

ATTITUDE

Attitude is an evaluation people make towards persons, objects, ideas or events. For eg., attitude of reverence towards religion makes one to follow its doctrine.

"Attitude is a psychological tendency that is expressed by evaluating a particular entity with some degree of favour or disfavour." -Eagly and Chaiken

"It is our attitude at the beginning of a difficult task which, more than anything else, will affect its successful outcome." — William James

CHARACTERISTICS OF ATTITUDE

- **Learnt-** it is learned and is not innate.
- **Abstract construction-** is a tendency to evaluate things in a certain way.
- **Form of expression-** is an expression of favour or disfavour towards a person, place, thing or event.
- **Not constant-** can vary from time to time.
Example- In a patriarchal society, a child (Harsh) learns from his family and society that females are inferior to males. Harsh gets married and begets one daughter and a son. Since his resources are limited, the abstract construction towards his daughter is to get her admitted in a government school (form of expression) while he gets his son admitted in a private school. But when he learns that girls are equally capable and are earning in various jobs, he changes his attitude and gave equal opportunities to both her son and daughter.
- Attitude helps us define how we see situations and define how we behave toward the situation or object.
- It can also be explicit and implicit.
- An attitude is a summary of a person's experience; thus, an attitude is grounded in direct experience predicts future behaviour more accurately.
- It includes certain aspects of personality as interests, appreciation, and social conduct.
- It indicates the total of a man's inclinations and feelings.
- An attitude is a point of view, substantiated or otherwise, true or false, which one holds towards an idea, object, or person.
- It has aspects such as direction, intensity, generality, or specificity.
- It refers to one's readiness for doing Work.
- It may be positive or negative and may be affected by age, position, and education.

Influence of attitude on behaviour

- Attitude is defined as tendencies to behave in certain ways in social situations.
- But most recent researchers have found that not always people behave according to their attitude i.e there is mismatch between attitude and expected behaviour.

ATTITUDE AND BEHAVIOUR:

- **Behaviour** is an individual's reaction to a particular action, person or environment. It is the manner of acting or controlling oneself towards other people. It is also reflection of Character and conduct.
- Relationship between attitude and behaviour is very fine. Attitude is an internal component of our cognition (Knowledge or Information) whereas behaviour is manifestation or exhibition of such attitude.
- Ex. Someone can have an attitude of showing sympathy to poor and incompetent people. This belief is attitude and can be shown in behaviour by practising compassion by helping poor people.
- There are following difference between **Attitude and Behaviour**

<u>Attitude</u>	<u>Behaviour</u>
<ul style="list-style-type: none"> • Attitude refers to a person's mental view, regarding the way he/she thinks or feels about someone or something. • It is more personal. • A person's attitude is mainly based on the experiences gained by him during the course of his life and observations. • Attitude reflects one's emotions, opinions and thoughts. • Factors like environment, experiences, and moral values mainly influence attitudes. 	<ul style="list-style-type: none"> • Behaviour implies the actions and conduct of an individual or group towards other persons. • It is more social • The behaviour of a person is based on the situation and circumstances. • Behaviour reflects one's attitude as actions are the reflection of our thoughts. • Attitudes, character traits, biological factors like endocrine and nervous responses influence our behaviour.

FACTORS WHICH DETERMINE THE DEGREE OF INFLUENCE OF ATTITUDE ON BEHAVIOUR ARE:

- **True Vs Expressed attitude:** An expressed attitude may not be a person's true attitude because of the influence of other factors.
 - **Example-** people in India may have negative attitude towards China but still they buy Chinese products as they are cheap.
- **One Instance Vs Aggregate:** An individual act may be different from aggregate behaviour.
 - Example-A mother who is usually nice to her children may become rude sometimes.
- **Attitude Behaviour specificity:** Attitudes can be general or specific.
 - For eg, attitude of a student towards all the teachers in the school is general attitude and attitude towards science teacher is specific attitude.
 - For specific attitude, specific behaviour can be predicted.
- **Self-awareness:** If a person is not aware of his attitudes, attitude will influence the behaviour more intensely. But, if a person is aware of his attitudes, he may be conscious of it and try to hide his behaviour.
- **Attitude strength:** Stronger attitudes influence behaviour more intensely. Attitudes formed through personal experience are stronger.
- **Attitude accessibility:** The more accessible attitudes directly influence behaviours.
- **Attitude formation:** Formed by own experience or by other sources.
- **Economic Status and Occupations:** Economic power and Occupations shape the attitude of a person. Ex. Some wealthy people use their money carelessly.
- **Educational and Religious Institutions:** Secular character is imbibed while studying in good schools.

CATEGORIES OF ATTITUDE

EXPLICIT ATTITUDE AND IMPLICIT ATTITUDE

Explicit attitude	Implicit attitude
A person is aware of his attitudes.	A person is unaware of implicit beliefs.
It is formed consciously.	It is subconscious attitude.
It is less spontaneous.	It is more spontaneous.
It reflects values, beliefs and desired responses.	It reflects experiences based on social conditioning.
Example- positive attitude towards a product because it was manufactured in an environment friendly manner.	Example- positive attitude towards products used by parents during childhood days.

