

Maharashtra Education Society's
MES COLLEGE OF NURSING

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ATTITUDE

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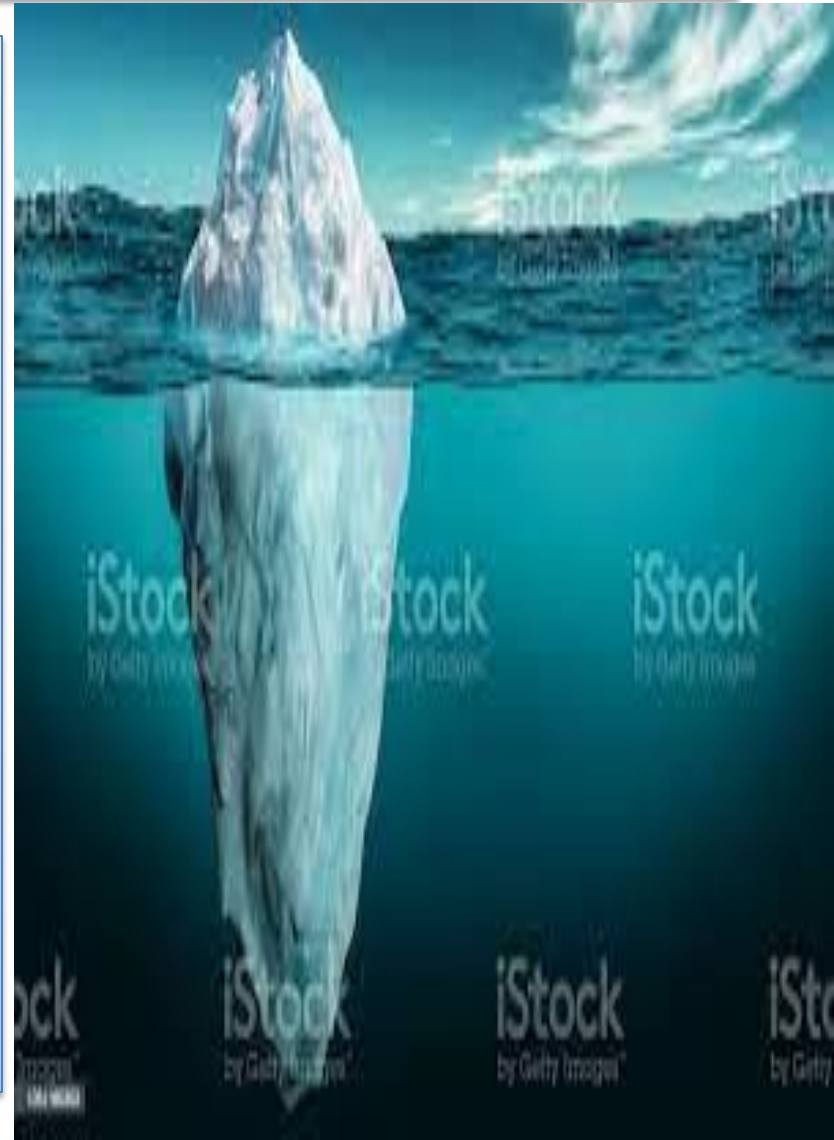
Definition

Attitude

<https://www.youtube.com/watch?v=UzYNv3NHlmM>

Introduction

- The Iceberg How much do you see of an iceberg???
- The iceberg ONLY 10% OF ANY ICEBERG IS VISIBL E. The remaining 90% is below sea level.
- The Iceberg phenomena is also applicable on human beings ... especially in their behaviour.



