

Attitudes

An attitude is a relatively stable evaluation of a person, object, situation or issue. This evaluation can be positive, negative, or ambivalent.

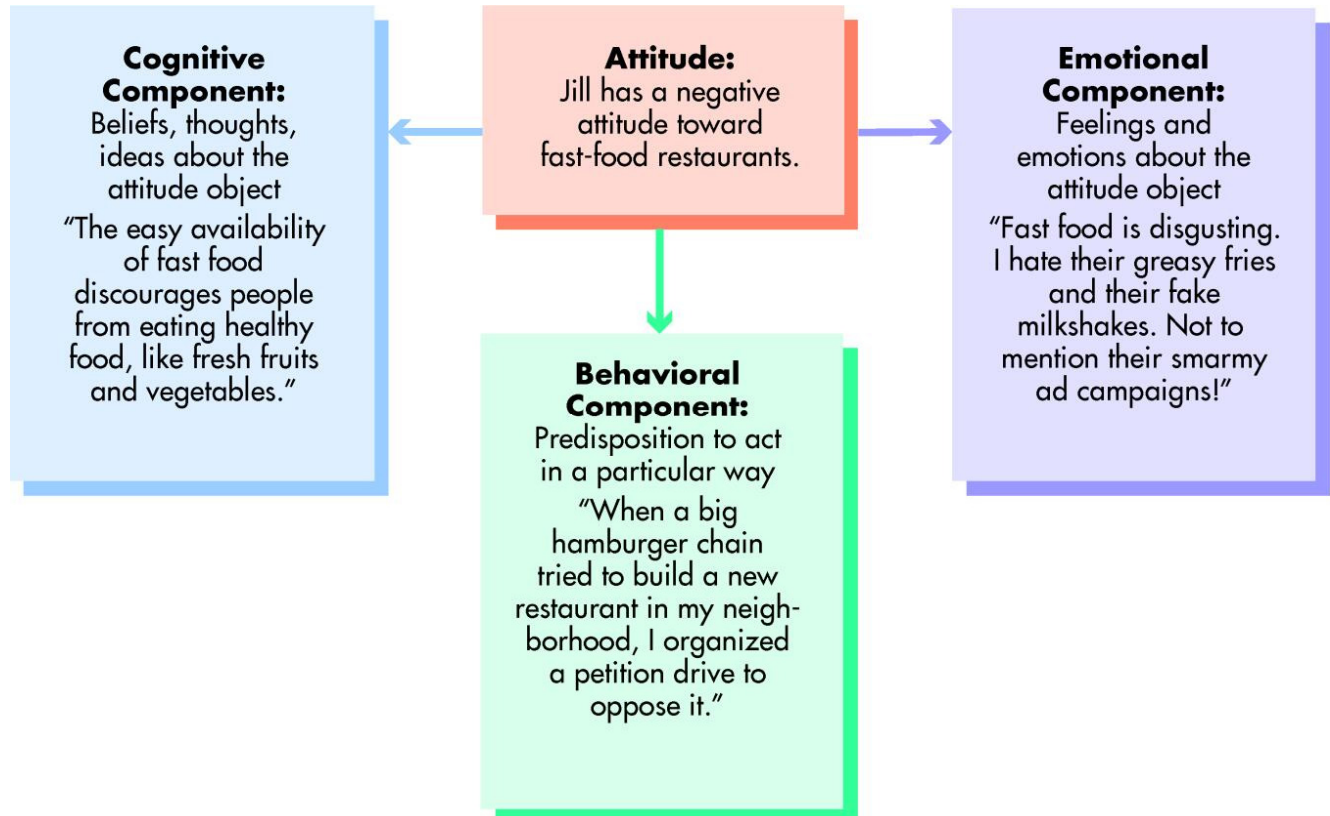
Most attitudes have three components: a cognitive, emotional and behavioral. When we talk about attitudes, we could be talking about different components of an attitude.

