

# ATTITUDE

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(Autonomous)

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**What is Attitude:** *"In psychology, attitude is a psychological construct, a mental and emotional entity that inheres in, or characterizes a person. They are complex and are an acquired state through experiences."*

- A manner showing one's feeling or thoughts.
- One's disposition.
- A thought accepted as true.
- An emotional readiness to behave in a particular way.
- Leads one to think, feel or act positively or negatively towards a person, idea or event.
- Deeply ingrained in our personalities as we learn and grow.
- Attitudes are strong beliefs toward people and situations.
- Attitudes are a powerful force in every organization.



## The Powerful Influence of Attitudes

- People with positive attitudes are more likely to achieve personal and professional goals.
- People with negative attitudes find it difficult to achieve contentment or satisfaction in life.
- Attitudes are powerful force in any institution.
- Trust and hope may result in improved worker morale or improve communication and cooperation between an employee and a supervisor.

## Effects of a Good Attitude...

- Life is easier.
- Success comes more quickly (especially at work).
- Your health is improved.

## Root Cause of Negative Attitudes

- Low self-esteem
- Unresolved conflict
- Work that is not satisfying.
- Fear or uncertainty.

## How Attitudes are Formed

- Socialization
- Peer and reference groups
- Rewards and punishment
- Role model identification
- Cultural influences

## Cultural Influence

- Total of knowledge, beliefs, values and customs that we use to adapt to our environment.
- People define themselves differently in different cultures.
- Includes both tangible and intangible.
- Organizations should strive to create positive corporate culture.

## Role Model Identification

- Can exert considerable influence
- Supervisors are important
- Organizations should pay more attention to what supervisors do than what they say!
- A role model is someone that you admire or are likely to emulate:
  - Parents and relatives
  - People from TV or movies
  - People at work

## Rewards and Punishment

- Attitudes developed to minimize punishment and maximize rewards
- Organizations use these to encourage or discourage certain attitudes

*Attitude is EVERYTHING!!*

## Reference Groups

- Several people who share a common interest
- Tend to influence each other's behavior
- More influential than peer groups during young adulthood
- Point of comparison and source of information

## Peer Groups

- People's own age
- Have powerful influence on attitude formation during adolescence
- Influence can be stronger than parents, teachers or other adults

## Socialization

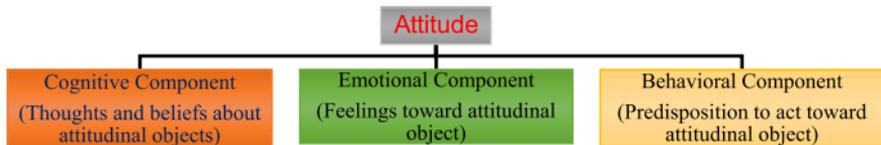
- Process through which people are integrated into a society by exposure to actions and opinions of others
- Family is important in early years

## Attitudes are acquired through:

- Early childhood socialization
- Peer and reference groups
- Rewards and punishments
- Role model identification
- Cultural influences

## The Three Major Components of Attitudes

- Several people who share a common interest
- Tend to influence each other's behavior
- More influential than peer groups during young adulthood
- Point of comparison and source of information



## The Relationship among Values, Attitudes, and Behaviors

### Aspects of Attitudes

- Can be changed or new ones learned
- Not formed casually or quickly
- Can motivate or cause to act
- One can choose to act or not
- Values serve as a foundation for attitudes

### The Challenge of Change

- Increased focus on teams rather than the traditional boss/subordinate's hierarchy
- Shifts from production- to information-economy
- Growth in service-related jobs
- Limited lifetime employment

## Changing Your Own Attitude

- Attitudes that help to achieve positive result:
  - Choose happiness
  - Embrace optimism
  - Think for yourself
  - Keep an open mind
- Changing an attitude can be a challenge
- Change is part continued growth and success
- You can choose to become an optimist by thinking for yourself and keeping an open mind
- You can help others change attitudes by changing conditions and consequences that surround a situation

## Attitude and Behaviour

**Attitude: an enduring evaluation – positive or negative – of a person, object, or an idea.**

Three components (the ABC's) of attitudes

- ◆ Cognitions (thoughts): what do I believe about the object
- ◆ Affect (feelings): emotional reaction to the object
- ◆ Behavior (intentions): behavioral response to object

Do attitudes predict behavior?

- ◆ There is evidence that attitudes DO NOT predict behavior very well!

WHERE do attitudes come from?

- ◆ Attitudes can follow from (or are the result of) behavior – we are motivated to justify ourselves

Why does behavior influence attitudes?

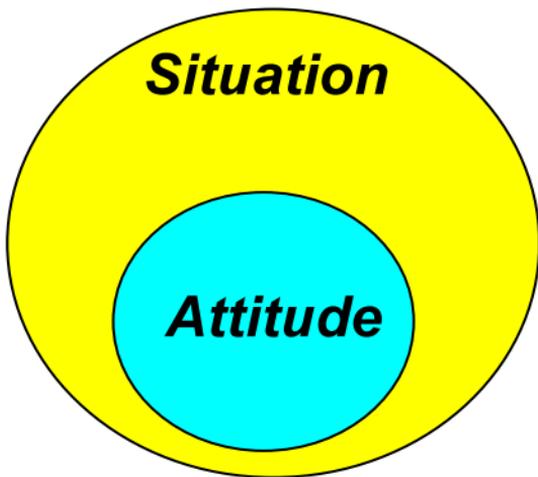
- ◆ **COGNITIVE DISSONANCE:** the feeling of discomfort that arises from holding two or more inconsistent cognitions
- ◆ We have a need to be consistent!

How can we reduce discomfort caused by dissonance?

- ◆ Change the behavior
- ◆ Change the attitude
- ◆ Add new cognitions

Why does behavior influence attitudes?

- ◆ We may generate attitudes that make our behaviors seem rational and justified.



### Self-Assessment: What's My Attitude?

1. People would describe me as unhappy.
  - True
  - False
2. I complain right away if there is something I don't like.
  - True
  - False
3. Being positive most of the time is far too unrealistic.
  - True
  - False
4. If I have a bad morning, the rest of my day is sure to be ruined.
  - True
  - False
5. I tend to think more about my weak points than my strong points.
  - True
  - False
6. I don't give outcompliments because I don't want someone to get a big
  - True
  - False
7. In the past two weeks, I have called myself depressed.
  - True
  - False
8. I worry too much about things I can't control.
  - True
  - False
9. It takes a lot to make me happy.
  - True
  - False
10. When I experience a failure, I usually just stop trying.
  - True
  - False

*Note: Now, count the number of true and false answers. The more false answers you have, the better attitude you tend to have. If you have many true answers, what are some ways to help you change to a more positive attitude?*





— Your —  
*Attitude*  
— determines your —  
*Direction*



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