

Our Thoughts About Others: Mistaken Attributions

2. Self-Serving Bias:

- taking credit for our successes, and externalizing our failures.
- We give attributions that make us look good.
 - *If behavior is positive – we focus on our internal factors.*
 - *If behavior is negative – we blame the situation.*

We won 'cause I'm awesome!

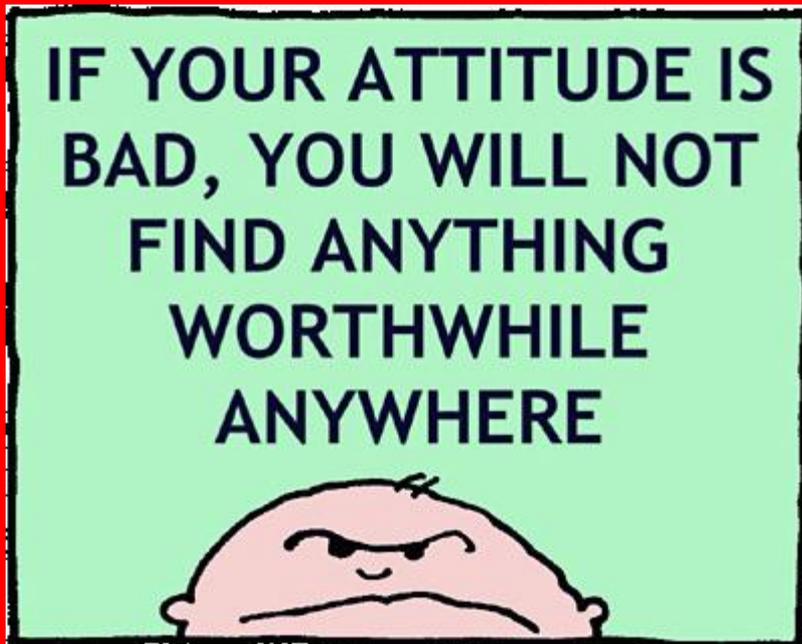


The refs stink and the field was horrible



Attitudes --- Feelings, based on beliefs, that influence how one *evaluates* a particular entity positively or negatively.

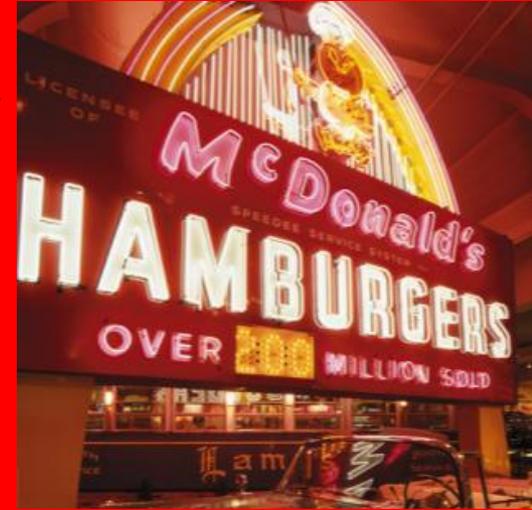
Although it is not always reliable, under certain circumstances, it is possible that our behavior will be a result of our attitudes



Social Thinking

Attitudes affect our actions when:

- 1. External influences are minimal**
- 2. The attitude is stable**
- 3. The attitude is specific to the behavior**
- 4. The attitude is easily recalled.**



Example:

“I feel like [attitude] eating at McD’s, so I will [action];”

- 1. There are no nutritionists here telling me not to,**
- 2. I’ve enjoyed their food for quite a while,**
- 3. It’s so easy to get the food when I have a craving,**
- 4. It’s easy to remember how good it is when I drive by that big sign every day.”**

Two cognitive pathways to affect attitudes

Central Route of Persuasion - (High mental effort) Aka - “Elaborated Route”

- More “active” route
- Must have “motivation” and “ability” to think through topic
- **focus on the actual content of the arguments**
- **Creates long-term change**
- **Examples: Weighing Pros and Cons of a romantic relationship**

Two cognitive pathways to affect attitudes

Peripheral Route of Persuasion - (Low mental effort)

- **Less active, mental Short-cut for decision making**
- **Adopted when one is unable or unwilling to think through decision**
- **Incidental cues effect decision (i.e., attractiveness of the speaker)**
- **Creates short-term change** (in order to maintain long-term change, there is a need to continually barrage someone with cues. (Nike))
- **Examples: Shopping for orange juice, or walking to class.**

THE GUTS AND BOLTS OF A TOUGH CHEVY BLAZER.

