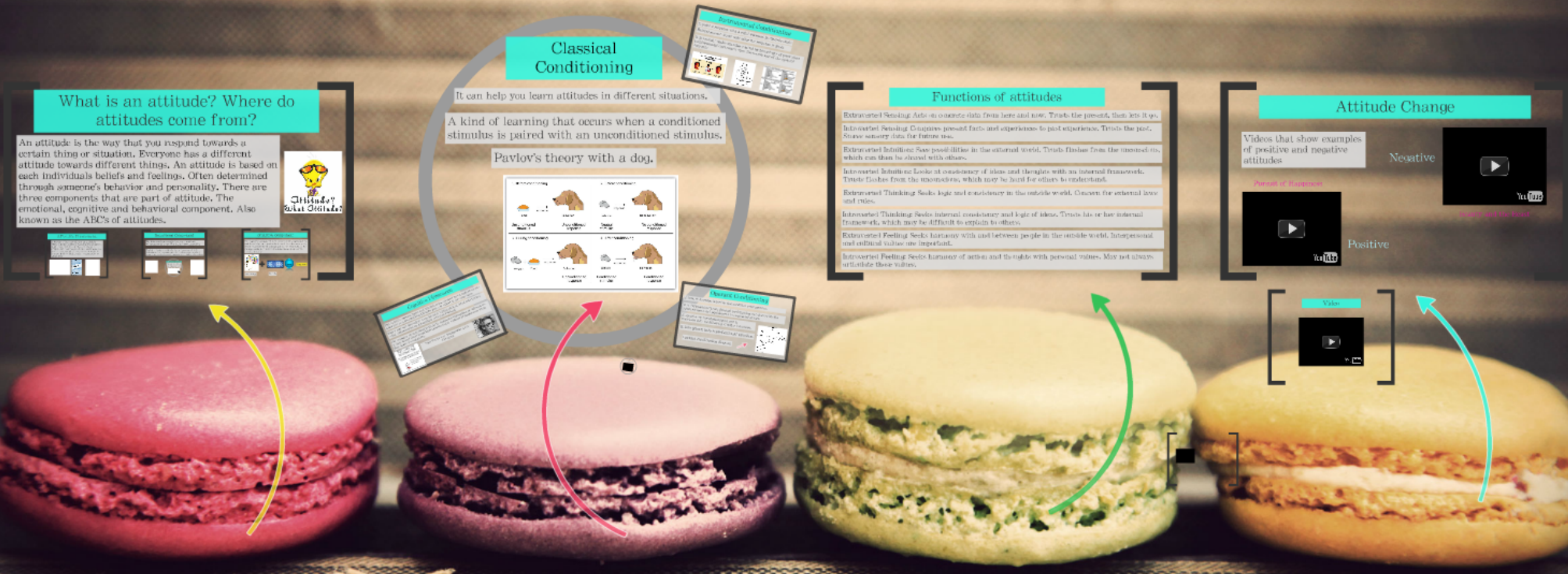


Presentation by

Leslie Garcia and Nikki Lanigan



Thecasesolution.com

Attitudes

Leslie Garcia and Nikki Lanigan

What is an attitude? Where do attitudes come from?

An attitude is the way that you respond towards a certain thing or situation. Everyone has a different attitude towards different things. An attitude is based on each individual's beliefs and feelings. Often determined through someone's behavior and personality. There are three components that are part of attitude. The emotional, cognitive and behavioral component. Also known as the ABC's of attitudes.

Classical Conditioning

It can help you learn attitudes in different situations.

A kind of learning that occurs when a conditioned stimulus is paired with an unconditioned stimulus.

Pavlov's theory with a dog.

Functions of attitudes

Extraverted Feeling: Acts on concrete data from here and now. Trusts the present, then lets it go.

Introverted Feeling: Consists of past facts and experiences to past experience. Trusts the past. Stores sensory data for future use.

Extraverted Intuition: Sees possibilities in the external world. Trusts flashes from the unconscious, which can then be shared with others.

Introverted Intuition: Looks at consistency of ideas and thoughts with an internal framework. Trusts flashes from the unconscious, which may be hard for others to understand.

Extraverted Thinking: Seeks logic and consistency in the outside world. Concern for external laws and rules.

Introverted Thinking: Seeks internal consistency and logic of ideas. Trusts his or her internal framework, which may be difficult to explain to others.

Extraverted Feeling: Seeks harmony with and between people in the outside world. Interpersonal and cultural values are important.