- Cognitive: Your beliefs, thoughts, or ideas about the object of an attitude
- Emotional: Feelings and emotions about the object of an attitude
- Behavioral: A predisposition to act in a particular way

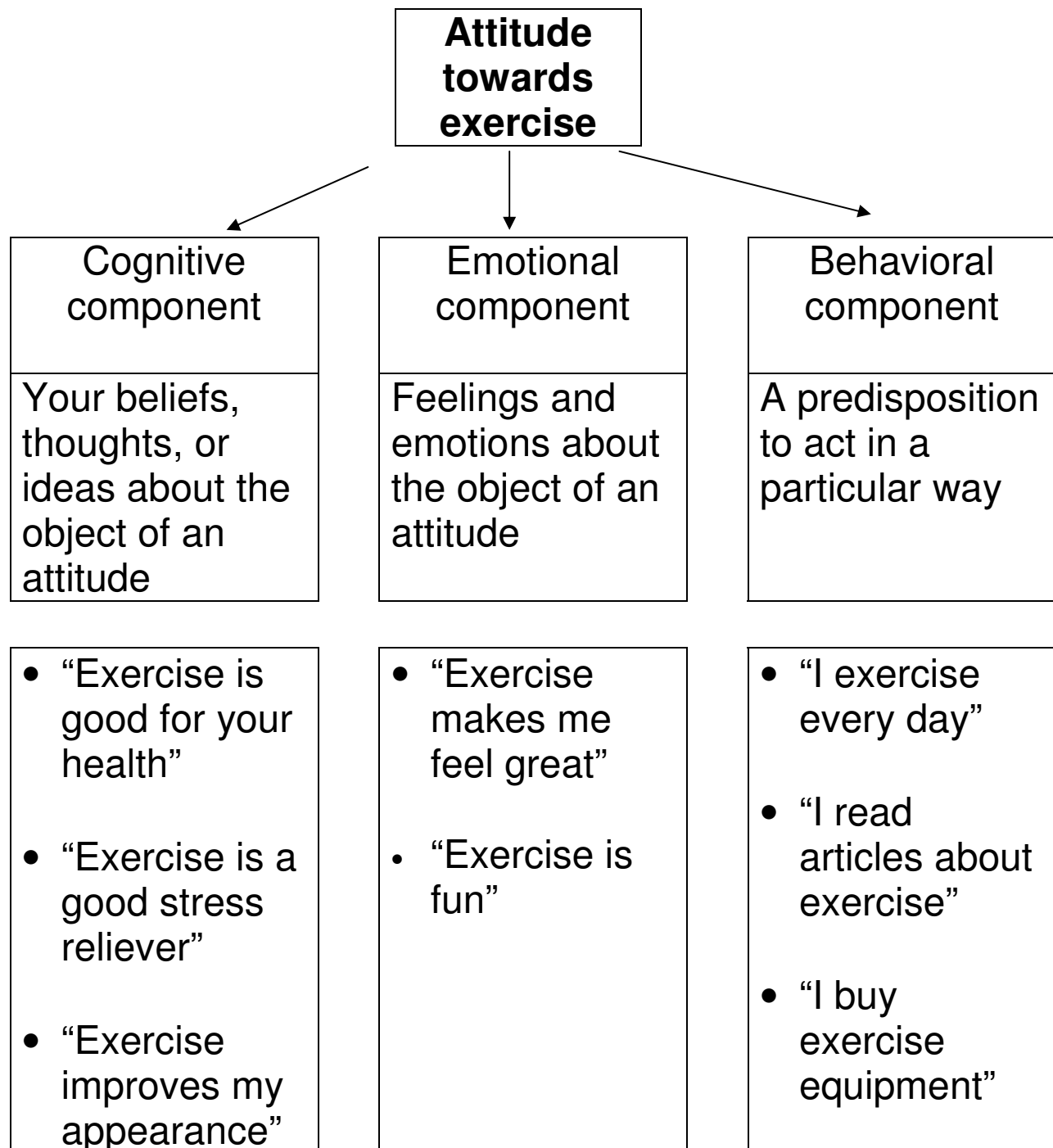
For example, you could have an attitude towards

