

Psychology

Chp#5

Attitude

Definition of Attitude

- “Attitude is a frame of mind, feeling, orientation or disposition towards an object, person, event or issue which makes an individual to react to it in a particular manner”.
- “A tendency to feel and behave in a particular way towards objects, people or events”.

Importance of Attitude

- Attitude are important because of their link to behavior.
- Attitude are also integral part of the world of work.
- Manager also need to understand the different components of attitude.
- Major attitude that affect the work behaviors.

Characteristics of Attitude

- The attitude of an individual generally is a continuous process which begins right from childhood and continues throughout the span of life.
- Attitude are evaluative statements that can either be favorable or unfavorable.

Features of Attitude

- An attitude is a frame of mind, feeling, disposition or persistent tendency of a person or group of persons.
- An attitude is directed towards something which may be anything prevailing in the environment (e.g a person, painting, book, film, policy, programme, budget, strategy or any other object or issue of interest).
- An attitude is an evaluative phenomenon.
- An attitude can be measured through various methods (e.g by observation, records, interview, group discussion or questionnaire method).

Functions of Attitude

Attitude can help predict work behavior and also should be an important consideration in hiring.

For example:

➤ **Positive Attitude**

A positive attitude towards organizational policies may inspire an employee to give his best possible performance

➤ **Negative Attitude**

If an attitude survey shows that workers are upset by changes in the work rules and the next week absenteeism begin to increase sharply; management may conclude that a negative attitude towards work rules led to increase in work absenteeism.

Components of Attitude

An attitude is formed through learning over a period of time.

So attitude can be broken down into three basic components, which are as follows:-

- **COGNITIVE** = The belief segment (Person's thoughts and believe about an object).
- **AFFECTIVE** = The emotional segment (Feeling which the object, person, issue or event invokes)
- **BEHAVIORAL** = The behavior segment means predispositions to act (Manner in which the attitude influences a person's behaviour).

DIFFERENT ATTITUDE'S OF A PERSON



Types of Attitudes

- There are many types of attitudes. But here we limit to only to the work related issues.
- The job related attitudes are classified as:
 - Job satisfaction
 - Job involvement
 - Organizational Commitment

Job satisfaction

- This is the individual's attitude towards one's job.
- The level of the satisfaction differs from one job to another and also from one individual to other.

Job Involvement

- Measures the degree to which a person identifies himself psychologically with his job and consider his perceived performance level important to self worth.
- Performance of the employees is directly related to the amount of job involvement.

Organizational Commitment

- It's a state in which an employee identifies himself with a particular organization and its goals and wishes to maintain membership in the organization.
- It depicts the level of attachment of the individual towards the organization.