

Judgments Continued...



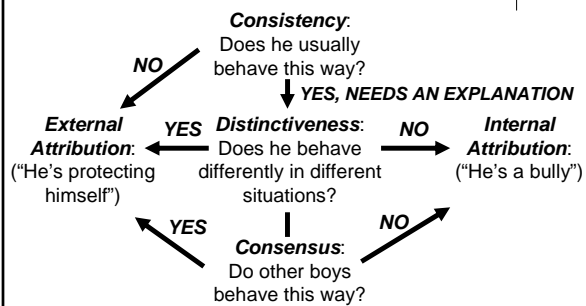
Theory

Theory of how people explain other people's behavior



Kelly's

Theory





- Actors tend to attribute their behavior to the situation (external), observers to the person (internal)
- Appears to be due to perceptual salience



- We tend to judge other people's behavior as stemming from internal, dispositional sources



Causal Dimensions

- **Locus of Causality**
- **Stability**
- **Controllability**
 - affects how the person is evaluated by others

Attitudes & Behaviors



A favorable or unfavorable evaluative reaction toward something or someone, exhibited in one's beliefs, feelings, or intended behavior



Problem

- People express different attitudes than the ones they possess in private
- Expressed attitudes rarely predict corresponding behavior
 - Ex. "I think giving to charity is the right thing to do"
 - Social influence more effective on behaviors



When Attitudes Drive Behavior



- ***Bogus pipeline***

- Ex. Lie detector



- ***Principle of aggregation***

- Look at average behavior across situations rather than behavior in a single context



Look At



- Specific attitudes predict specific behaviors
 - Ex. fitness vs. jogging

Make the Attitude



- Novel situations
- Self-awareness
- Forged through personal experience
