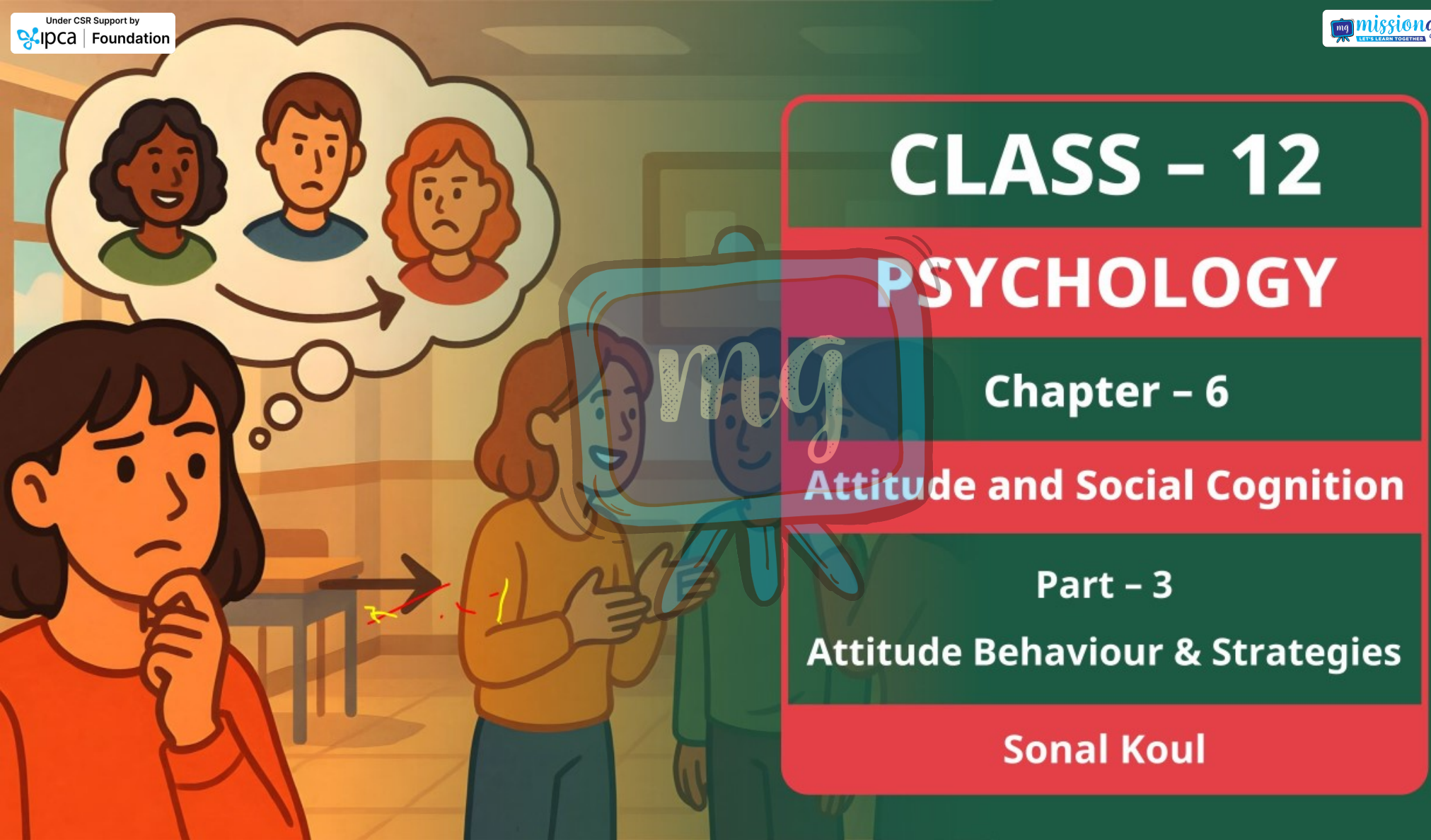
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CLASS – 12

PSYCHOLOGY

Chapter – 6

Attitude and Social Cognition

Part – 3

Attitude Behaviour & Strategies

Sonal Koul

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OVERVIEW

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1. Introduction to Social Psychology
2. Nature and Components of Attitude
3. Attitude Formation
4. Attitude Change
5. Attitude – Behaviour Relationship
6. Prejudice and Discrimination
7. Strategies

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Attitude

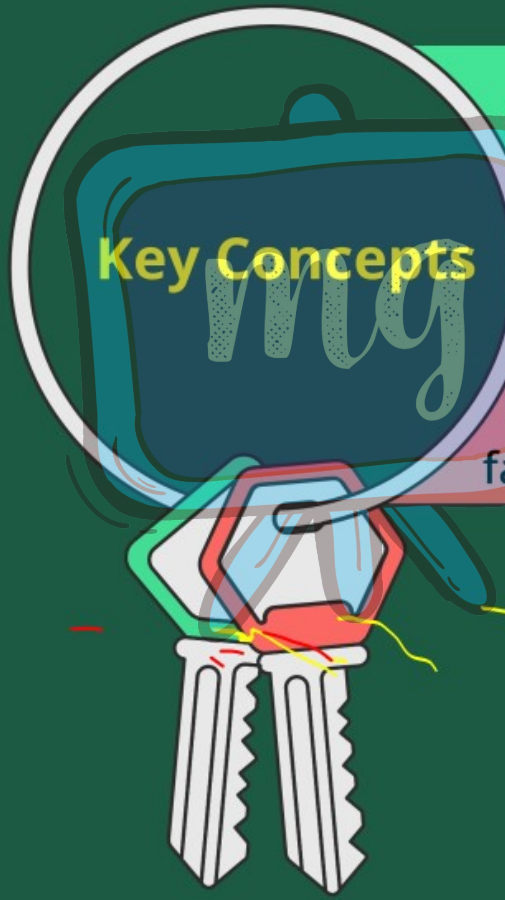


I ATTITUDE-BEHAVIOUR RELATIONSHIP

Attitude : A state of mind, a set of views, or thoughts regarding some topic (person, idea, situation).

