



Attitudes & Behaviors



When _____ Drive
Attitudes



- A set of _____ that define how people in a given social position ought to behave
- Ex. Student role and standing ovation
- Breaking a _____ results in negative evaluations from others



Practice What You Preach



- Difficult to report an attitude when behavior shows otherwise
- Ex. Your attitudes about me after giving me a standing ovation


Phenomenon



- Tendency for people who have first agreed to a small request to comply later to a large request
 - Ex. Clap once, clap faster, now applaud
 - Works for both positive and negative behaviors


- Don't want to be a hypocrite to others
- Outward actions change attitudes when they're **public**






Tension that arises when we are faced with two conflicting cognitions

What Happens?



- Two conflicting thoughts exist
 - Ex. Smoking is bad for me, yet I smoke
- Tension arises from inconsistency
- Motivated to reduce inconsistency

Resolving the Conflict



- Change your behavior (quit smoking)
- Change your attitude about one of the thoughts (smoking isn't *that* bad)
- Adding a new thought (but it helps me relax)

Festinger & Carlsmith (1959)



- Participants engaged in a boring task
- Either paid \$1 or \$20 to tell others it was fun
- What happened?
- \$1 group began to believe it really was fun!

Justification



Reduction of dissonance by assuming an internal reason for behavior (I want to) when external justification of behavior is insufficient

When we are unsure of our attitudes, we infer them based on our behavior (as if we were someone else observing)