

Values

- A principle, standard, or quality considered worthwhile or desirable



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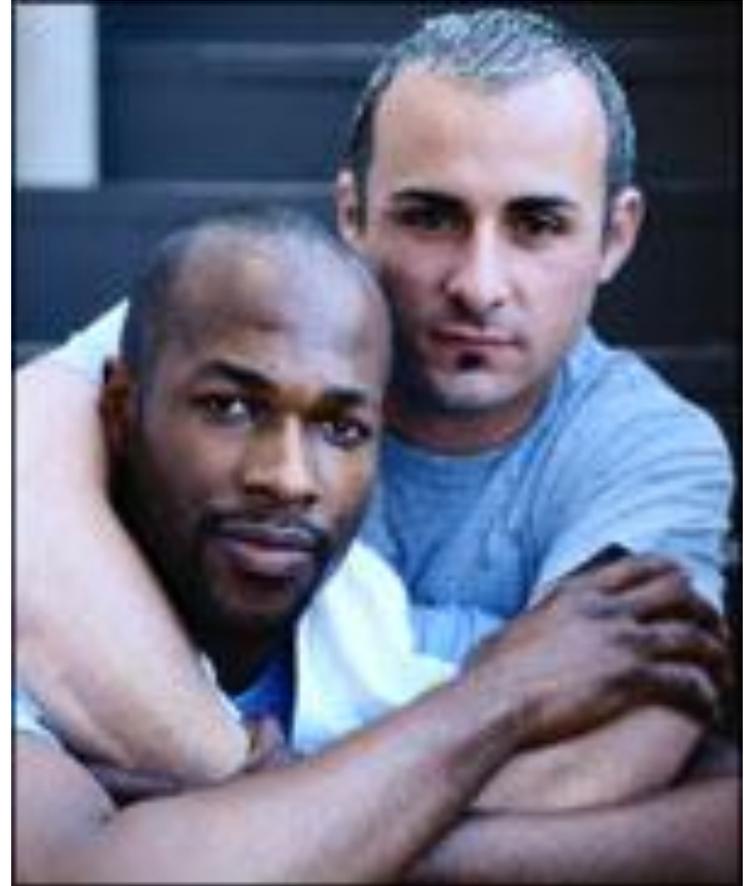
Premium RF

What's more important to you: Alaska's environment or money you could save if we drilled for oil there?

- Values indicate what you think is good or bad
- They tend to revolve around concepts of morality, aesthetics, and achievement