A 4-wheel-drive Blazer is guts-and-bolts tough and practical. On or off the road, it's a people mover, trailer tower, cargo hauler. And it has the new 1980 Chevrolet Three-Year Perforation-From-Corrosion Limited Warranty. See your Chevrolet dealer for details. Ask about leasing, too.

Year	Blazer	Suburban	Truck	Van	Truck	Van	Truck	Van
1980	1	1	1	1	1	1	1	1
1979	1	1	1	1	1	1	1	1
1978	1	1	1	1	1	1	1	1
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1901	1	1	1	1	1	1	1	1
1900	1	1	1	1	1	1	1	1

A TOUGH RECORD TO BEAT.
 18 of 19 Chevy light, medium, heavy-duty trucks and commercial vans in the top 1000 repair years recorded were still on the job, based on R. L. Park & Co. model year registrations through July 1, 1980. 1975 statistics not available at time of printing.

Part-time 4WD now available with optional automatic transmission. Freewheeling front hubs help improve rolling efficiency over last year, when in 2WD. Manual transmission standard. Aluminum wheels available.

Staged, 2-barrel carburetor on standard 4.1 Liter (250 Cu. In.) Six. Not available in California. One barrel is used for normal operation. The second, larger barrel is activated for more power.

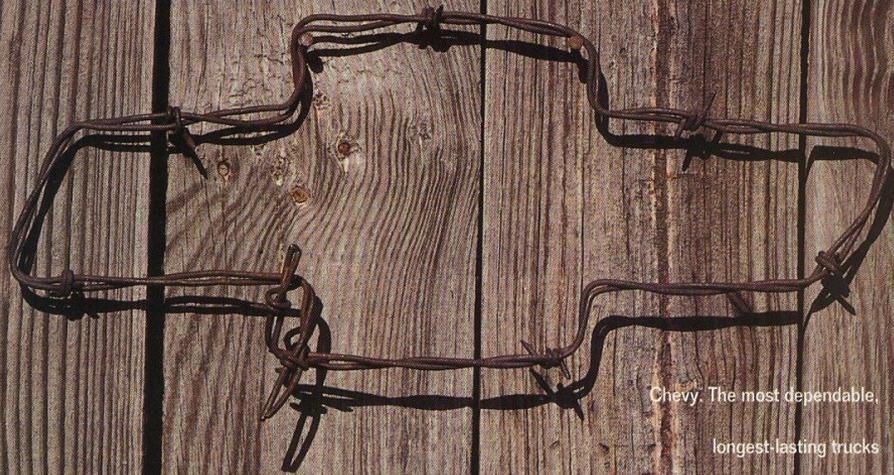
No extra suspension equipment required for off-road use with 4-wheel-drive Blazer. Front stabilizer bar, leaf springs and power steering are standard. Rear shocks are counter angled to help control brake/power hop. Power-assisted brake system is also standard and computer-matched to Blazer's Gross Vehicle Weight Rating.



BUILT TO STAY TOUGH

Blazers are equipped with GM-built engines produced by various divisions. See your dealer for details.

SOME TRUCKS ARE JUST TOUGHER THAN OTHERS.



Chevy. The most dependable, longest-lasting trucks on the road.

Chevy Trucks



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1-800-950-2438 or www.chevrolet.com

Dependability based on longevity, 1961-1997 full-line, full-duty truck Company registrations. Excludes other GM divisions. ©1997 GM Corp. Buckle up, America!