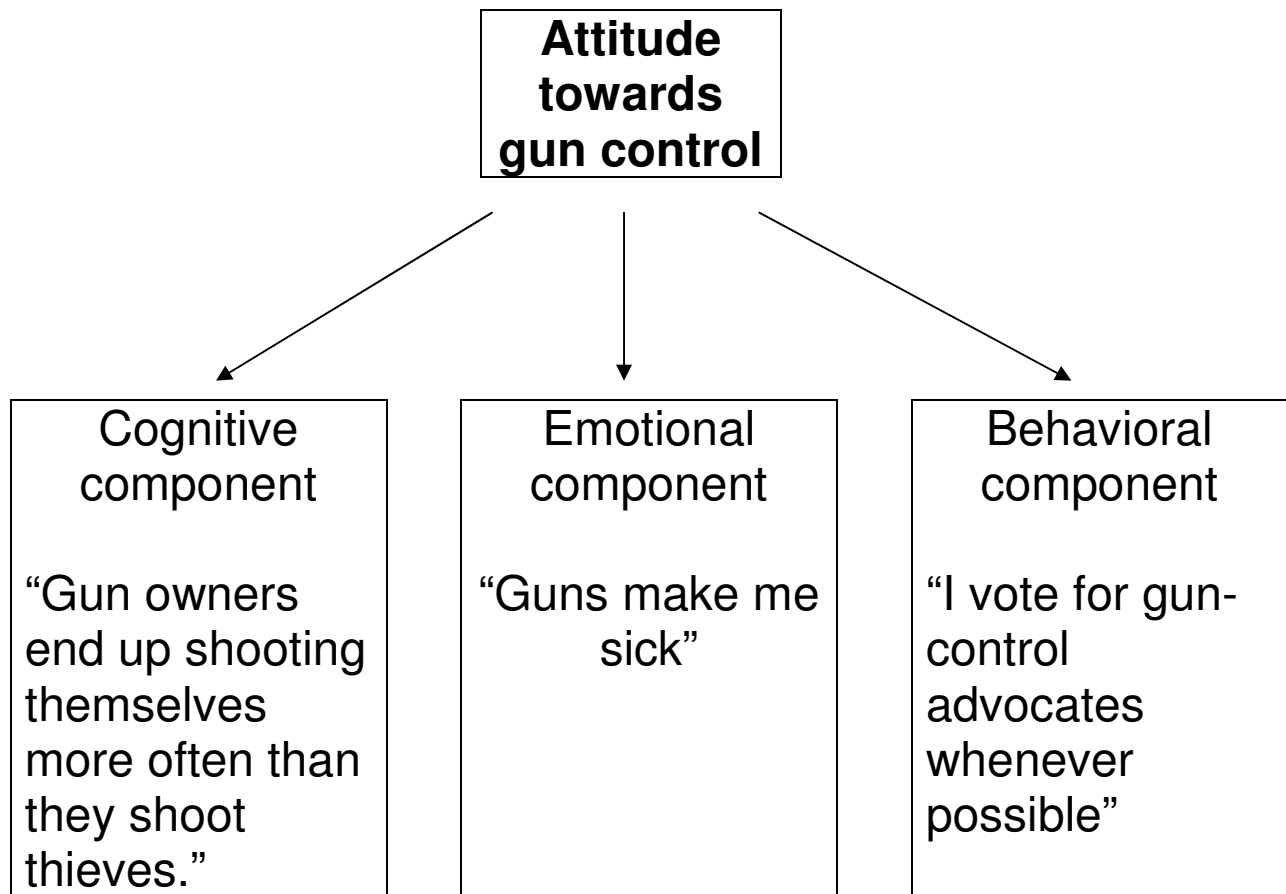
- exercise,
- gun control,
- abortion rights or
- sexist women.

