Attitudes: Formation - Measurement - Values

In this presentation, we will explore the formation, measurement, and the influence of values on attitudes - key components of individual behavior in an organizational setting.

⬤ **Dr. Maharajan K**

Recap of Previous Presentation

1 **Individual Differences**

We discussed how individual factors like personality, abilities, and demographics shape behavior in the workplace.

2 **Workplace Attitudes**

We explored the impact of job satisfaction, organizational commitment, and other work-related attitudes.

3 **Perception and Decision Making**

We examined how individuals perceive their environment and make decisions that influence their actions.

Guess the Topic

Attitudes

Relatively enduring evaluations of objects, issues, or people.

Formation

How attitudes are developed through experience, learning, and socialization.

Measurement

Techniques used to assess and quantify attitudes.

Values

Enduring beliefs that guide behavior and influence attitudes.

Introduction to Attitudes

Definition

Attitudes are evaluative statements, either favorable or unfavorable, about objects, people, or events.

Components

- Cognitive (beliefs, thoughts)
- Affective (feelings, emotions)
- Behavioral (intentions, actions)

Importance

Attitudes guide behavior and influence decision-making, making them crucial for understanding individual and organizational performance.

Formation of Attitudes

1   **Direct Experience**

Attitudes are often formed through personal interactions and encounters with the attitude object.

2   **Indirect Experience**

Attitudes can also develop through observing others, reading, or hearing about an attitude object.

3   **Social Influence**

Attitudes are shaped by the beliefs, values, and behaviors of reference groups and authority figures.

Measurement of Attitudes

Likert Scales

Respondents indicate their level of agreement or disagreement with a series of statements.

Semantic Differential Scales

Respondents rate an attitude object on a series of bipolar adjective scales.

Projective Techniques

Indirect methods that involve ambiguous stimuli to reveal underlying attitudes and beliefs.

Values and Their Influence on Attitudes

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Enduring Beliefs

Values are enduring beliefs about what is important, right, or desirable.

Attitude Formation

Values serve as a foundation for the development and shaping of attitudes.

Behavioral Influence

Values guide and influence an individual's attitudes, which in turn shape their behavior and decision-making.

Real-Life Case Studies

Employee Engagement

Measuring and improving attitudes towards the organization can lead to increased productivity and retention.

Diversity and Inclusion

Fostering positive attitudes towards diversity can enhance collaboration, innovation, and overall organizational performance.

Consumer Behavior

Understanding consumer attitudes and values can help businesses develop more effective marketing strategies.

Student Learning Assessment

Attitude Formation

Describe the three main factors that contribute to the formation of attitudes.

Attitude Measurement

Explain the differences between Likert scales and semantic differential scales.

Values and Attitudes

Discuss how values can influence the development and expression of attitudes.

Real-World Applications

Provide an example of how understanding attitudes can be applied in a business context.

Summary and References

1 **Key Takeaways**

Attitudes are multidimensional, formed through various means, and can be measured using different techniques.

2 **Online Resources**

[Mindtools: Understanding Attitudes](#)

[Simply Psychology: Attitudes](#)

3 **Recommended Readings**

Robbins, S. P., & Judge, T. A. (2017). Organizational Behavior (17th ed.). Pearson.

Schiffman, L. G., & Wisenblit, J. (2019). Consumer Behavior (12th ed.). Pearson.