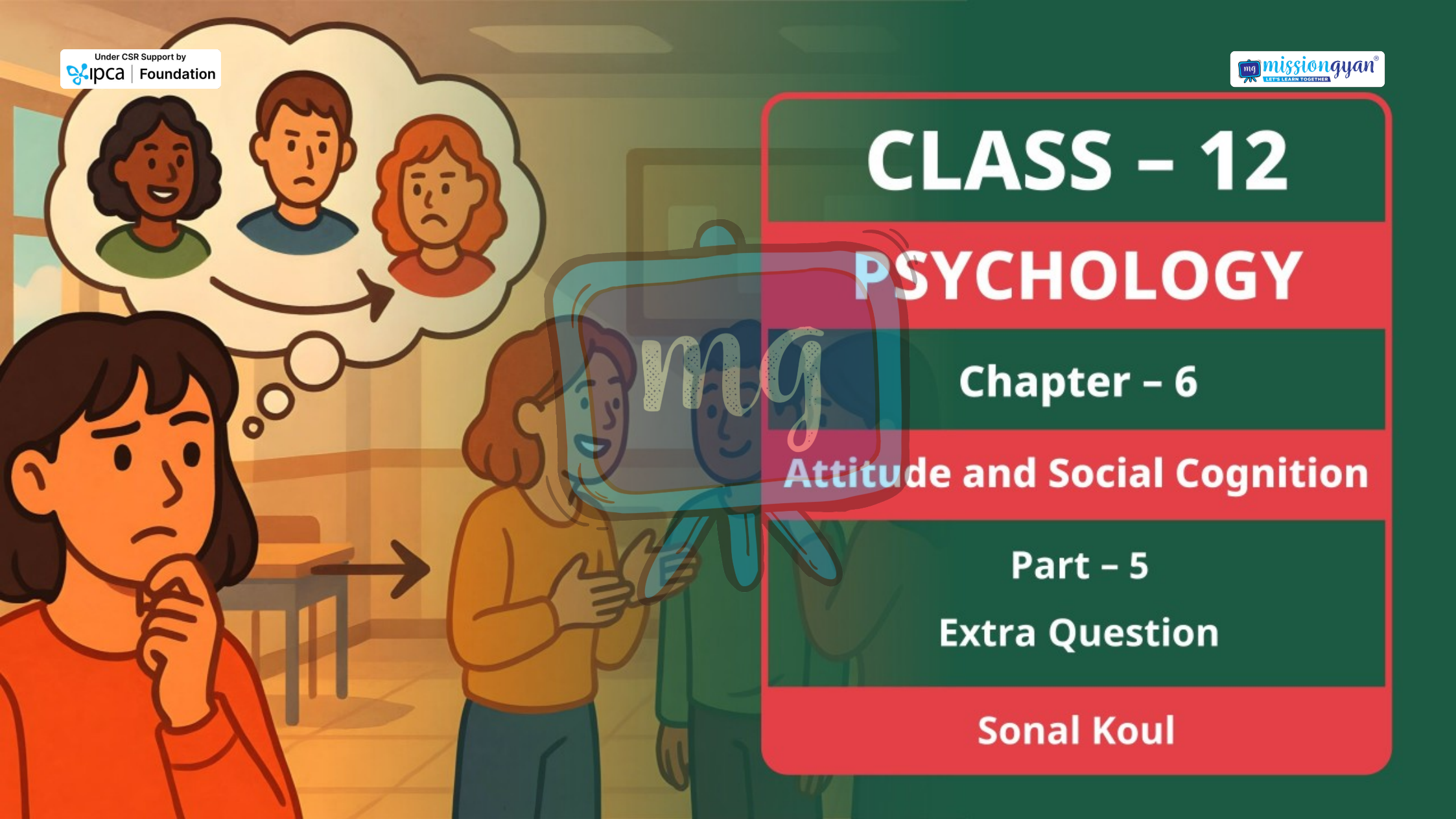
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CLASS – 12

PSYCHOLOGY

Chapter – 6

Attitude and Social Cognition

Part – 5

Extra Question

Sonal Koul

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EXTRA QUESTION

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1 Which of the following is NOT a component of attitude?

A Cognitive

B Emotional

C Physical

D Behavioural

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EXTRA QUESTION

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2 Which of the following is an example of learning attitude by association?

