**Attitudes Summary**

**Definition**

‘An enduring evaluation- positive or negative- of people, objects and ideas’

* They can be positive or negative
* Generally stable and enduring
* Focused on a particular item or situation
* They are evaluative, subjective or beliefs.

**Components of an Attitude- Triadic model**

**Cognitive**- knowledge and thoughts and information we have regarding an object

E.g. Based on information received from our parents, we think swimming is good for us in terms of health.

**Affective-** emotional response of feelings to the attitude object.

Eg. In the past you have enjoyed swimming lessons

**Behavioural** – our intended or actual behaviour towards an attitude object. This is based on our evaluation of the first two components.

***This is important in showing that attitudes are not always a good predictor of behaviour. We could like swimming and know it’s good for us but still not go as we don’t have enough time.***

**Formation of Attitudes**

**What influences our attitudes?**

Peers, significant others, socialisation

**What may cause us to have a negative attitude?**

* Negative experiences/ failure
* Fear of failure
* Negative role models
* Low self confidence
* Lack of support from family and friends
* Stereotypical images

**Why do we want our performers to have positive attitudes?**

* Task persistence
* Motivation to training etc

**How can we change some ones attitude?**

**Persuasive Communication**

* Status of the message/ persons delivering the information/ significant others
* Quality of message / new information
* Situation / time when message is given
* Individuals resistance to change.

**Cognitive Dissonance**

Thought that individuals beliefs had a direct influence on behaviour. If we change ides/ cognitions with new information- psychological discomfort- Dissonance.

Attempts to create conflict in thoughts/ beliefs- alter one part of the Triadic model and cause psychological discomfort.

* Cognitive- Give new information/ education
* Affective- create new emotions/ enjoyment/ fun/ feel safe
* Behaviour- Give success / reinforcement

After reviewing the information the individual will either develops a new attitude or stays the same.

If dissonance does occur they can do on of three stages

1. Make cognition less important
2. Change the cognition
3. Replace the cognition