

# **Govt. College of Nursing, JAIPUR**

## **Topic:-Attitudes**

**FOR P.B.B.Sc. Nursing Previous  
Sub:- Psychology  
Unit XI**

**From:- Pradeep Kumar sharma  
Faculty, GCON Jaipur**

# I. What is an attitude?

**A. Attitude:** *a favorable or unfavorable evaluative reaction toward something or someone (developed, maintained, and changed via the interactive relationship among one's thoughts, feelings, and behaviors).*

# Definitions of Attitude

- Attitudes are individual's mental processes which determine both the actual and potential responses of each person in a social world. Since an attitude is always directed towards some object, it may be defined as "the state of mind of the individual towards a value".
- Attitude is a mental and neural state of readiness organized through experience exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related.
- Attitude is the predisposition of the individual to evaluate some symbol or object or aspect of his world in a favorable manner.

Continue.....

- An enduring system of positive or negative evaluations, emotional feelings, and pro and con action tendencies with respect to a social object.
- An attitude is the degree of positive or negative affect associated with some psychological object.
- An attitude, roughly, is a residuum of experience, by which further activity is conditioned and controlled. We may think of attitudes as acquired tendencies to act in specific ways towards objects.

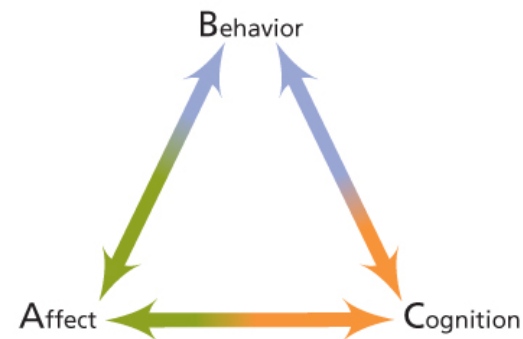
# Components of attitude

## B. Three Components of an Attitude:

1) **Cognitive:** *what a person believes about the source of the attitude.*

2) **Affective:** *how a person feels about the source of the attitude.*

3) **Behavioral:** *how a person acts towards the source of the attitude.*



# Characteristics of Attitude

Attitude have several important characteristics or properties namely, they

- (i) Attitude have an object;
- (ii) Attitude have direction, intensity, and degree;
- (iii) Attitude have consistency and
- (iv) Attitudes are learned
- (v) attitudes Occurs Within a Situation.

# Theories of Attitude

- Classical Conditioning Theory
- Instrumental Conditioning Theory
- Cognitive Learning Theory

# Attitude Formation

- Sources of Attitude Formation
  1. Direct Experience
  2. Influence of Family and Friends
  3. Direct Marketing
  4. Exposure to Mass Media
  5. Personality Factors



THANKS

By:-Pradeep Kumar sharma