A Observing someone being punished

B Linking a subject with the qualities of a teacher

C Receiving rewards for performing well

D Reading news articles

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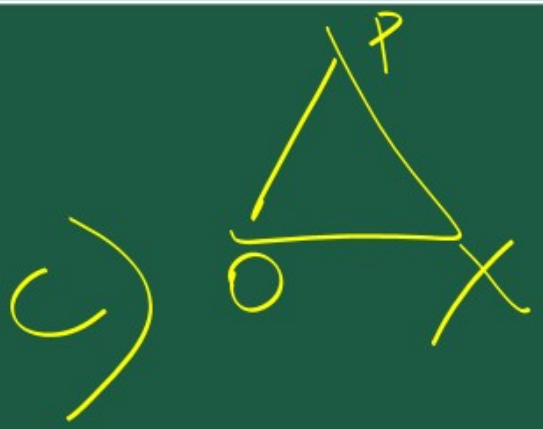
3 The concept of balance theory was proposed by:

A Leon Festinger

B S.M. Mohsin

C Fritz Heider

D Richard LaPiere



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EXTRA QUESTION

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4 Which is **NOT** a factor influencing attitude formation mentioned in the chapter?

A Family and school environment

B Personal experiences

C Hormonal changes

D Media-related influences

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EXTRA QUESTION

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5 According to the chapter, which mode of communication is generally more effective in attitude change?

A Emails

B Letters

C Face-to-face interaction

D Radio announcements

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6 The tendency to blame a minority group for problems faced by the majority is called:

A Stereotyping

B Ingroup bias

C Scapegoating

D Kernel of truth

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7 Which of the following is an example of incongruent attitude change?

A Becoming more positive about a subject after liking the teacher

B Becoming more negative about women empowerment after reading about powerful women

B

C Staying neutral after receiving new information

D Developing a positive attitude toward health after reading about yoga

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8 The 'kernel of truth' concept refers to:

A Full accuracy of stereotypes

B Stereotypes are always wrong

C Stereotypes have some basis in truth

D All prejudice is imagined

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EXTRA QUESTION

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9 Which of these is NOT a feature of an attitude as mentioned in the chapter?

A Centrality

B Simplicity or Complexity

C Reversibility

D Extremeness

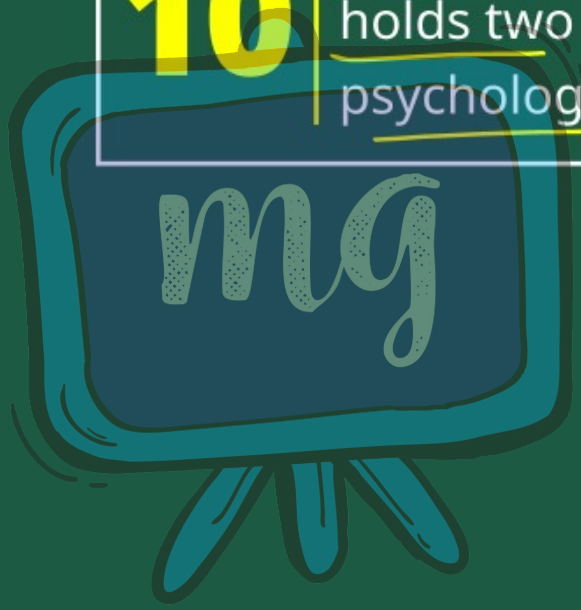
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10 What is the term used when a person holds two contradictory beliefs, causing psychological discomfort?



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10 What is the term used when a person holds two contradictory beliefs, causing psychological discomfort?

Answer : Cognitive dissonance

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EXTRA QUESTION

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11 Which Indian psychologist proposed the two-step concept of attitude change?