Patience

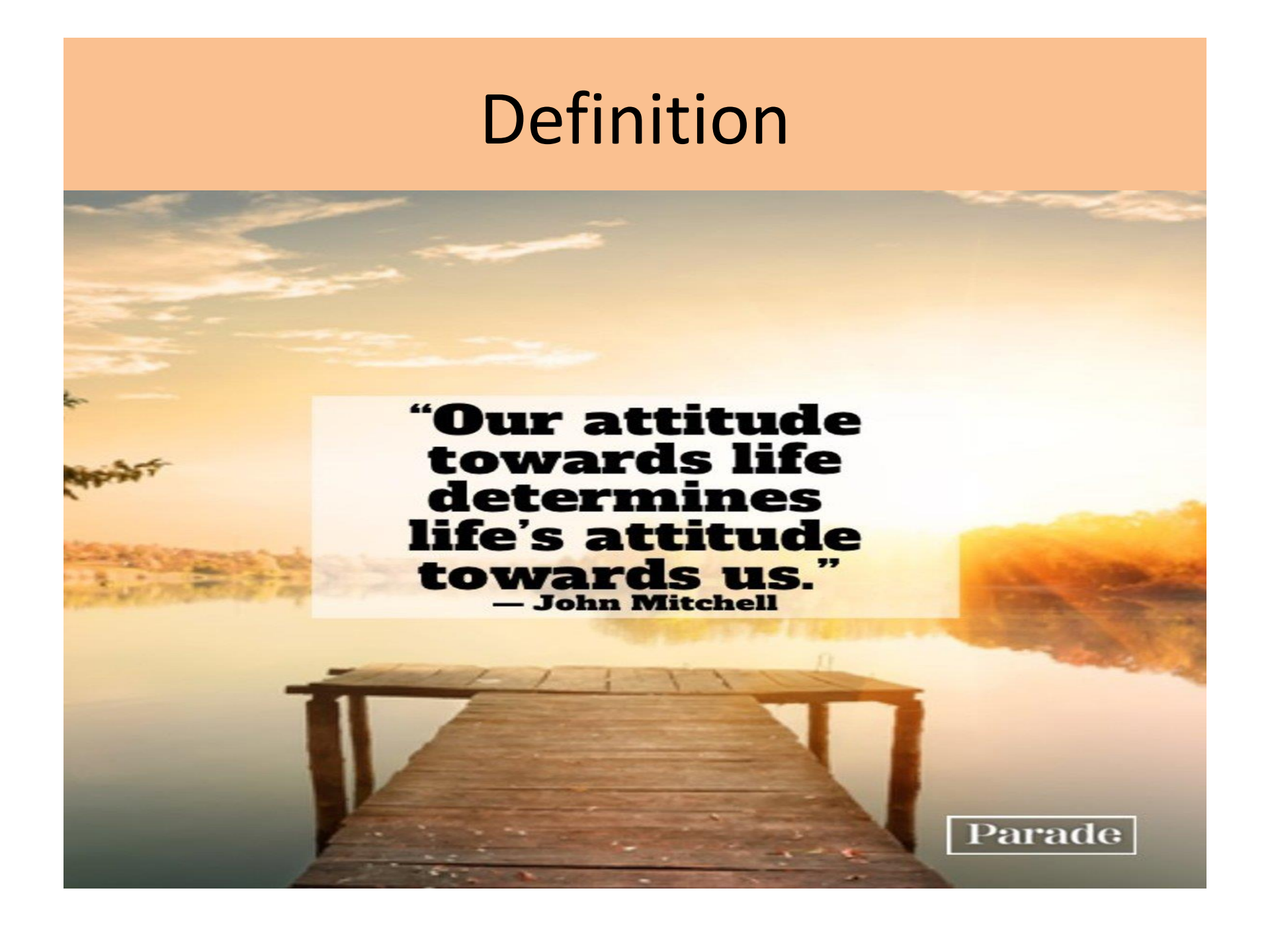
is not about the
ability to wait,
but the ability to
keep a good attitude
while waiting.

e-buddhism.com

GOOD MORNING



Definition



**“Our attitude
towards life
determines
life’s attitude
towards us.”
— John Mitchell**

Parade

MEANING

- Attitudes are evaluations people make about objects, ideas, events, or other people.
- It is a collection of emotions beliefs and behavior towards a particular object, person and thing.
- Attitude propels a person to response in specific ways to a particular situation

Definition

1. Attitudes are learned and enduring predispositions to react either favorably or unfavorably towards an object, person, place or group.
2. The term attitude denotes the organization in an individual of his feelings, beliefs and predispositions to behave as he does.

-Rosnow and Robinson (1967)

1. Attitude is a favorable or unfavorable evaluative reaction towards something often rooted in one's own belief exhibited and intended behaviour.

-Eagly and Chaiken (2005)

Cont.....

- An attitude is a readiness to respond in such a way that behavior is given a certain direction.

-Travers

- An attitude is defined as a predisposition or readiness to respond in a pre-determined manner to relevant stimuli

-Whittaker

CHARACTERISTICS

- Attitudes are learned
- Attitudes are enduring
- Attitudes are predispositions
- Attitudes are consistent.
- Attitudes are always object tied
- Attitudes are vector entities.
- Attitude behaviour link.

Nature of Attitude

- Attitudes have a subject-object relationship. It is related to specific objects, persons, groups, institutions, values etc.
- Attitudes are learned. They are not inherent or innate in individual. It depends on the life training and circumstances.
- It is relatively enduring states of readiness. It helps us in making proper responses.

Nature of Attitude

- It helps in motivation.
- It is different according to stimuli.
- It ranges from strongly positive to strongly negative
- Attitude is a complex combination of personality, beliefs, values, behavior and motivation

Components of attitude

1. Cognitive Components
2. Affective Components
3. Conative or behavioral Components

Cognitive Components

The Belief , Information, Knowledge and information.

Eg-If a Person does not like or negative attitude about the nuclear bomb ,In interview if he asked about the nuclear bomb he give negative points only means he does not like the nuclear bomb that means his belief and information is negative for that.

Affective Components

Feelings, Sentiments and moods of emotions towards a particular object

Eg-Wanted to go for a night shift job rather than a General Shift Job

Behavioral Components

Way of thinking ,Behaving and feelings

For Example:

If some one like the Principal of the college his attitude is made by feelings and behavioral aspects

FACTORS INFLUENCING ATTITUDE FORMATION

- **Family:**

Family is the most powerful source for formation of attitudes. The parents, siblings provide information about various things.

- **Peers:**

As the individual develops, he comes in contact with outer world and peers in first place. Peers include same age friends, neighbours, classmates, etc.

- **Conditioning:**

When we are conditioned or adjusted to a certain set up of people, situation, etc., we will be influenced by that. Hence, our associations lead to develop attitudes.

Cont....

- **Direct instruction:**

Sometimes direct instruction can influence attitude formation.

- **Satisfaction of wants:**

Individual develops favorable attitudes towards those people and objects which satisfy his wants and unfavorable attitudes towards those who do not satisfy.

- **Prejudices:**

Prejudices are preconceived ideas or judgments where one develops some attitudes on other people, objects, etc., without proper information.

Cont...

Media:

As a means of communication, the mass media such as television, radio, has a major influence in shaping people's opinions and beliefs.

Educational Institutions and Religious :

As a system, educational and religious institutions have a strong influence in shaping attitudes because they lay the foundation of understanding and moral concepts within the individual.