Attitudes

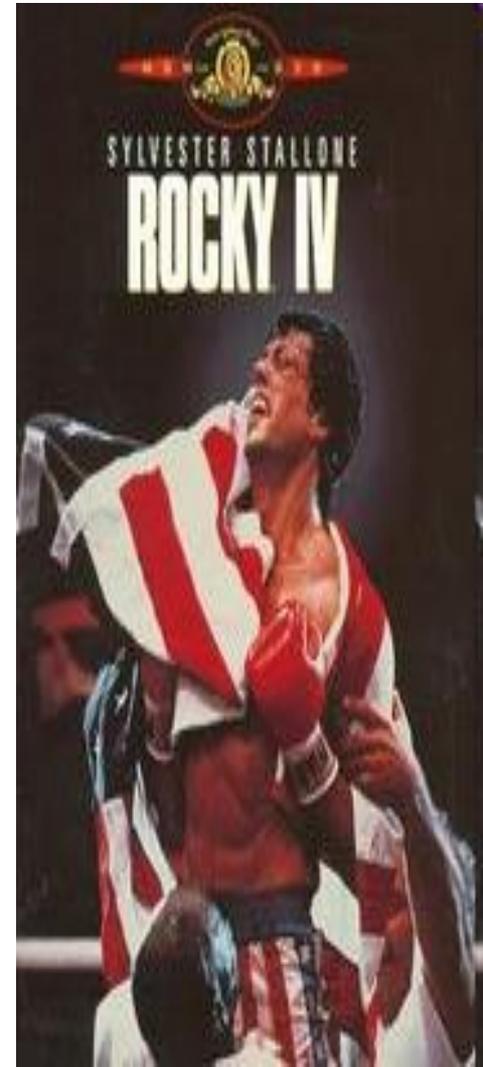
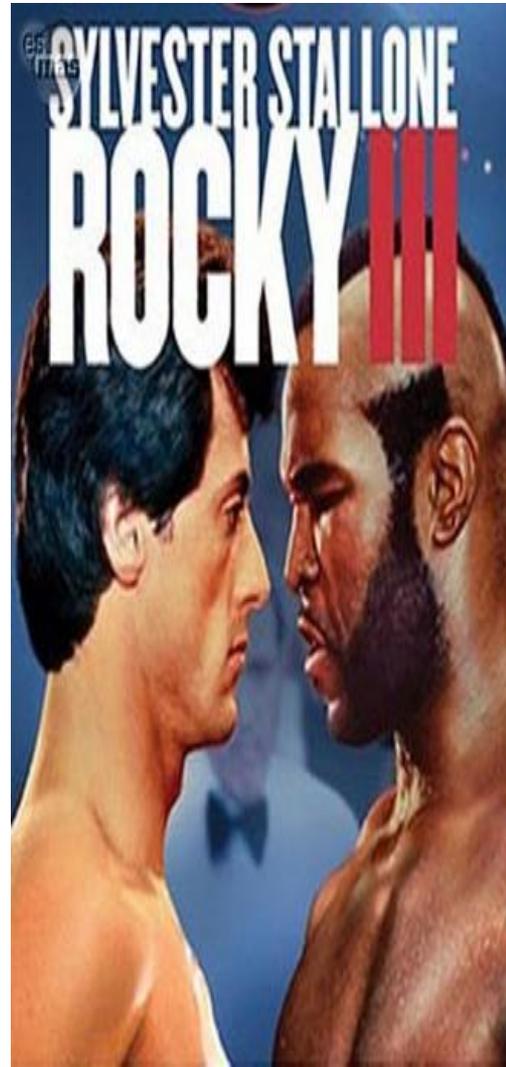
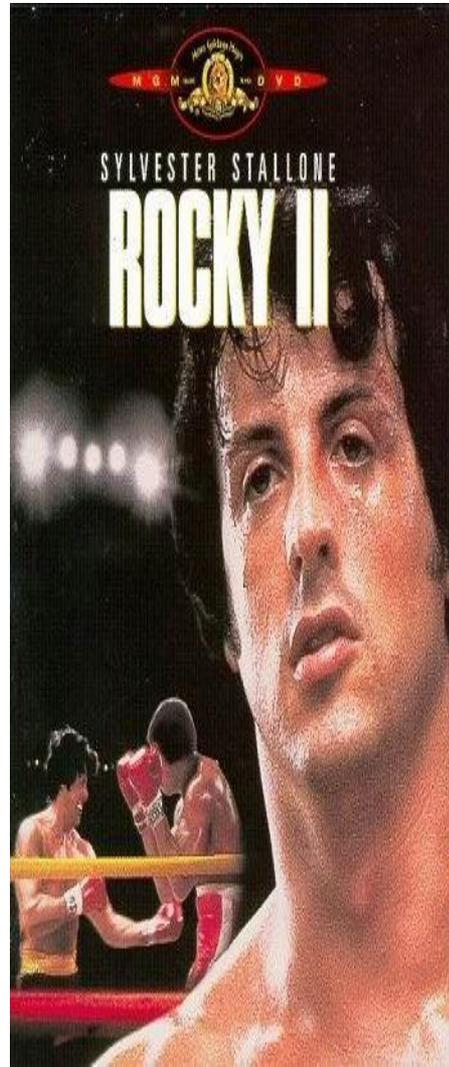
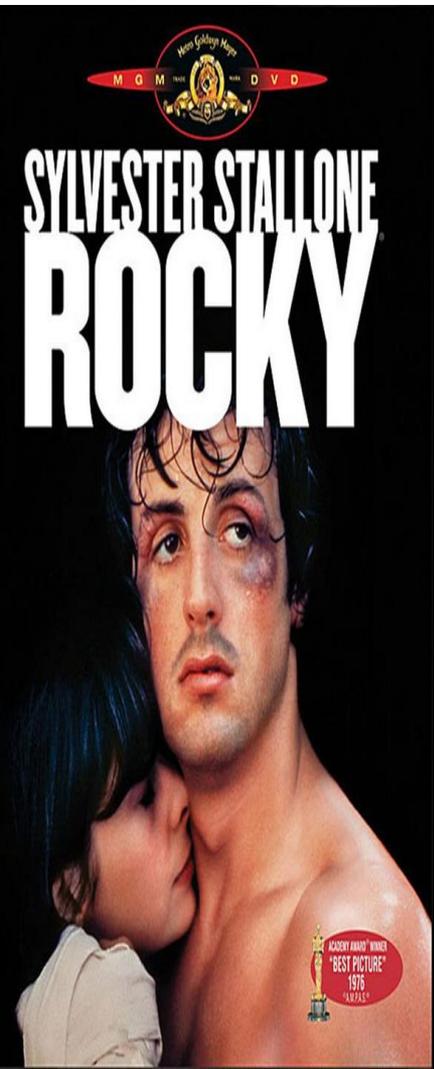
- A belief or feeling that predisposes one to respond in a particular way to something.