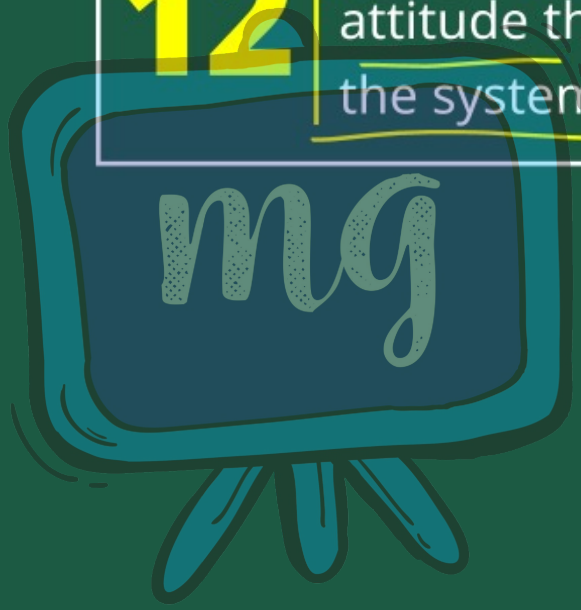


11 Which Indian psychologist proposed the two-step concept of attitude change?

Answer : S.M. Mohsin



12 What is the term for a strongly held attitude that influences other attitudes in the system?



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EXTRA QUESTION

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12 What is the term for a strongly held attitude that influences other attitudes in the system?

Answer : Centrality

EXTRA QUESTION



13 What type of appeal is used when an advertisement emphasizes feelings such as care and love?



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EXTRA QUESTION

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13 What type of appeal is used when an advertisement emphasizes feelings such as care and love?

Answer : Emotional



14 What is the behavioural component of prejudice called, often leading to unfair treatment?

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EXTRA QUESTION

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14 What is the behavioural component of prejudice called, often leading to unfair treatment?

Answer : Discrimination

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EXTRA QUESTION

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15 What is meant by congruent and incongruent attitude change?





15 What is meant by congruent and incongruent attitude change?

Answer :

- Congruent attitude change refers to a change in the same direction as the existing attitude (e.g., a somewhat positive attitude becoming more positive).
- Incongruent attitude change is when the attitude shifts in the opposite direction (e.g., a positive attitude becomes less positive or negative).

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EXTRA QUESTION

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16 Explain the role of reference groups in attitude formation.



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EXTRA QUESTION

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16 Explain the role of reference groups in attitude formation.

Answer :

Reference groups guide individuals about acceptable behaviour and thinking patterns. They influence attitudes on political, social, and religious matters, especially during adolescence, often through norms, rewards, and punishments.

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EXTRA QUESTION

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17 How does the media influence attitude formation?



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17 How does the media influence attitude formation?

Answer :

Media and the internet provide vast information that shapes both positive and negative attitudes. They first influence the cognitive and emotional components, and then the behavioural aspect, either encouraging or misleading people.



18 How does the concept of self-fulfilling prophecy contribute to prejudice?





18 How does the concept of self-fulfilling prophecy contribute to prejudice?

Answer :

When members of a target group behave in a way that confirms existing stereotypes, it reinforces prejudice. For instance, if labeled as 'dependent,' they may begin to behave dependently, thus validating the biased view.

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EXTRA QUESTION

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19 What are the conditions under which intergroup contact reduces prejudice?





19 What are the conditions under which intergroup contact reduces prejudice?

Answer :

Intergroup contact is effective when:

- Groups interact cooperatively, not competitively.
- They engage in close interaction.
- They are equal in power or status.



20 Discuss the major factors that influence attitude change.





20 Discuss the major factors that influence attitude change.

Answer :

Attitude change depends on various factors, including:

1. **Characteristics of the Existing Attitude**

- ☛ Valence (positive or negative), extremeness, complexity, and centrality affect ease of change.
- ☛ Congruent change is easier than incongruent change.

EXTRA QUESTION



2. Source Characteristics

- **Credibility :** Messages from trustworthy sources are more persuasive.
- **Attractiveness :** Popular or likeable figures influence attitudes more effectively.

3. Message Characteristics

- **Content :** Rational appeals (e.g., cost-saving) and emotional appeals (e.g., family care).
- **Amount :** Should be moderate—not too much or too little.



- **Motives Activated :** Health, success, and appearance are often used.

4. Mode of Communication

- Face-to-face is more effective than indirect means (e.g., letters, radio).
- Visual media like TV or internet have intermediate impact.

5. Target Characteristics

- **Persuasibility :** More open people change more easily.

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- **Self-esteem :** Low self-esteem individuals change attitudes faster.
- **Intelligence :** Both low and high intelligence influence change differently depending on context.
- **Prejudices :** Strongly prejudiced individuals resist attitude change.