Should the minimum wage be increased?

Central Route

Great arguments.
I'm convinced!



Peripheral Route

She sounds smart.
I'm convinced!



Which of the following demonstrates the peripheral route of persuasion?

- a. an ad for toothpaste which stresses its ability to fight cavities
- b. an ad for a car which points out the car's safety features
- c. an ad for a cell phone service that emphasized clear calls
- d. an ad for a restaurant that shows a happy couple dining

Which of the following demonstrates the central route of persuasion?

- a. an ad for toothpaste with beautiful people smiling
- b. an ad for a car which shows a happy family on vacation
- c. an ad for a cell phone service that addressed battery life
- d. an ad for a restaurant that shows an anniversary celebration

Aveeno.
ACTIVE NATURALS.

daily moisturizing lotion

Beautiful skin begins
with oats. Our exclusive
ACTIVE NATURALS®
Oat Formula is proven to
seal in moisture for healthier
looking skin every day.



ACTIVE NATURALS®

OAT FORMULA
MOISTURIZES SKIN



see the beautiful difference

healthier
looking skin
can make



What makes this a particularly effective print advertisement?

Peripheral – attractive, famous person attached to the product. (requires low level of thinking.)

Central – a good, rational argument and evidence that it works. (Requires high levels of thinking)

If you can use both routes when trying to persuade someone, you have a better chance of influencing their thoughts and/or actions

Looking Glass Effect

- **When we are keenly aware of our attitudes, they are more likely to guide our actions.**
- **By installing mirrors in the laboratory, we can make subjects feel more self-conscious.**

Deiner and Wallbom

- **Researchers had students working on an “IQ test”.**
- **They told them to stop when a bell sounded.**
- **Left alone, 71% cheated by working past the bell.**
- **Of the ones that completed the task in front of a mirror, only 7% cheated.**

Attitude and Behavior



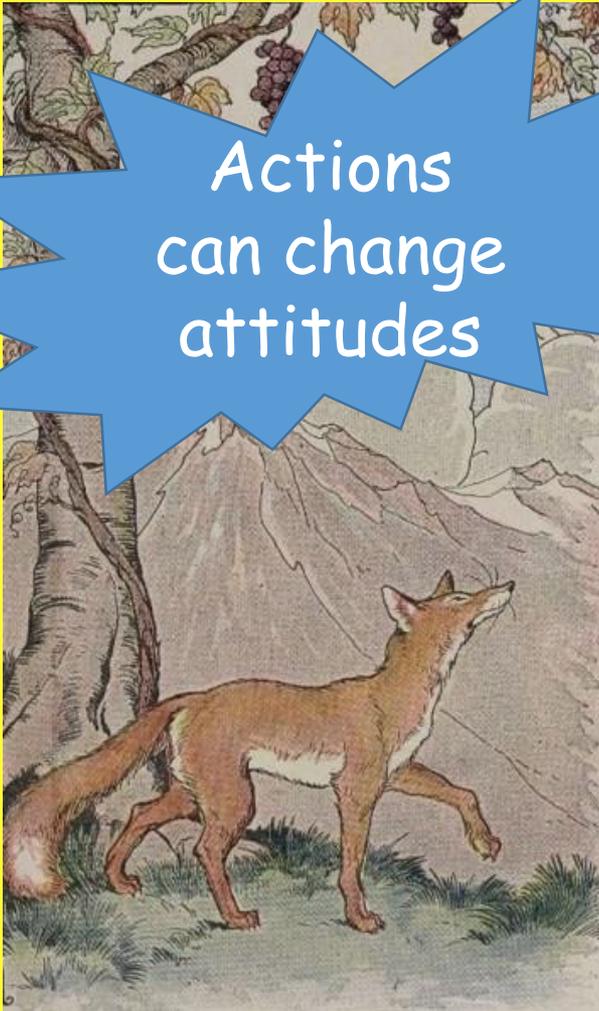
So.....

