of statements about the particular issues
- Each statement has a numerical value indicating how favorable or unfavorable it to be judge
- Check each statement agree or disagree
- Mean score is computed indicating their attitude

Characteristics of the Likert Scale

- The following procedure is used to analyze data from Likert scales:
 1. First, weights are assigned to the responses options, e.g. Totally agree=1, Agree=2, etc
 2. Then negatively-worded statements are reverse-coded (or reverse scored). E.g. a score of 2 for a negatively-worded statement with a 5-point response options is equivalent to a score of 4 on an equivalent positive statement.
 3. Next, scores are summed across statements to arrive at a total (or summated) score.
 4. Each respondent's score can then be compared with the mean score or the scores of other respondents to determine his level of attitude, loyalty, or other construct that is being measured
- Note that the response for each individual statement is expressed on a category scale.

Creativity can solve almost any problem . The creative act,
the defeat of habit by originality overcomes everything-

Georg Lois

- Define the constraints
- Provoke ideas- “ A body at rest ...will remain at rest...unless acted up on by an external unbalanced force” Sir Issac Newton
- The habit will remain a habit...unless defeated by originality