



ATTITUDE AND BEHAVIOUR

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ABSTRACT

Attitude and behavior are closely related in some sense though they are two different concepts. One of the most important differences between behavior and attitude is that attitude is internal whereas behavior is external in sense. In other words it can be said that behavior can very well be seen by others as it is external whereas attitude is shelled within the mind of the individual and hence cannot be seen by others immediately. The paper concentrate on the attitude and behavior, and how ttitude turns into action.

INTRODUCTION

Attitude

Attitude influences the behavior of the individuals is a usual way of doing things. Successes and failures in life depend upon the attitude of the individuals. If attitudes are positive ,then human relations will be positive .and positive human relations are necessary for a successful life.

- a. Attitude is a disposition to approach an idea ,event, person ,or an object.
- b. It is a tendency to actin one way or the other toward an ‘attitude object’ or something(i.e.idea,event,person,object,food,colour,everything).

Behavior

Behavior may be defined as ..

- a. The manner in which one behaves .
- b. The actions or reactions of a person or animal in response to external or internal stimuli.
- c. The manner in which something functions or operates.

Ethical behavior

Ethical behavior is attributed with certain characteristics of honesty, sincerity, fairness and equity, in interpersonal and professional relationships .

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Attitude is like driver decision maker . it decides how to act or behave in a particular situation success and failure in school or in work life depends on attitude of an individual . attitude is a kind of habit . it is usual way of doing things . everything in an organization will get better if the attitude of every one gets better . we reward positive attitudes and punish negative ones. Just like weather everyone likes to talk about it but no one seems to do much about it.

Types of attitude

Attitude is something that lies between emotions and thought processing .attitude may be positive or negative . if some one has good feelings about something e.g. towards his/her work, or people then it is positive attitude otherwise it would be negative.

Positive attitude

The predisposition that results in desirable outcomes for individuals and organizations can be described as positive attitude. Positive attitudes are rewarded . it means the individual is encouraged to do the same thing in future .

Negative attitude

The tendency of a person that results in an undesirable outcome for individuals and organization can be described as negative attitude .negative attitude are punished in order to discourage the same action in future .

Change in attitude

Reward and punishment build up attitude . attitude can be changed ,if we differentiate negative attitude from positive attitude .positive attitude can bring positive change in life It is difficult to change attitudes but with some effort , it can be done . a positive attitude is a pre-requisite for change and development . if anybody has negative attitude towards 'change', this attitude will extend to anything representing change i.e. leaders , technology , meetings, or any process of change .

Formation of attitude

Individual attitudes develop through the interaction of complex forces and are learnt . and what is learnt can be unlearned or changed . we develop our attitudes from copying those people who are important to us (significant others),particularly parents and siblings . religious beliefs are good examples.

Rewards and punishments associated with certain actions make individuals acquire beliefs and accordingly result in building personal attitudes.

Demonstration effect from friends and playmates play an important role towards developing attitudes. Media or persuasive communications also help develop certain attitudes. Often our attitudes towards politics come from information or persuasive communications from media.

How to change attitude

1. Negative attitudes towards change will disrupt the process of change .
2. information alone is not sufficient to change attitudes towards a new idea or practice .
3. don't fertilize the rocks . first , make people less resistant to receiving and processing information . and then expect change in their attitude.

Cognitive approaches focus changing the way people think about an entity or object. This is done through information , persuasive communication through introducing conflict or dissonance between the existing attitude and new one.

Behavioral approaches focus reward and punishments for certain attitudes and behaviors . it can be used at homes ,schools or organizations.

Social approaches focus on our tendency to copy the beliefs and behaviors of others. Role models shown on television and in the neighborhoods are examples .people change their residences ,shift from old localities. To modern localities to learn new values and bring change in their attitudes.

An individual is capable of holding to contradictory beliefs or notions as long the person is not made aware about them. Once the person becomes aware, cognitive dissonance occurs . dissonance is the uncomfortable feeling when we feel that what we believe may not be true. We can not live with such discomfort and we try to modify either our thinking or change our behavior.

We can take the example of an environmentalist who is the advocate of keeping the environment clean ,uses smoke emitting car .when he /she is made to realize ,about his/her attitude , the conflict or dissonance emerges in his mind . in the result of this dissonance his /her probable actions will be either

1. Deny the evidence.
2. Change the car.

3. rationalize the action that he had to drive a large car for safety or for some other reasons .

In all the cases , he tries to reduce dissonance or discomfort , because nobody likes to remain with the discomfort . he/she will bring change in the attitude to get rid of dissonance . dissonance can be great tool towards change . this conflict or dissonance can be created by oneself or by an organization or a group.

Steps towards change in attitude

Attitude of individuals towards life , family , ideas , political thinking, religion or anything can be changed . following are the various steps for bringing change in one's attitude that bring change in the behaviors.

1. Identify the object towards which change of attitude desired .
2. Introduce information about which individual agrees .
3. Introduce new information that contradicts the existing beliefs or attitudes .
4. Identify the ways through which belief or practice conform to new information.

These four steps towards change in attitude can be easily understood by this example . suppose you want to bring change in the attitude of your son towards education . so , first of all you have identified that you want to change the 'attitude towards education', secondly you will find out reasons for certain attitude , thirdly you will introduce new information or ideas that contradict with the current information. This introduction of new information will develop dissonance which might help changing attitude.

CONCLUSION

Steps to turn attitude in to action

Attitude can be turned into positive actions by realizing certain behaviors such as –

1. Understand the power of attitude .
2. Take control of yourself and your life .
3. Be aware about yourself and keep updated.
4. Identify and frame your bad and good attitudes.
5. Find purpose of your behavior and develop prudent passion actions .
6. Be pro-active and pre-active .
7. Discover the ways to motivate yourself(motivators).
8. Build supportive relationships .
9. See change as an opportunity .



10. Leave a lasting legacy .

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