**Do attitudes tell us how
an individual will
behave?**

Not always...

- **Do attitudes tell us about someone's behavior?**
- **LaPiere's Study (1934)**
- **He sent 251 hotels and restaurants a survey asking them, "*Will you accept members of the Chinese race as guests in your establishment?*"**
- **Most said "NO!"**
- **Of all the places they visited, only 1 turned them away!!**
- **It appeared that what people say they will do is often very different from how they actually behave!**

The Fox and the Grapes



Actions
can change
attitudes

One hot summer's day a fox was strolling through an orchard when he came to a bunch of grapes just ripening on a vine which had been trained over a lofty branch. "Just the thing to quench my thirst," he said.

Drawing back a few paces, he took a run and a jump, and just missed the bunch. Turning around again with a one, two three... he jumped up, but with no greater success.

Again and again he tried after the tempting morsel, but at last had to give it up, and walked away with his nose in the air saying "I am sure they are sour."

"It is easy to despise what you cannot have."

Actions can direct attitudes:

If attitudes direct our actions, can it work the other way around? How can it happen that we can take an action which in turn shifts our attitude about that action?

Through three social-cognitive mechanisms:

- **Cognitive Dissonance**
- **The Foot in the Door Phenomenon**
- **The Effects of Playing a Role**

Actions can direct attitudes:

Leon
Festinger



Mine is a name
that you
should know!

Dissonance

Basic meaning: lack of agreement

Cognitive Dissonance:
When our actions are not
in harmony with our
attitudes.

Attitude



Behavior **inconsistent**
with the attitude



Creation of
dissonance

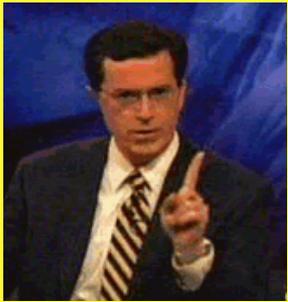
Cognitive Dissonance Theory (1957):
the observation that we tend to
resolve this dissonance by changing
our attitudes to fit our actions. We
want consistency in our thoughts and
actions.

Actions can direct attitudes:

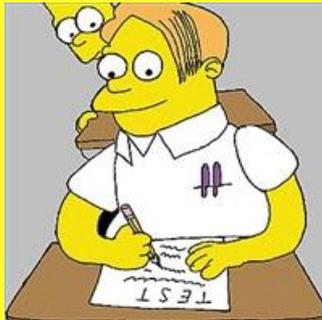
Cognitive Dissonance Theory

(Festinger, 1957)

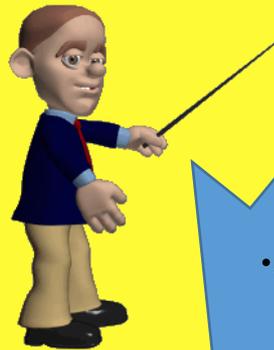
- When a person's thoughts or actions are inconsistent, he/she will want to reduce the tension between them.
- Ways to reduce dissonance:
 - Change actions (difficult)
 - Change beliefs (easier)



You have a belief that cheating on a test is bad.



But you cheat on a test!!!



The teacher was really bad so in that class it is OK.



Actions can direct attitudes:

Attitude: “I’m not going to smoke cigarettes anymore”

Behavior: Smoke cigarettes



Some Options

1) ***Change behavior*** (e.g., Throw pack away)



2) ***Change cognitions*** (e.g., “Smoking isn’t all that bad”; “I don’t really smoke that much”)



3) ***Add supporting cognitions*** (e.g., “Smoking relaxes me” “it helps me think better”)



Actions can direct attitudes:

Hey - this was my actual study! Woot! Woot!