How might different attitudes respond to this picture?

Quick aside...

The History of Rocky



Rocky (1975)

Rocky Balboa

44 wins, 20 losses (average fighter)



Apollo Creed

Heavyweight champion of the world



Rocky II (1976)

The Rematch



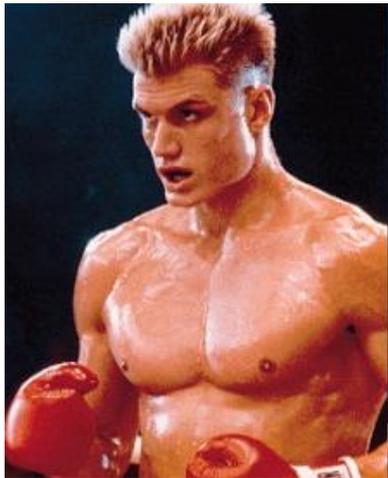
Rocky III (1982)

Clubber Lang



Rocky IV (1985)

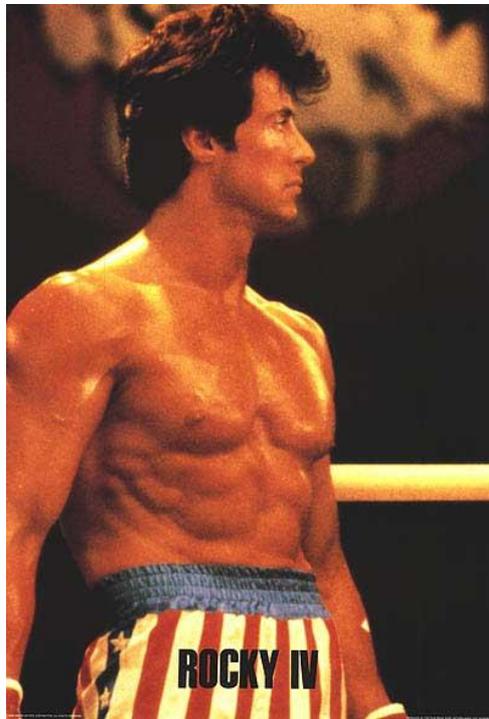
Ivan Drago
Undefeated Russian Boxer
Steroid User



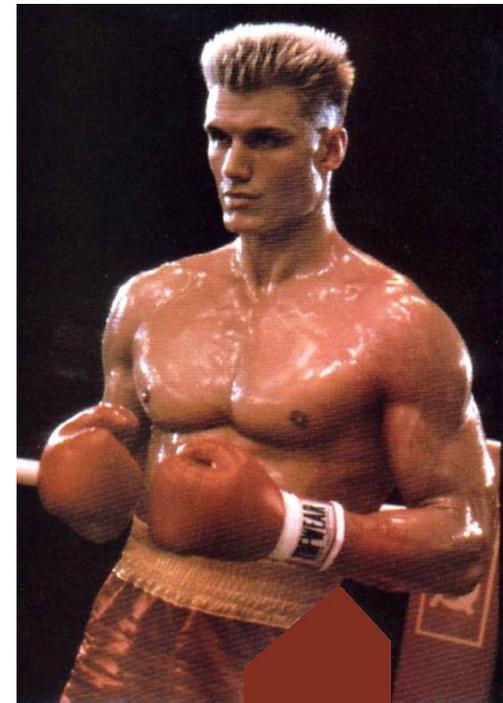
Do attitudes affect actions?

Yes. Obviously, how you think about something influences how you behave...

Rocky Balboa didn't like Communism...



And Ivan Drago didn't like Democracy...



So...

they beat one another.



[Rocky vs. Drago part 1](#)

But our actions can also affect our attitudes!

- **Cognitive Dissonance:** occurs when a person holds two or more attitudes that contradict one another
 - We act to reduce the discomfort (dissonance) by changing one of our attitudes or actions
 - A person who smokes yet knows the health risks will stop smoking or rationalize that nothing bad will happen to them



HEALTH RISKS OF SMOKING 
layout, text design © teddy-o-ted.com

1 OUT OF 2
long-term smokers will
DIE FROM TOBACCO.

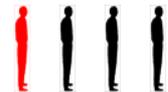


Every cigarette smoked
CUTS 5 MINUTES OF LIFE
on average - about the time taken to smoke it.