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Attitude influences behaviour, but the relationship is not always direct.

Behaviour may not reflect attitude due to social pressures, situationai factors or personal gains.

-ve A ≠ A CHINESE

A = B +ve

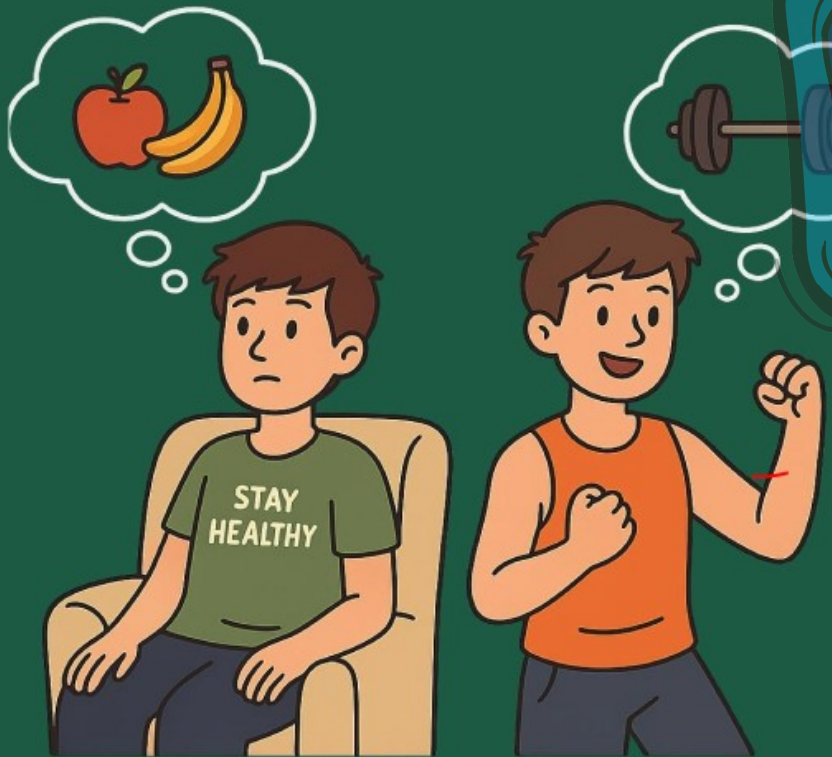
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FACTORS INFLUENCING ATTITUDE-BEHAVIOUR CONSISTENCY

1. Specificity of Attitude

CONSIS-TENCY



- Specific attitudes predict behaviour better than general ones.
- **Example :** Attitude towards regular exercise (specific) predicts gym attendance better than attitude towards health (general).

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2. Attitude Strength

STRONG

- Stronger attitudes are more likely to guide behaviour. +ve
- Strong attitudes are based on direct experience & are held with confidence.



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3. Attitude Accessibility

More accessible (easily recalled) attitudes influence behaviour more quickly.



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4. Situational Factors

1) Monitor

2) Awareness

- In social situations, behaviour may be influenced by norms rather than personal attitude.
- **Example :** A person may not litter because of public cleanliness norms, even if they don't care personally.

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5. Social Norms

+ve consequences

- Social norms may override personal attitudes in determining behaviour.



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II PREJUDICE AND DISCRIMINATION

A B C

Prejudice

- A negative attitude towards individuals based on their membership in a group.
- Can be based on caste, gender, religion, race, etc.



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- Has cognitive (stereotype), affective (dislike) and behavioural (discrimination) components.



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Discrimination

- Behavioural expression of prejudice.
- Unfair treatment based on group membership.



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Sources of Prejudice



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III STRATEGIES FOR HANDLING PREJUDICE

1. Education and Awareness

Teaching about the ill-effects of prejudice and importance of diversity.

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2. Inter-group Contact:

- Promoting interaction between groups to reduce stereotypes.
- Must be under equal status and cooperative settings.



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3. Recategorization

Encouraging people to think of others as part of a larger, common group.



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4. Legislation

- Laws against discriminatory practices (e.g., affirmative action, anti-discrimination laws).



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5. Cognitive Interventions

- Training individuals to correct biased thinking.
- Using logic and reasoning to overcome stereotypical beliefs.



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LEARNING OUTCOMES

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1. Attitude-Behaviour
2. Prejudice-Discrimination
3. Strategies to Avoid it

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ASSESSMENT

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1 Negative attitude held towards other based on group membership is called _____

A Discrimination

B Prejudice

C Stereotype

D All of the above

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ASSESSMENT

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2 When the group behaves in a manner that justifies the prejudice, it's called self-fulfilling prophecy.

A True

B False