**COGNITIVE
DISSONANCE**
FESTINGER &
CARLSMITH (1957)
(1\$ - \$20 Study)

- *Getting paid more: "I was paid to say that." (no dissonance)*
- *Getting paid less: "Why would I say it was fun? Just for a dollar? Weird. Maybe it wasn't so bad, now that I think of it."*

Asked to tell participant that the task was interesting

Perform boring task



\$1



\$20

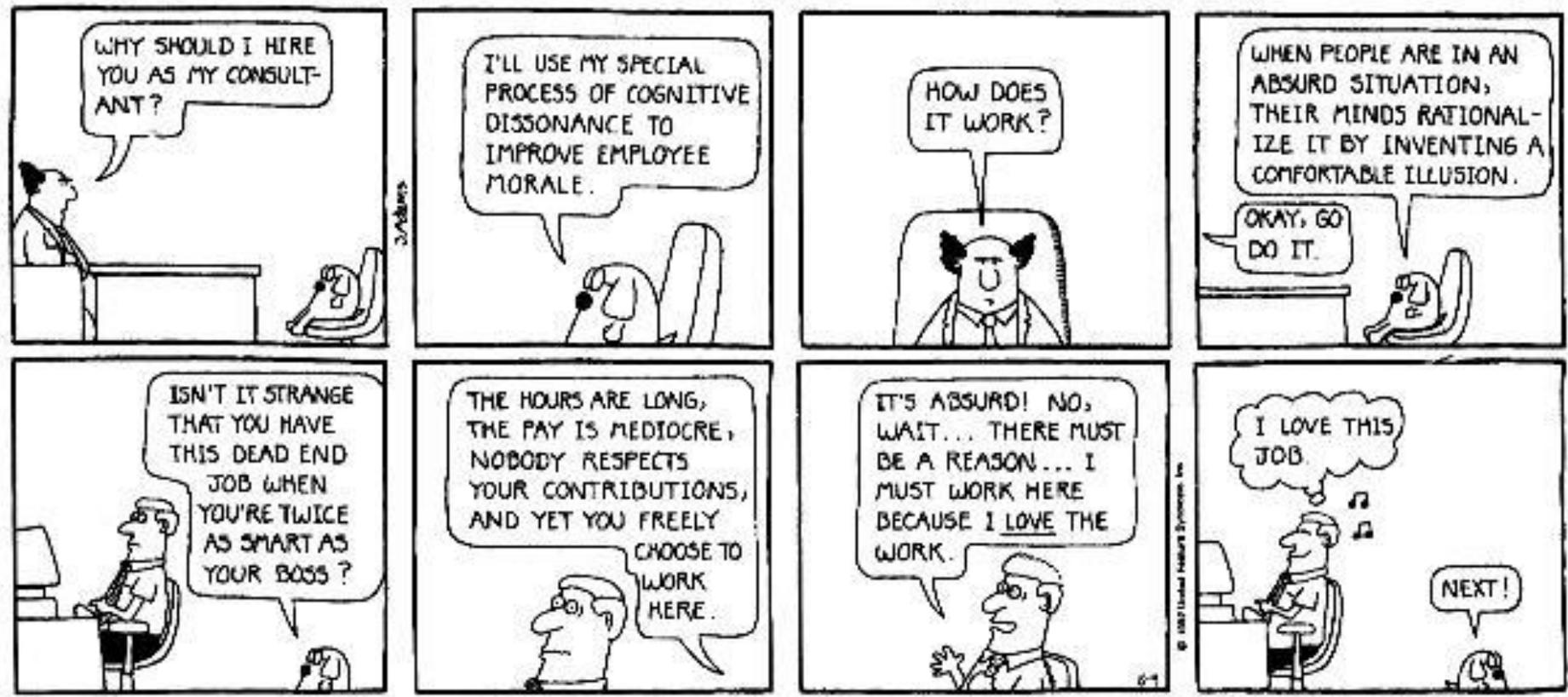


Rate task

- Which group rated the task as more interesting after lying, those paid \$1 or \$20?

Key is lack of sufficient external justification for one's behavior

Actions can direct attitudes:



What is the “action” of the worker in this cartoon?

What is the attitude that the dog is implanting in the worker?

How does this demonstrate the cognitive dissonance theory?