**Attitudes**

***People often have a poor attitude towards sport and exercise.***

***Explain the components of an attitude and how our attitudes are formed. Using psychological methods, explain how you may try to change someone attitude.***

**Components**

1. Cognitive- thoughts/beliefs
2. Affective- emotions
3. Behaviour- how you act

**Formation**

1. Peers- copy
2. Significant others e.g. teachers, coaches, parents
3. Familiarity- positive experiences develop positive attitude.
4. Conditioning- rewards strengthen existing attitudes.

**Changing attitudes**

1. **Persuasive communication**
2. Trying to change some one attitude by talking to them
3. High status role model (Persuader)
4. Quality message (Message)
5. Communication followed by action
6. Strength of attitude (Recipient)
7. Environment (Situation)
8. **Cognitive Dissonance**
9. Change a component of attitude to produce inconsistency
10. Comfortable if all components match Cognitive, Affective and Behavioural.
11. Emotional conflict- dissonance
12. Updating knowledge or providing a person with new information can change the cognitive component.
13. Providing a person with new and positive experiences can modify the affective component.
14. If a skill is simplified or if some form of guidance is used to make execution easier, the behavioural component of attitude can be changed