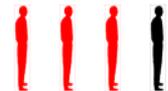
Smoking is the single
LARGEST PREVENTABLE CAUSE
of disease and premature death.

Cigarettes contain more than
4,000 TOXIC OR CARCINOGENIC
chemicals.

1 OUT OF 4
heart diseases victims and



3 OUT OF 4
chronic bronchitis victims



ARE SMOKERS. 

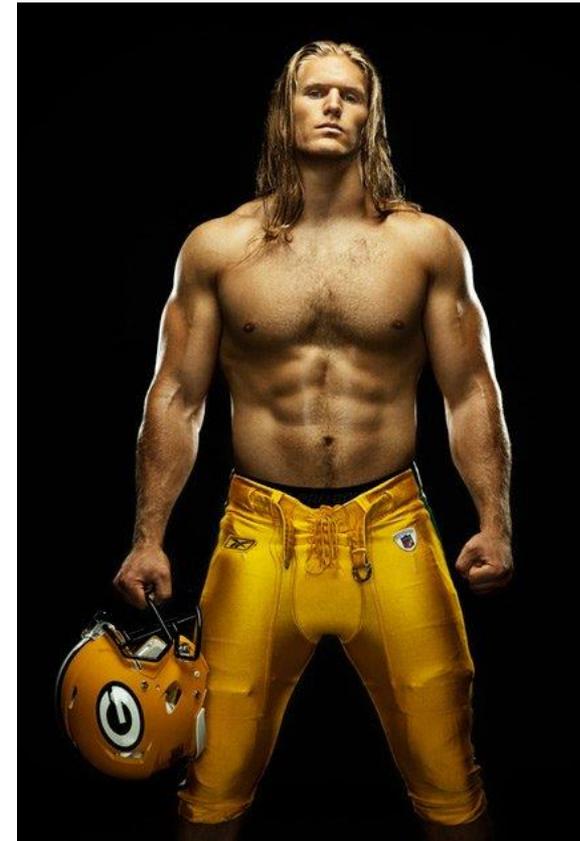
You have a belief that cheating on tests is bad.

But you cheat on a test!!!

The teacher was really bad so in that class it is OK.



Cognitive Dissonance Theory



“I love Clay Matthews!!!!”

Cognitive Dissonance Theory



Clay Matthews spends the offseason talking about how he's going to hit Colin Kapaernick as hard as possible, then makes a dirty hit on him out of bounds in the first game of the season. How will Packer fans resolve this cognitive dissonance?

The crowd doesn't like the American, but they realize he's the underdog and he's trying harder, so how will they resolve this cognitive dissonance?

They start cheering for him!!



[Rocky vs. Drago part 2](#)

Zimbardo's Prison Study



- Showed how we deindividuate AND become the roles we are given.
- Philip Zimbardo has students at Stanford U play the roles of prisoner and prison guards in the basement of psychology building.
- They were given uniforms and numbers for each prisoner.
- What do you think happened?

Role Playing can also affect attitudes!

Those assigned to be prisoners or guards became helpless and sadistic respectively!



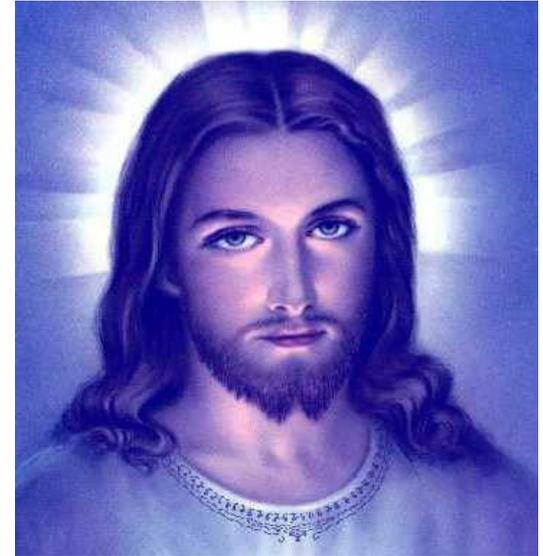
Role playing (such as becoming married or beginning a new job) can cause you to strive to follow social prescriptions, which then may make you adopt those attitudes.

Attitude Persuasion Methods

- **Central Route to Persuasion**

- occurs when interested people focus on the arguments and respond with favorable thoughts

People digged Jesus's message!



