



Attitudes

MyJoVE Corp,
2016

Material Projectable

Attitude is our evaluation of a person, an idea, or an object. We have attitudes for many things ranging from products that we might pick up in the supermarket to people around the world to political policies. Typically, attitudes are favorable or unfavorable: positive or negative (Eagly & Chaiken, 1993). And, they have three components: an affective component (feelings), a behavioral component (the effect of the attitude on behavior), and a cognitive component (belief and knowledge; Rosenberg & Hovland, 1960). Think Positively. For example, you may hold a positive attitude toward recycling. This attitude should result in positive feelings toward recycling (such as zIt makes me feel good to recycle.y or zI enjoy knowing that I make a small difference in reducing the amount of waste that ends up in landfills.y). Certainly, this attitude should be reflected in our behavior: You actually recycle as often as you can. Finally, this attitude will be reflected in favorable thoughts (e.g., zRecycling is good for the environment.y or zRecycling is the responsible thing to do.y). Our attitudes and beliefs are not only influenced by external forces, but also by internal influences that we control. Like our behavior, our attitudes and thoughts are not always changed by situational pressures, but they can be consciously changed by our own free will. This text is adapted from OpenStax, Psychology. OpenStax CNX

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Título: Attitudes

Editorial: Cambridge, MA MyJoVE Corp 2016

Descripción física: 1 recurso electrónico (113 seg.) son., col

Mención de serie: JOVE Science Education Core Psychology

Nota general: Tít. sacado de la página de descripción del recurso

Audiencia: Para estudiantes universitarios, graduados y profesionales

Detalles del sistema: Forma de acceso: World Wide Web

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es