Attitude and Social Cognition

Standard difficulty · 20 questions · 40 marks · Time: 36 minutes

Name: _____ Date: _____ Score: ____ / 40

Show your working for Sections B and C. Answers are on the last page — try every question first!

Section A — Choose the correct answer — 8 × 1 = 8 marks

1. An attitude's three components are:

(a) source, message and target **(b)** valence, centrality and balance

(c) id, ego and superego **(d)** affective, behavioural and cognitive

2. Kabir joins a tree-planting drive. Which component of an attitude towards a green environment is this?

(a) centrality **(b)** evaluative **(c)** behavioural **(d)** cognitive

3. Dev starts liking maths because of a cheerful maths teacher. How is this attitude being learned?

(a) modelling **(b)** reward and punishment

(c) association **(d)** exposure to information

4. As a property of attitudes, what is simplicity or complexity?

(a) how many member attitudes the attitude system has

(b) how old the attitude is

(c) how positive or negative the attitude is

(d) who first formed the attitude

5. Who proposed the two-step concept?

(a) Albert Ellis **(b)** Henri Tajfel **(c)** S.M. Mohsin **(d)** Fritz Heider

6. In attitude change, face-to-face or media transmission is:

(a) a target characteristic **(b)** not a factor at all

(c) a source characteristic **(d)** a message characteristic

7. Arjun (P) likes Vikram (O); Vikram dislikes homework diaries (X); Arjun dislikes homework diaries. In Heider's P-O-X triangle, is this balanced?

(a) unbalanced: any dislike makes it unbalanced

(b) balanced: there is always balance

(c) unbalanced: 2 negative sides

(d) balanced: 2 negative sides

8. An advertisement says: "If you care for your family, cook food that keeps its nutrition." What kind of appeal is this?

(a) a balanced appeal **(b)** a emotional appeal

(c) a dissonant appeal **(d)** a source appeal

Section B — Short answer — 8 × 2 = 16 marks

9. What is an attitude?

10. Type affective, cognitive or behavioural for each component. (a) Dev feels sad when a big tree is cut down. (b) Kabir believes trees reduce air pollution.

11. How is the attitude learned in each case? (a) Rahul follows the class norm of greeting visitors and comes to value it. (b) Dev enjoys science more after many happy hours in a friendly science club.

12. Suppose Rohan rates a cycling club 4 on a 5-point scale (1 = very bad, 3 = neutral, 5 = very good). What is the valence of this attitude, and how many points is it from neutral (its extremeness)?

13. Explain each property of attitudes: (a) centrality (b) simplicity or complexity

14. Is each message a rational or an emotional appeal? (a) “If you care for your family, cook food that keeps its nutrition.” (b) “This bulb uses half the electricity of the old one.”

15. Is each a source, message or target characteristic? (a) face-to-face or media transmission (b) how persuasible the listener is

16. Ananya likes Isha, Isha likes a nature trail, but Ananya dislikes a nature trail. Is the P-O-X triangle balanced? Name two ways balance could be restored.

Section C — Word problems — 4 × 4 = 16 marks

17. Explain the A-B-C components of an attitude with an example.

18. Match each with its meaning or proposer: (a) the two-step concept (b) centrality (c) cognitive dissonance. Choose from: how much the attitude influences the others in the system; Leon Festinger; S.M. Mohsin.

19. Isha reads biographies of hardworking scientists and comes to value hard work. (a) Which concept does this show? (b) Explain your answer.

20. Suppose two students rate a nature trail on a 7-point scale (4 is neutral): one gives 7, the other 5. (a) Give the valence of each. (b) Which attitude is more extreme, or are they equal? (c) Which is likely to be harder to change, and why?

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Answer key

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Q	Answer	Working
1	**(d) affective, behavioural and cognitive**	—
2	**(c) behavioural**	—
3	**(c) association**	—
4	**(a) how many member attitudes the attitude system has**	—
5	**(c) S.M. Mohsin**	—
6	**(d) a message characteristic**	—
7	**(d) balanced: 2 negative sides**	balance with no or two negative sides; imbalance with one or three
8	**(b) a emotional appeal**	—
9	**A state of mind, a set of views about an attitude object, with an evaluative feature, an emotional component and a tendency to act.**	—
10	**(a) affective (b) cognitive**	—
11	**(a) group or cultural norms (b) association**	—
12	**positive; 1 point from neutral**	$\|4 - 3\| = 1$
13	**(a) how much the attitude influences the others in the system (b) how many member attitudes the attitude system has**	—
14	**(a) emotional (b) rational**	—
15	**(a) message (b) target**	—
16	**Unbalanced (two positives and one negative); Ananya could start liking a nature trail, Isha could start disliking a nature trail, or Ananya could start disliking Isha**	one negative side: imbalance
17	**For a “green environment”: the cognitive part is the positive view based on information, the affective part is feeling happy at greenery and sad when trees are cut, and the behavioural part is joining a tree-planting drive.**	—
18	**(a) S.M. Mohsin (b) how much the attitude influences the others in the system (c) Leon Festinger**	—

Q	Answer	Working
19	**(a) exposure to information (b) Attitudes can be learned through exposure to information: information from books and media shapes attitudes**	—
20	**(a) positive and positive (b) the rating of 7 (c) the more extreme one, since extreme attitudes are harder to change**	$\|7 - 4\| = 3$; $\|5 - 4\| = 1$

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