

# Guided Reading Activity 20-1

## Attitude Formation

"Your focus determines your reality."

For use with textbook pages 577-581

Directions: **Outlining** Locate the heading in your textbook. Then use the information under the heading to help you write each answer.

How do you take a losing team and make it a winning team?

### A. Attitude Formation

#### 1. Introduction

1. What influence can attitudes have on beliefs? you can believe something is a fact when it is really imaginary (vice versa)

2. What are three main elements of an attitude?

- ① Belief or opinion about something
- ② Feelings about that thing
- ③ Tendency to act toward that thing in certain ways

#### B. Where Attitudes Come From

1. How does conditioning help form attitudes? Reward = strengthens attitude  
Punishment = weakens attitude

2. Why should we be cautious about using heuristics to form attitudes? Heuristics (mental shortcuts) are not always accurate → resulting attitudes may be faulty

3. What parts of our culture do not influence our attitudes? No part

4. What does the fact that two-thirds of voters favor the political party their parents supported indicate about parental influence on our attitudes? shows significance of parental influence on attitudes

5. Why does parental influence upon our attitudes lessen as we get older? peers and personal experience outweigh parental views

#### C. Functions of Attitudes

1. What is the relationship between self-concept and attitudes? See ourselves as confident + strong → attitudes are more positive

2. How do attitudes affect our relationships with others? serve as guidelines for interpreting and categorizing people

3. Which of our attitudes are most likely to influence our behavior? attitudes acquired through our own experience

Retail - people are evil

Creationism  
- Global Warming

Moon Landing Hoax

Attitude about school?

Bad vs. Good Experiences

Do you believe everything I say?

"Nigger"

Describe yourself!

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