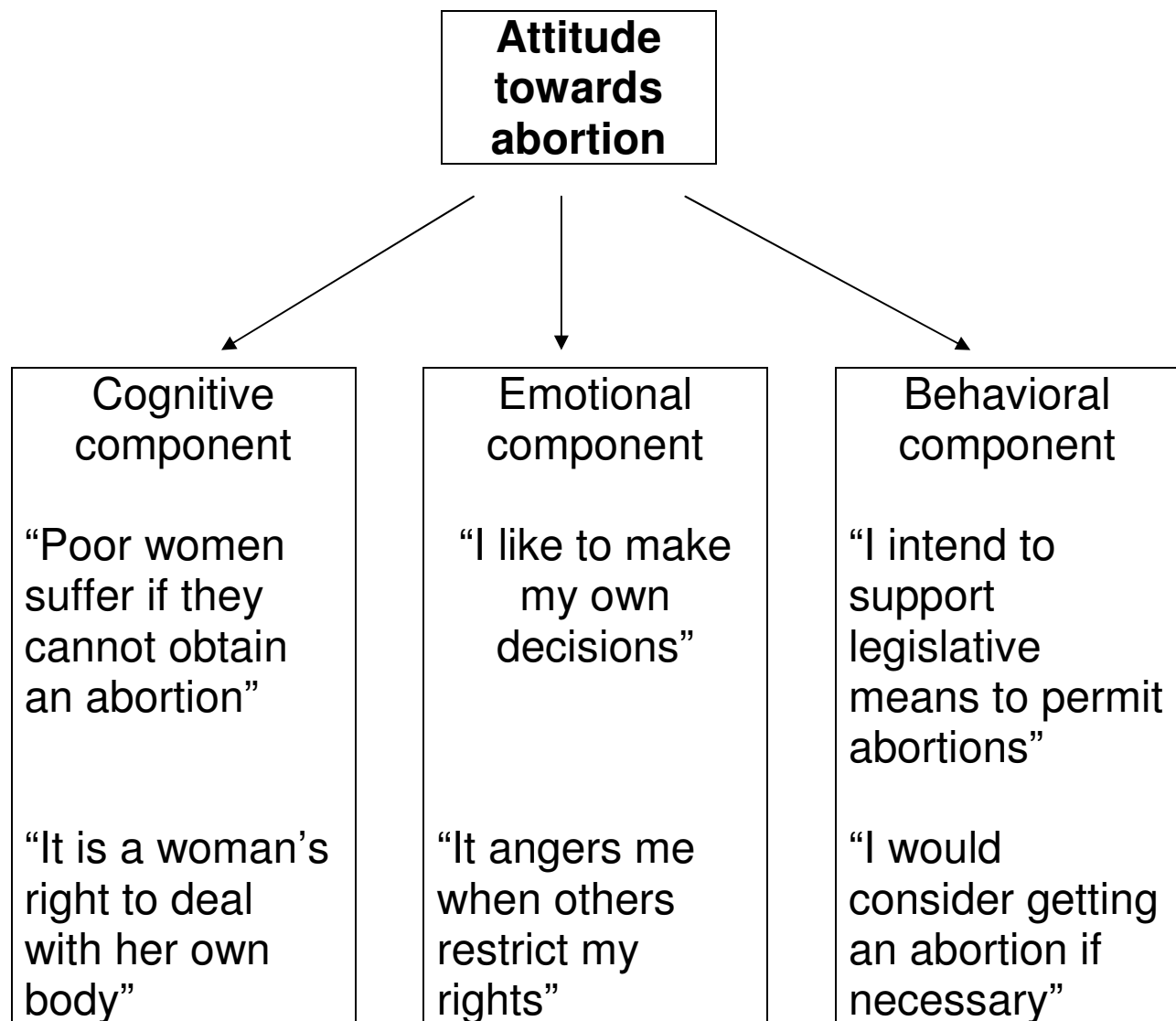
Components of Attitudes

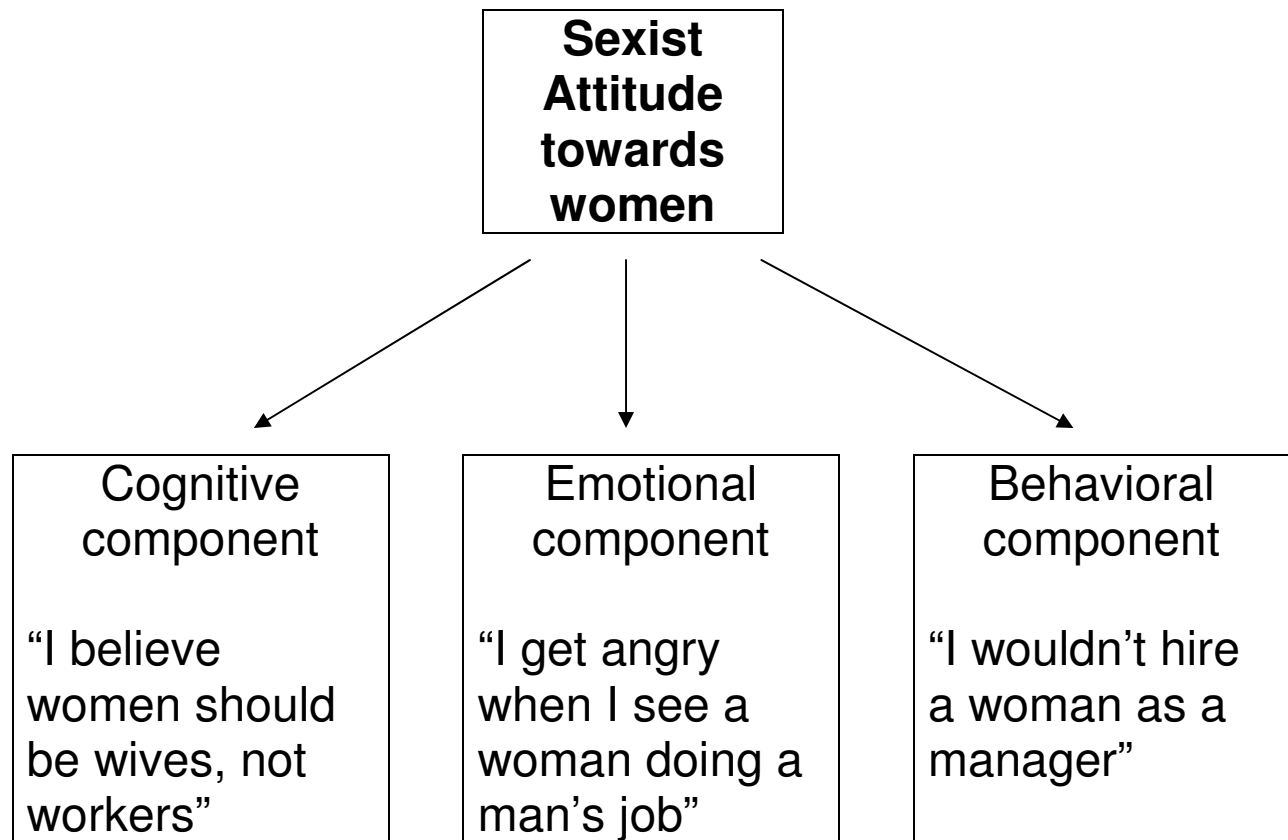


Components of Attitudes









When do attitudes predict behavior?

Like traits, beliefs (the cognitive component of attitudes) have a hard time predicting behavior. There are some conditions in which attitudes are likely to influence or determine behavior.

You are more likely to behave in accordance with your attitudes when:

- Attitudes are extremely or are frequently expressed,
- Attitudes have been formed through direct experience,
- You are very knowledgeable about the subject,
- You have a vested interest in the subject. If you personally stand to gain or lose something on a specific issue, you're more likely to act in accordance with your attitudes, and
- You anticipate a favorable outcome or response from others for doing so.