- **Peripheral Route to Persuasion**

- occurs when people are influenced by incidental cues, such as a speaker's attractiveness

Obama is viewed as attractive, intelligent, articulate, and representing change... although not all like his message

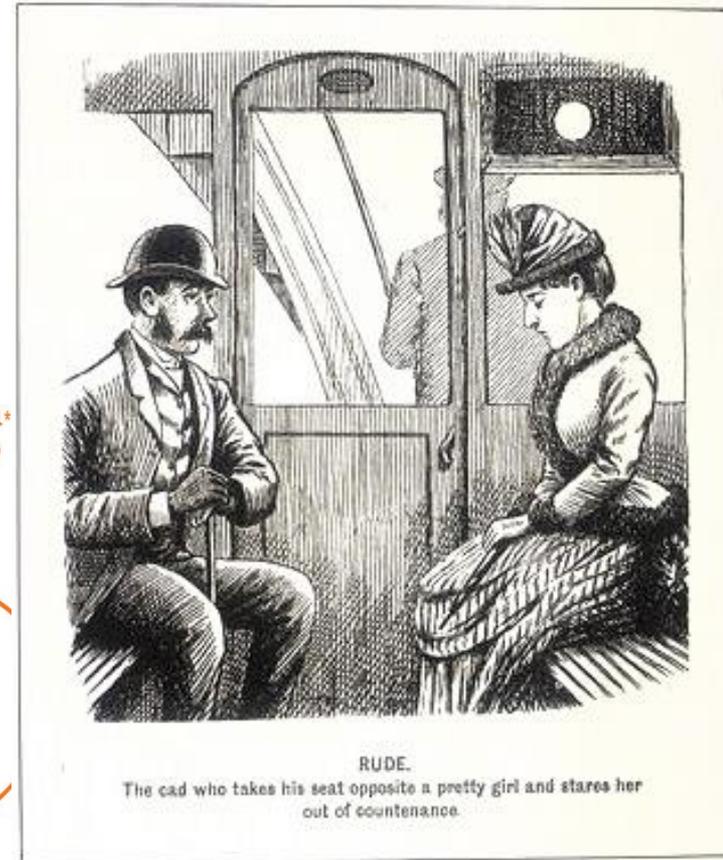
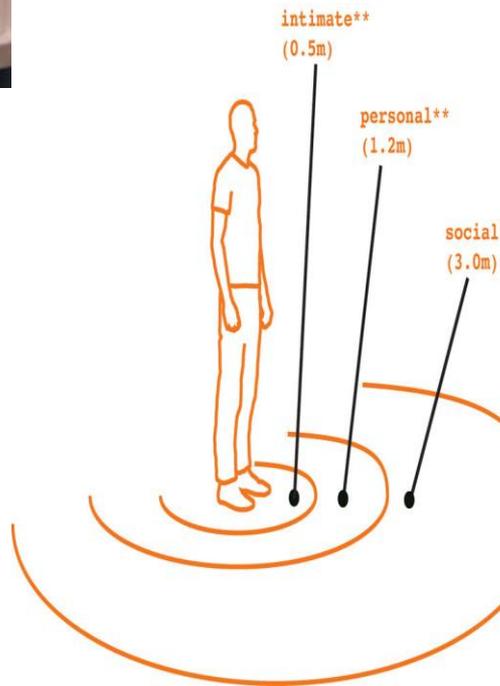


Social Norms

- An unwritten but understood rule for accepted and expected behavior



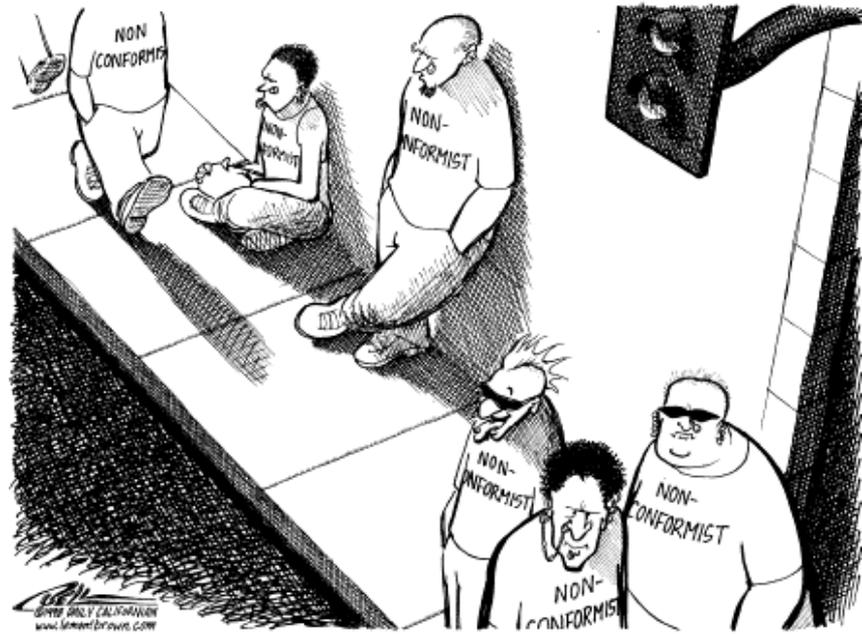
"This looks like a good spot, momma, bring grandma and the kids!"



