

الاتجاهات Attitudes

Are group of determinant of behavior , emotion , feeling , reaction to subject such as : favorable V un favorable , approval V disapproval , like V dislike .

Altitude comprising:

- 1- **Cognitive component** : مكونات معرفيه e. g . negative believe about group V perception positive about group
- 2- **Affective component** : مكونات وحدانيه e . g. prejudice feeling toward group
- 3- **Behavioral component** : مكونات سلوكيه : e.g. negative action against group

تألم الاتجاهات Consistency of attitude

- 1- **Some attitude seem to go together like:-** People who support affirmative action likely to advocate stronger gun control Some suggest to penalize homosexual and refuse their employment in marines الجيش المارينز
- 2- **Cognitive consistency:** people attitude as having kind of internal logic consistent with situational altitude

3- Cognitive non consistency

⇒ Ideological difference التناقضات الايديولوجيه

⇒ Double standard ازدواجية المعايير

We should be cautious about accusing someone being inconsistent , because his attitude simply inconsistent with our ideological frame
اختلاف الآخرين مع افكارنا لا يعني انهم غير متلائمين بأفكارهم وسلوكهم.

e.g. opposition of capital punishment is usually attitude of conservative

الاعتراض على عقوبة الاعدام هي من افكار المحافظين

⇒ capital punishment

⇒ Legal abortion (Liberians idea) .

الاعتراض على عقوبة الاعدام والاجهاض القانوني هو اختلاف مع افكار الليبراليين

Function of Attitude:

Attitude serve no. of different psychological function, different people had same attitude for different reason i.e. (function of attitude how consistent with his mind) functions are:-

1- instrumental function وظيفه الاله :- utilitarian reason our general desire to obtain benefit and to avoid punishment

2-Knowledge function وظيفه المعرفة

Attitude push us to make sense of world such attitude permits us to organize and process divers information.
فهم المتناقضات

3- Value expression function وظيفه طرح وابراز القيم

Attitude help us to reflect our self-concept e.g. like people who have position attitude to word gays (homosexual) are expressing

their believe in (freedom and tolerance) . e.g. negative attitude toward gays due to religious purposes who express their condemn اشمئزاز of homosexual .

4- Ego defensive function وظيفة دفاعات الذات

The concept firstly introduced by Sigmund- Freud These defense protect us from anxiety e.g. projection ... person repress his unacceptable impulses and express his hostile attitude.

5- Social – adjustment function وظيفه التكيف الاجتماعي

attitude that help us that we are part of community كاتجاهات :التعاون والتألف والتضحية

افضل تكييف عن طريق فهم توجيهات الاخرين -لا يجاد المسوغ لسلوكياتهم

Attitude & Behaviors الاتجاهات والسلوك

We study attitude of any person to expect his features behaviors

Political candidate المرشح السياسي is interested in survey of voter

opinion افكار الناخبين especially if attitude express and compatible of voting behavior

المرشح السياسي يحاول طرح افكار قريبه من افكار الناخبين لفهم توجهاتهم

- Relationship of attitude and behavior is complex it is not linear or direct

- Behavior is determined by many factors other than attitude , these factors affect attitude and factors like
 - a) Degree of constrains **إجبار** in situation
 - b) Peer pressure **تأثير المجاميع**

Attitude tend to predict behavior best in the following condition :-

- 1- Strong and consistent
- 2- Specially related to behavior predicted
- 3- Attitude based on person exporter
- 4- The person aware his attitude

Cognitive Dissonance (الناشز الفكري) **النفور المعرفي**

- An unpleasant feeling caused by noticing an inconsistency one cognition
- These contradictory **متناقض** may be attitude or one awareness of behavior
- People have motivation to reduce dissonance by changing their attitude , believe ,
- Behavior or by justifying or rationalizing their attitude.

Dissonance is strongest when discrepancy has been noticed between one's self-concept and one's behavior . يشد الانزعاج المعرفي .

عندما يكون الاختلاف الافكار الذاتية ولهذا ما يسمى بازواج الشخصية

Cognitive dissonance typically leads to change in attitude, behaviors, self-affirmative or rationalization. تأكيد الذات - or rationalization.