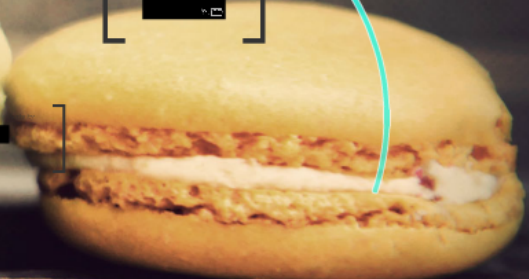
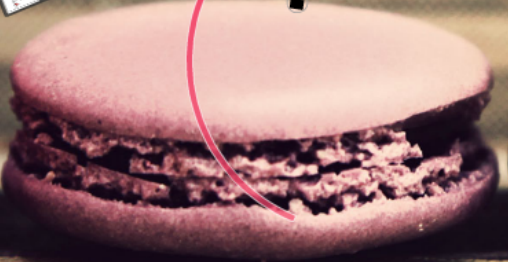
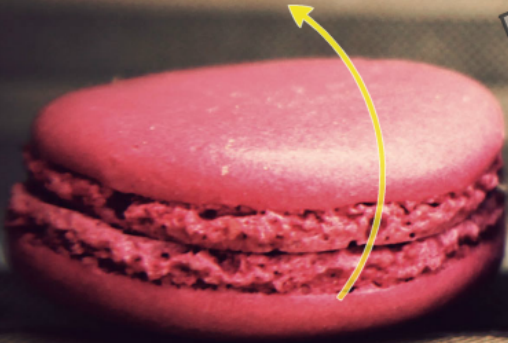
Introverted Feeling: Seeks harmony of action and thoughts with personal values. May not always articulate these values.

Attitude Change

Videos that show examples of positive and negative attitudes

Negative

Positive



Thecasesolution.com

Attitudes

What is an attitude? Where do attitudes come from?

An attitude is the way that you respond towards a certain thing or situation. Everyone has a different attitude towards different things. An attitude is based on each individual's beliefs and feelings. Often determined through someone's behavior and personality. There are three components that are part of attitude. The emotional, cognitive and behavioral component. Also known as the ABC's of attitudes.



Affective Component

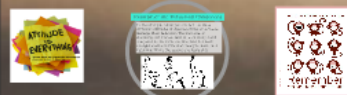
A big part of the composition of an attitude is relevant to your emotions. Basically this component is when you include your emotions into your attitude. Like how the object, place or thing makes you feel. An example of this component would be someone thinking that a snake is scary and being afraid of it.



Behavioral Component

The behavioral component is how our own attitude influences our behavior. This is also known as conative.

Explicit attitudes are attitudes that influence somebody's behavior and beliefs consciously. Like when you are mad and cross your arms to show and express your attitude and emotions.



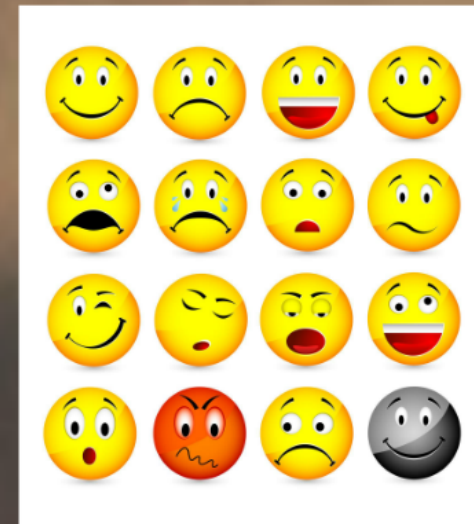
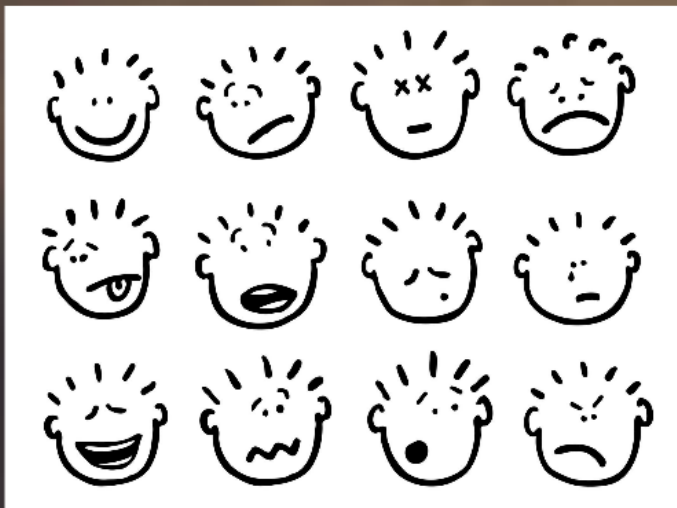
Cognitive Component

The cognitive component is all about your thoughts/beliefs and knowledge on a particular item. Like when you apply your knowledge on something and mix in your beliefs. An example could be "I believe that cheetahs are one of the fastest animals."