RUDE.
The cad who takes his seat opposite a pretty girl and stares her out of countenance.

Conformity

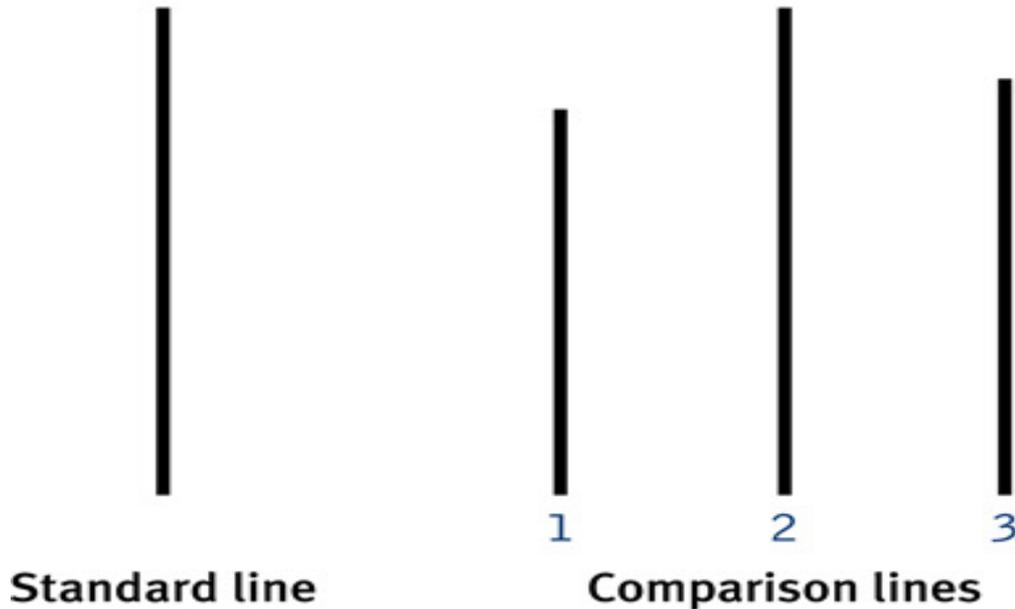
- Adjusting one's behavior or thinking to coincide with a group standard.



How did you feel the first time someone asked you to smoke?



Solomon Asch's Conformity Study



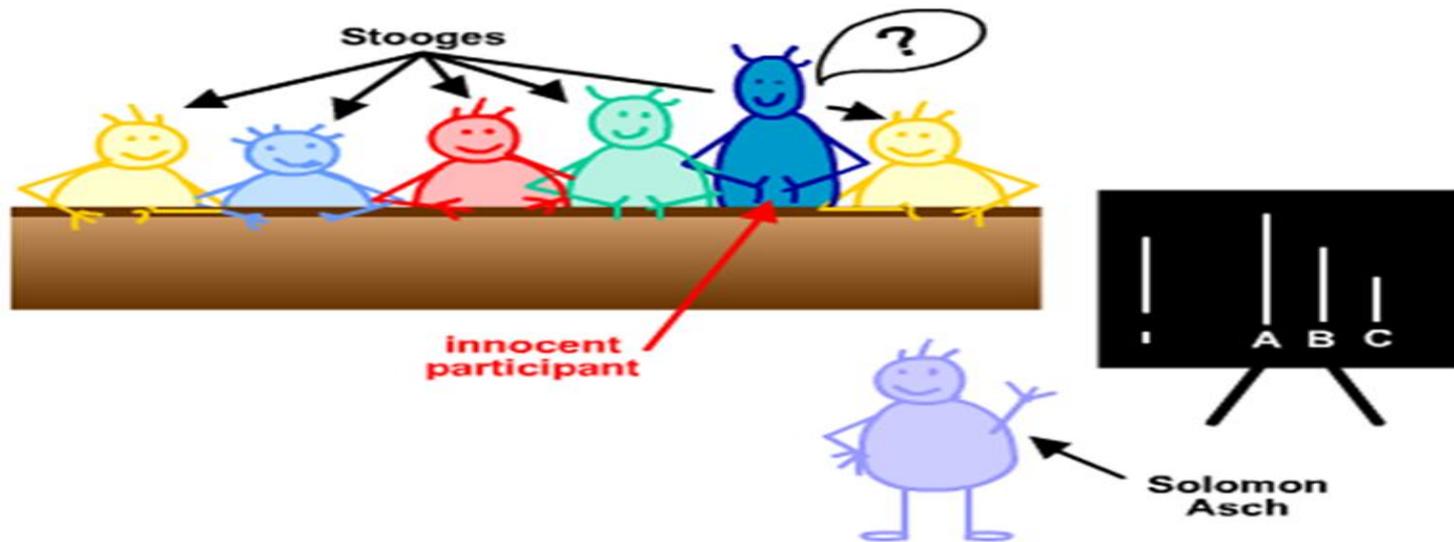
Despite the “standard line” obviously being equal to “comparison line 2”, 1/3 of people will answer incorrectly if the rest of the answers before him/her were incorrect as well

