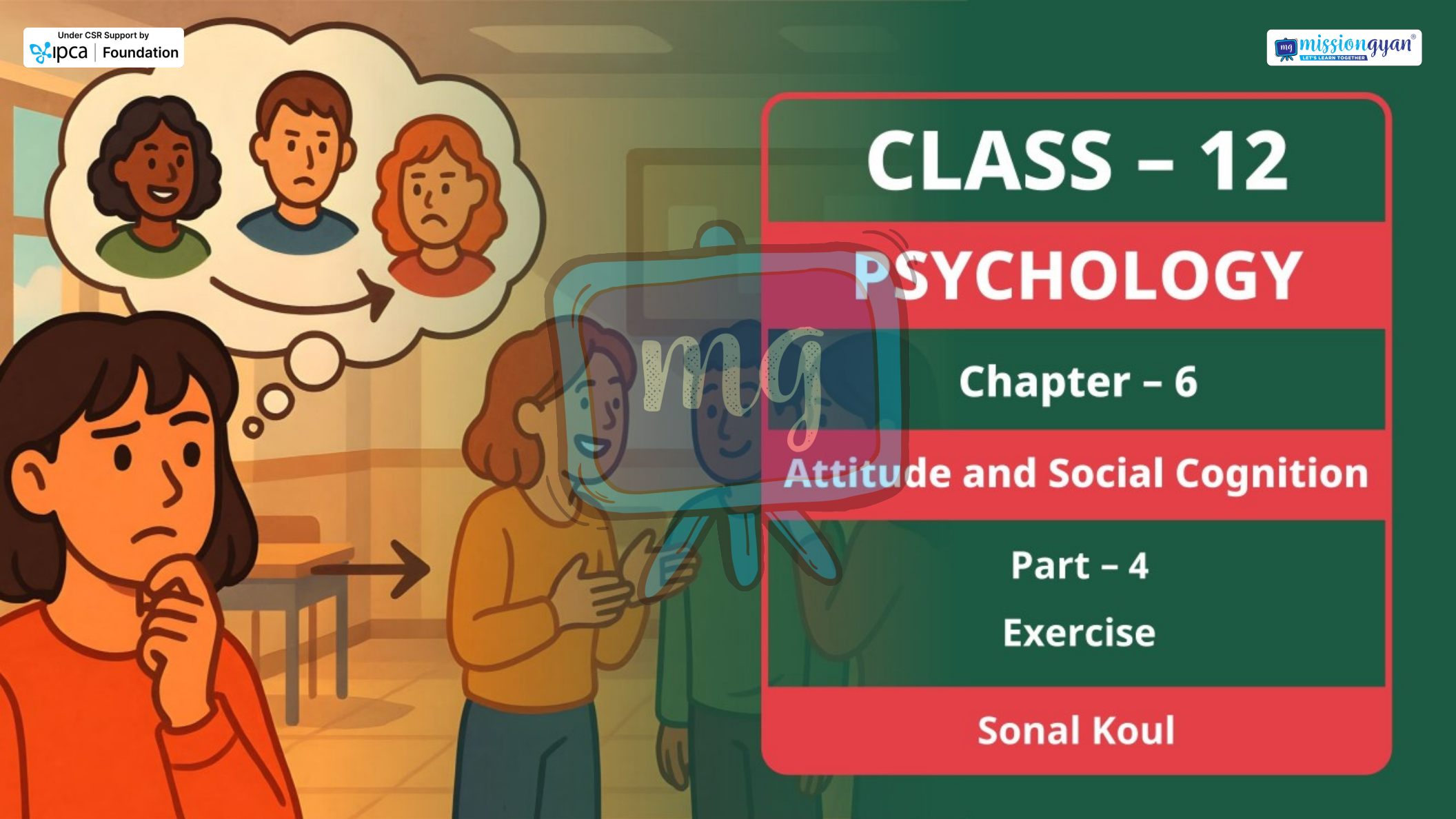
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CLASS – 12

PSYCHOLOGY

Chapter – 6

Attitude and Social Cognition

Part – 4

Exercise

Sonal Koul

EXERCISE



1 Define attitude. Discuss the components of an attitude.





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Answer :

An attitude is a state of the mind, a set of views or thoughts regarding some topic (called the 'attitude object') which has an evaluative feature (positive, negative or neutral). It consists of three components, also called the A-B-C components:

- **Affective component** (A) : Emotional aspect – how we feel about the object.



- Behavioural component (B): Tendency to act or behave in a certain way.
- Cognitive component (C): The thoughts and beliefs associated with the object.



2 Are attitudes learnt? Explain how?





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Answer :

Yes, attitudes are learned through interaction with others and personal experiences. The methods include:

- **Association :** Linking positive or negative experiences with objects or people.
- **Reward and punishment :** Reinforcement shapes attitudes.

EXERCISE



- **Modelling :** Observing others and imitating their attitudes.
- **Cultural norms :** Learning what is acceptable or expected by society.
- **Information exposure :** Learning through media, books, and indirect interaction.



3 What are the factors that influence the formation of an attitude?





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Answer :

Factors influencing attitude formation include :

- Family and School Environment : Early learning through association and modelling.
- Reference Groups : Peer influence and conformity to group norms.
- Personal Experiences : Significant events can drastically change attitudes.



- Media-related Influences : Information from TV, internet, textbooks, etc., shapes cognitive and affective components.





4 Is behaviour always a reflection of one's attitude? Explain with a relevant example.





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Answer :

☛ No, behaviour may not always reflect one's attitude. For example, in LaPiere's study, hotels initially served a Chinese couple politely (positive behaviour), but later denied accommodation in surveys (negative attitude).

EXERCISE



- This shows inconsistency between attitude and behaviour, which depends on factors like attitude strength, awareness, external pressures, and expectations of consequences.



5 Differentiate between prejudice and stereotype.





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Answer :

- Stereotype is the cognitive component – a cluster of ideas about a group.
- Prejudice is an attitude that includes negative feelings (affective) and may lead to discriminatory behaviour (behavioural).
- While stereotypes are general beliefs, prejudice includes emotion and bias.



6 Prejudice can exist without discrimination and vice versa. Comment.





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Answer :

Yes, prejudice (internal negative attitude) can exist without being shown in action (discrimination). Similarly, discrimination (unfair behaviour) can occur without internal prejudice, sometimes due to social pressure or institutional rules. Though often linked, the two are not always shown together.



7 Your friend eats too much junk food, how would you be able to bring about a change in her/his attitude towards food?





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Answer :

Attitude change can be brought about using :

- Cognitive dissonance : Show inconsistency between eating junk and health values.
- Modelling : Set a healthy eating example.
- Information exposure : Share facts on the negative effects of junk food.



- Emotional appeal : Talk about long-term health risks and benefits of healthy eating.