Affective Component

A big part of the composition of an attitude is relevant to your emotions. Basically this component is when you include your emotions into your attitude. Like how the object, place or thing makes you feel. An example of this component would be someone thinking that a snake is scary and being afraid of it.



Behavioral Component

The behavioral component is how our own attitude influences our behavior. This is also known as conative.

Explicit attitudes are attitudes that influences somebody's behavior and beliefs consciously. Like when you are mad and cross your arms to show and express your attitude and emotions.



Example of the Behavioral Component

In the example below you can tell the three different attitudes and personalities of someone through their behavior. The first one is slouching and her attitude is most likely bored compared to the third one that has her back straight and looks like she's ready to learn and listening. While the second one looks shy.



Example of the Behavioral Component

In the example below you can tell the three different attitudes and personalities of someone through their behavior. The first one is slouching and her attitude is most likely bored compared to the third one that has her back straight and looks like she's ready to learn and listening. While the second one looks shy.



Cognitive Component

The cognitive component is all about your thoughts/beliefs and knowledge on a particular item. Like when you apply your knowledge on something and mix in your beliefs. An example could be "I believe that cheetahs are one of the fastest animals."

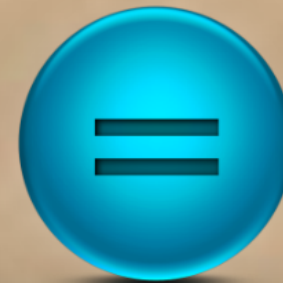


knowledge



BELIEFS

Beliefs



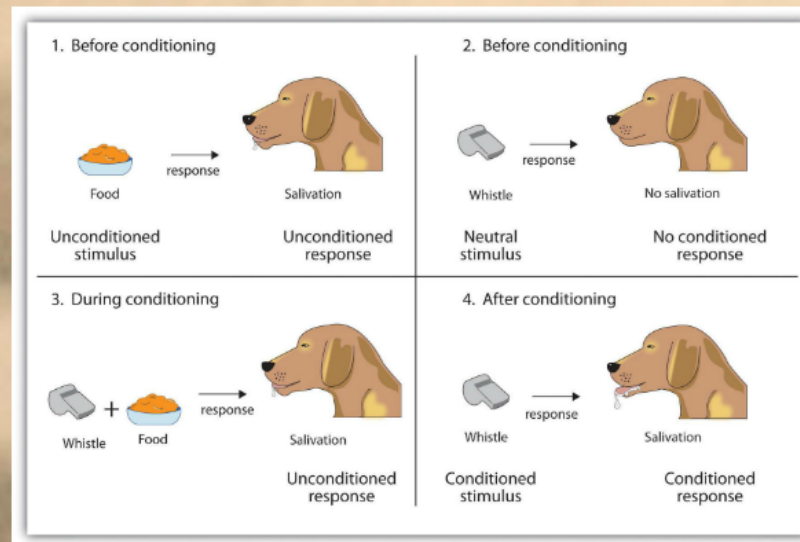
Cognitive

Classical Conditioning

It can help you learn attitudes in different situations.

A kind of learning that occurs when a conditioned stimulus is paired with an unconditioned stimulus.

Pavlov's theory with a dog.



Instrumental Conditioning

It pairs a response with a reinforcement in discrete trials
Reinforcement occurs only after the response is given
It is brought under stimulus control by advantages of presenting reinforcement unforeseen upon the occurrence of the operant response

Operant, or Instrumental Conditioning

Cognitive Dissonance

The excessive mental stress and discomfort experienced by an individual who holds two or more conflicting beliefs, ideas, or values at the same time.
This stress and discomfort may also arise within an individual who holds a belief and performs an inconsistent action or reaction.
For example, an individual is likely to experience dissonance, or differences, if they are addicted to smoking cigarettes and continue to smoke even when they know it's unhealthy.

This theory was developed by Leon Festinger.

Operant Conditioning

A type of learning behavior that modifies consequences.
It is distinguished from classical conditioning and deals with the reinforcement and punishment to change behaviors.
It operates on the environment and is maintained by conditioning of reflex behaviors.
It has grown into a professional practice.

Operant conditioning diagram