مثال على النفور. ازدواج الشخصية هي: انواع النصائح التي يعدها الطبيب للمريض
كقطع الكحول وفرط تناول الطعام بينما لا يلتزم بذلك مستخدماً rationalization
كالحياء فانية..... والخ

Interpersonal Phenomena

1- Social influence

- Refer to the way people affect though , feeling and behavior of other
- Its closely related to group dynamic
- Most of principles of influence and strongest when it take place in social group استمرار اتجاهات او افكار وجعل الناس يقبلون بها نحملهم تحت
تأثير الوعي الجماعي كما في التجمعات العشائريه، الدينيه، الحزبيه
- **Conformity** (التطابق، انسجام): the most common and pervasive form of social
- influence, it is defined as (the tendency to act like other or group member)

- **factors affect level of conformity :**

- 1) Group size
- 2) Cohesion الالتصاق
- 3) Unanimity التأخي، لا عداؤه
- 4) Status المركز
- 5) Prior commitment الانجازات السابقة

- **Conformity**

- viewed negative in use
- view necessary and essential in eastern

Social influence:

1. Conformity التقارب
2. Compliance مطاوعة
3. Obedience الخضوع
4. Self-preference اثبات الذات

The two major motives in conformity

- ⇒ Normative influence التأثيرات الطبيعية
- ⇒ Informative influence التأثيرات المعلوماتية

Normative influence

Tendency to conform in order to gain social acceptance and avoid social rejection as in peer pressure .
الالتزام لقصد كسب الرضى الاجتماعي .
وتجنب الرفض

Informative influence

Which is based on desire to obtain useful information through conformity and thereby achieve accurate result .

الانسجام يقصد منه تجميع المعلومات للوصول الى نتائج وفيه حيث الاقلية لديها دقة معلومات ودقة موقف بينما ذات معلومات الأغلبية

Compliance المطاوعة الاجتماعية: refer to any change in behavior a request on suggestion from other persons .

Obedience: الخضوع this is complete change in behavior that is due to direct command from other person.

Self-fulfilling prophecy (كفاءة) التنبؤ بكفاءة الذات - prediction that is being made , actually cause itself to become true .

Group dynamic

Group: - two or more individual that are connected to each other by social relationship . **Group tend to aggregate:**

- ⇒ Interact
- ⇒ Influence by each other
- ⇒ Share common identity

And characterized by the following :-

1-Norm (القوانين الاجتماعية) : rule and expectation for group member to follow e.g. say thank you , shake hand

هو القانون او التوقع لكل الافراد المجموعه مثل القول شكرا هز اليد في السلام

2- Role الدور: role and expectation of specific member within group e.g. oldest sibling have additional responsibilities

3- Relation (الترابط) :العلاقة: pattern of linking within group and difference in prestige or status e.g. leader Temporary group and aggregate share few or non of these feature and don't qualify as true group like people wait in line to get on bus , for example don't constitute group. النموذج من التشابه والاختلاف في المهن.

Group are importance because :

- 1) They offer social support توافر الدعم الاجتماعي
- 2) They offer social resource توفير التمويل الجماعي
- 3) Feeling of belonging شعور الانتماء
- 4) Performance of social identity بناء الهوية الاجتماعية
- 5) Shared social identity of individual within group influence (Intergroup behavior)
- 6) Group of moderate and improve decision making .

Collective thinking Has many defect include :-

A – premature consensus اجماع غير ناجح

B – incorrect assumption افتراضات غير ناجحة

C – it occur in situation include isolation of group المعزولة

d- Presence of high directive leader

Advantage of collective thinking

A- Affect and improve performance and production

B- Social facilitation e.g. working harder in presence of other

C- Crowding behavior :deindividulization lead to more work

Relation with others

Question/ why people some time act in prosocial ways ? مساند

سلوك الجميع For

⇒ loving ,

⇒ liking

⇒ and helping

Q / other act in antisocial way : Hostility , aggression , prejudice ,
against other,

Aggression :harm other

Hostile: aggression with emotion

Causes of antisocial behavior :-

1- Biological factors (testosterone)

2- Environmental factors

3- Situation (frustration)

Causes of prosocial behavior

1- Altruism: person feel empathy for other .

2- ويؤثرون انفسهم ولو كان قصاصا

3- Trying to feel less responsible

It refer to all forces that people to like other , establish relationship and in some cases fall in love

Interpersonal Attraction

الاجذب بين الاشخاص

Principles of attractions:-

1- Physical proximity: - tend to increase attraction where as long distance tend to make relationship more difficult

مثلا: القصير ينجذب الى القصير والطويل ينجذب الى الطويل وهكذا... فقلة التشابه بين الاشخاص تجعل العلاقة بينهم اكثر صعوبة

2- Familiarity (الالفه) (تحب شخص دون ان تراه) - usually occur unconsciously

3- Similarity (التشابه) (شبيه الشيء منجذب له) - (the more similar two people in attitude background, other trait, more probable like each other.

3- **Physical attractiveness** - الجاذبية البدنية: it is important in romantic relationship characterized by passion العاطفة companion الرفقة

تكون مهمة في اختيار الشريك... كثير ما يكون الناس ينجذبون الى النساء ذوات الاجسام الطويلة الجميلة

It is suggested that love has 3 component

- a- Intimacy
- b- Passion
- c- Commitment.