

Guided Reading Activity 20-2

Attitude Change and Prejudice

For use with textbook pages 582-588

Directions: Filling in the Blanks Use your textbook to fill in the blanks using the words in the box.

cognitive dissonance	discriminating	prejudice
compliance	identification	stereotype
counterattitudinal behavior	internalized	

Attitude Change

"Actions speak louder than words!"

Everyone likes a certain soccer team, and you go along rather than be different, thus showing 1 *compliance* *Play all kids!*

During their off season the team makes appearances to benefit a local homeless shelter. You've never been to that shelter, but since your team supports them, you volunteer to put posters in nearby stores to promote a fundraiser the team has scheduled. Your 2 *identification* *believes newly adopted views*

with the team's goals has moved you beyond mere compliance. Visiting the shelter, you decide to help serve food one Saturday each month. Your changed attitudes demonstrate that you have 3 *internalized* *Role models* the team's values as your own. *Not swearing at wife!*

Cognitive Consistency

Suppose you don't associate with the homeless, yet want to help the soccer team. This 4 *cognitive dissonance* caused by conflicting attitudes makes you uncomfortable. *Teaching ideals vs. Hatred for people*

Attitudes and Actions

Privately, you don't like being around the homeless, but everybody else in the group seems to enjoy what they are doing, so you go along. In doing so, you are demonstrating 5 *counterattitudinal behavior* *Why did I choose teaching?* *I want resolution!*

Prejudice

You discover that one of the soccer team members refuses to work at the shelter, saying he has no time for such nonsense. "Athletes are hypocrites anyway," you say, relying on an old 6 *stereotype* *Fords vs. Chevrolets* you have held since junior high. Will you feel this same 7 *prejudice* *Self-justification*

toward other athletes, or will you be able to inhibit your negative attitude? If not, you might find yourself 8 *discriminating* *Defense mechanisms* against all athletes because of your attitude toward them, even if you know nothing about them as individuals. *Thoughts*

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"There is truth to all stereotypes otherwise they would not be stereotypes."

Stereotypes
 - blacks
 - men/women
 - teenagers
 - elderly
 - Socioeconomic levels
 - city vs. rural