70% conformed at least once



Conditions that Strengthen Conformity

- One is made to feel incompetent
- The group is at least three people
- The group is unanimous
- One admires the group's status
- The person is observed
- One's culture strongly encourages respect for social standards



Reasons for Conforming

- Need to understand this for your social norm violation assignment

Normative Social Influence

- Influence resulting from a person's desire to gain approval or avoid disappointment



Informational Social Influence

- Influence resulting from one's willingness to accept others' opinions about reality



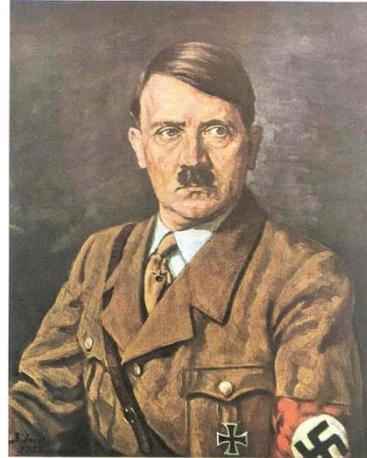
Do you think German citizens conformed to Hitler because of normative or informational influences?

Normative Social Influence

- Influence resulting from a person's desire to gain approval or avoid disappointment

Informational Social Influence

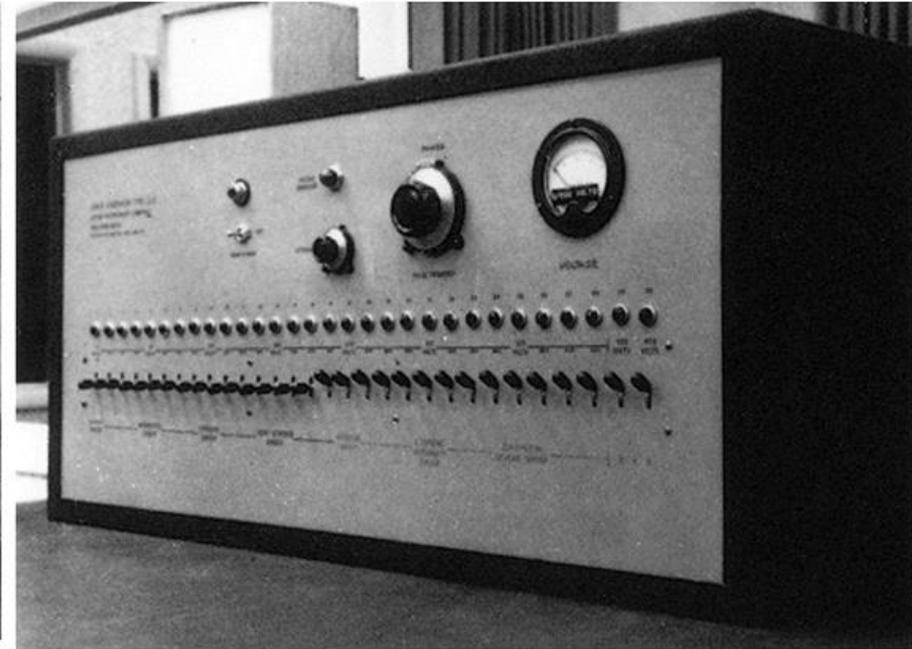
- Influence resulting from one's willingness to accept others' opinions about reality



