

Perception & Attitudes

- Perception of People and Situations
 - The ‘Semantic Differential’
- What is an attitude?
- Relations among attitudes
- Formation of attitudes
- Changing of attitudes
 - ‘Brainwashing’
 - Prisoners
 - Military Training
 - MIT
 - Industry

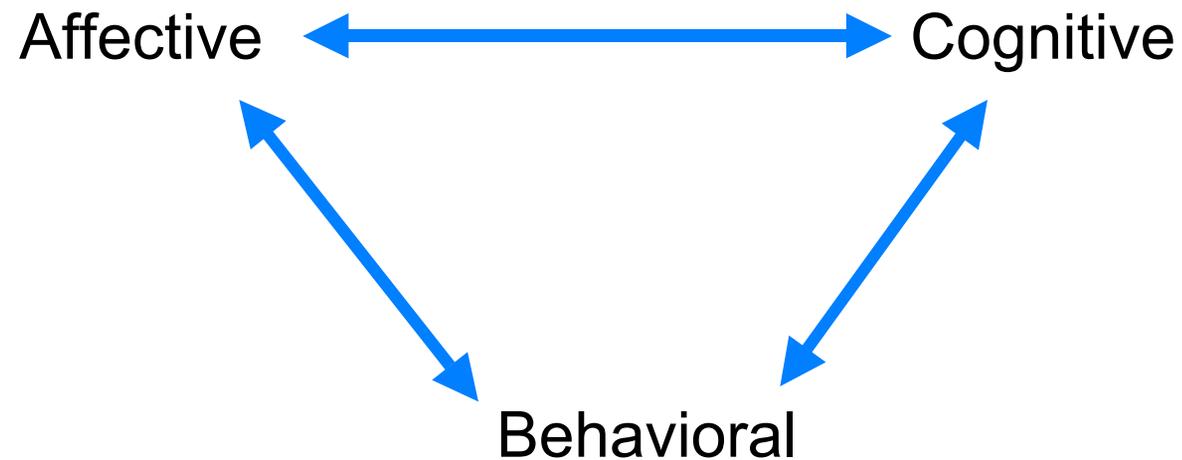
Components of an Attitude

- Cognitive
- Affective
- Behavioral

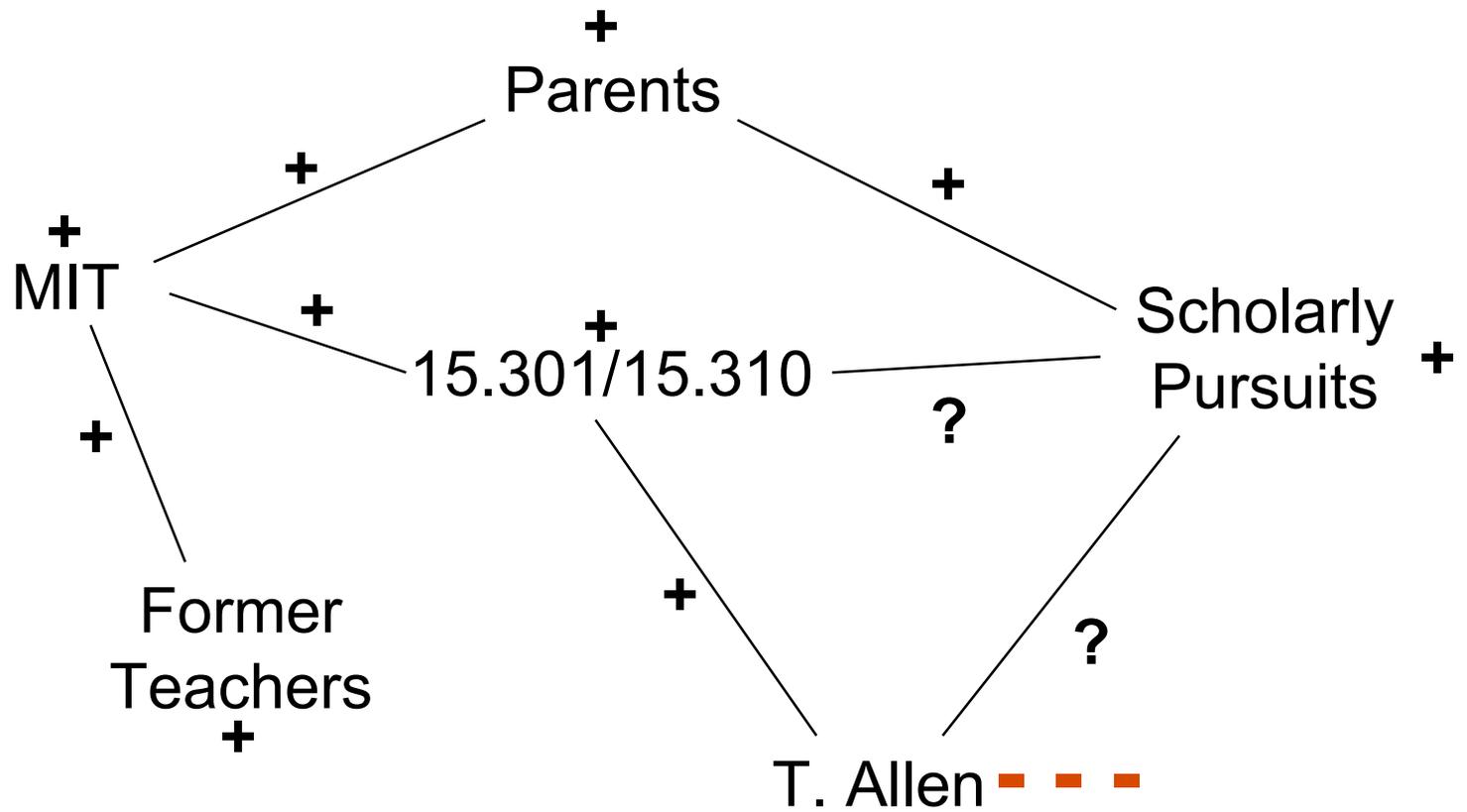
Balance

- We Prefer:
 - Among the components of an attitude
 - Among attitudes

Components of an Attitude



A Balancing Act



Attitude Change

UNFREEZING

Mechanisms:

- a) Lack of confirmation or disconfirmation
- b) Induction of Guilt/Anxiety
- c) Creation of psychology safety, by reduction of threat or removal of barriers

CHANGING

Mechanisms:

- a) Cognitive redefinition through:
 - Identification (information from a single source)
 - ii) Screening information from several sources

REFREEZING

Mechanisms:

- a) Integrating new responses into personality
- b) Integrating new responses into significant ongoing relationships through reconfirmation