OBEEDIENCE

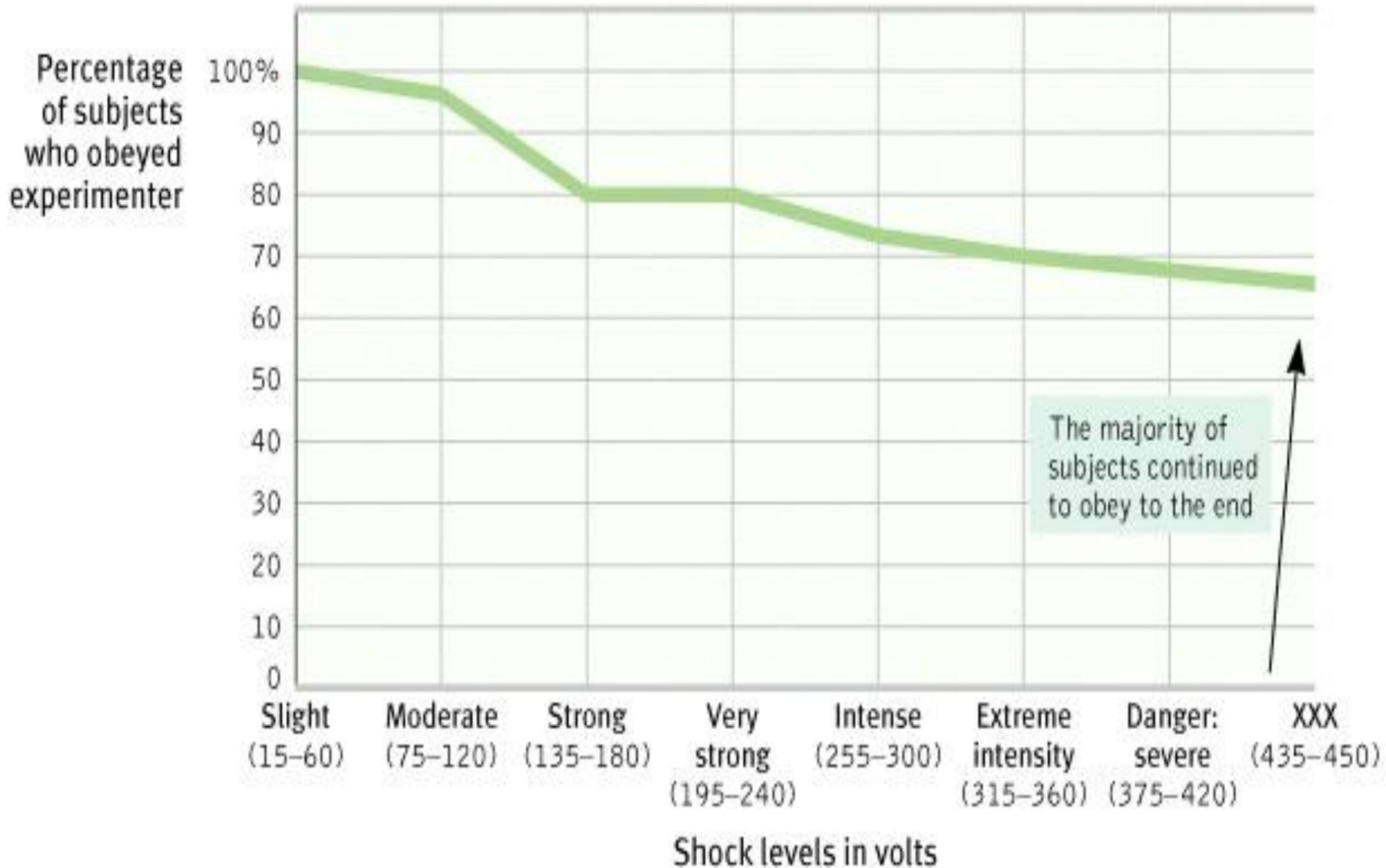
occurs when you change your opinions, judgments, or actions because someone in a position of authority told you to

Milgram's Experiments



“I was only following orders.” – Adolf Eichmann,
Director of Nazi deportation of Jews to concentration camps

Milgram's Obedience Study



What did we learn from *Milgram*?

Ordinary people can do shocking things.



Values of LOVE



- Passionate Love: an aroused state of *INTENSE* positive absorption of another.
 - Usually present at the beginning of a relationship



- Companionate Love: the deep affectionate attachment we feel for those with whom our lives are intertwined.

What makes companionate love work?



- Equity

- "I like hugs. I like kisses. But what I really love is help with the dishes."



- Self-disclosure - communication through which one person reveals himself or herself to another.

If there's one thing you remember from today, let it be this...



[Rocky Speech](#)