OPINION AND ATTITUDE

Opinion	Attitude
It is the expression of judgement.	It is predisposition to act in a certain way.
It is restricted to verbal expression -spoken or written.	Attitude is inferred from both verbal & non-verbal expressions.
It may or may not be based on facts or knowledge	It is generated from own belief system
Opinion is generally advisable in nature to others	It is related to more to self like or dislike towards person, place, environment, etc.
Example- An author expressing positive opinion on democracy through an article.	Example- The author having positive attitude about democracy by studying various forms of government.

BELIEF AND ATTITUDE

Belief	Attitude
It is an idea that a person holds as true.	It is a mental disposition that result in a particular behaviour.
It can arise from past experience, cultural & societal norms or education.	It arises out of values and beliefs, we hold internally.
Changing belief can change attitude.	Changing attitude can also lead to change in belief.
Example- A person may have belief in a particular God.	Example- The person will regularly pay obeisance to that God.

VALUE AND ATTITUDE

Value	Attitude
It helps to guide our behaviour.	It is the response that is the result of our values.
It helps in deciding what is right and wrong.	It is our likes, dislikes for things, people and objects.
These are more or less permanent in nature.	Attitudes are changeable with favorable experiences.
They represent a single belief that, guides actions and judgment across objects and situations.	They represent several beliefs focused on a specific object or situation.
Showcase a particular person's moral ethics and his/her overall character	Highlight a person's behaviour through the personality
It is derived from social and cultural conventions.	It is more of personal experience.
Example- A civil servant possessing the value of openness.	Example- The civil servant will have positive attitude towards RTI act.

Similarity between Value and Attitudes:

- Values and attitudes are two important variables influencing the cognitive process and behaviour.
- They are learned and acquired essentially from the same sources.
- They endure and are resistant to change.
- They have a reciprocal influence and are used interchangeably.

STRUCTURE/COMPONENTS OF ATTITUDE

Attitude has three components viz. Cognitive, Affective and Behavioural, generally called CAB.

Cognitive

- ✓ It consists of thoughts and beliefs based on information about attitude object (things, people, object).
- ✓ It relates to the process of acquiring knowledge through reason, intuition and perception.
- ✓ Judgement or opinion is formed on the basis of available information.

Affective

- ✓ It refers to feelings or emotions like fear, hate, pleasure etc.
- ✓ It is a common component in attitude change, persuasion, social influence and decision making.

Behavioural

- ✓ It consists of the manner in which attitude influences a person's behaviour.
 - ✓ It is the predisposition to act in a certain manner.
- **Example-** A fresh college graduate is inspired by a movie showing the challenges and opportunities of an IPS officer. He aspired to become such an officer to improve law and order situation. Finally, he decided to prepare for the examination to get into the service.

In the given example, the cognitive component is the knowledge about the service. The affective component is the positive feeling of becoming an officer and finally the behavioural component is the act of preparing for the exam.

- **Example-** Portugal's football player Ronaldo sat down for his first pre-match press conference of the tournament before Portugal's clash with Hungary, and noticed that two bottles of Coca-Cola were sitting directly in front of him. He promptly removed the soft drinks from the view of the cameras and replaced them with a water bottle.

In the given example, the cognitive component is the knowledge of Ronaldo that Coca Cola is bad for health. The affective component is the feeling of disgust towards Coca Cola and behavioural component is the removal of the Coca Cola bottles. It is also seen in the case of Ronaldo that all the three components of attitude are in sync and as such his dedication is reflected in his behaviour.

FORMATION OF ATTITUDE

The following theories are used to explain the formation of attitude.

- 1. Classical or Pavlovian conditioning:** It involves pairing a previously neutral stimulus with an unconditioned stimulus to elicit conditioned response. **Ivan Pavlov discovered classical conditioning**
 - a) He paired previously neutral stimulus (sound of bell, which did not elicit any response from dogs) with unconditioned stimulus (dog's food) to elicit conditioned response in dogs. Because of conditioned response, dogs produced saliva just by ringing bells.
 - b) **Example-** citizens develop positive attitude towards civil servants who consistently works for the betterment of people.
- 2. Instrumental conditioning:** According to this theory, positive outcomes strengthen behaviours while negative outcome suppresses them.
 - a. **Example-** a person who is continuously ostracized for smoking, eventually will quit smoking by developing negative attitude towards it.
- 3. Observational learning:** This theory says that a person modifies his behaviour/thought by observing the rewards or punishments that others get.
 - a. **Example** – best employee awards are given in companies so as to change the attitude of the employees.
- 4. Genetic factors:** It plays important role in shaping some attitudes than others.
 - a. **Example-** preference for certain food is more influenced by genetic factors.

RELATIONSHIP BETWEEN ATTITUDE AND BEHAVIOUR

Our behaviour is not always determined by the attitude we possess.

- 1. Attitude strength:** Attitudes differ in strength. Attitude strength involves dimensions such as certainty, intensity & extremity, attitude origin etc. Strong attitude is often related to important values.

- a. **Example-** a person with strong attitude against open defecation will always use personal latrine while a person with weak or negative attitude may sometimes avoid it.
2. **Attitude accessibility:** It is the ease with which attitude can be retrieved from memory. Attitudes that are more accessible are better predictive of behaviour.
 - a. **Example-** civil servants are prescribed to visit field frequently, so that attitude towards the weaker section is easily accessible. Oath taking ceremonies are conducted for the public representatives to make attitude more accessible.
3. **Attitude ambivalence:** It means that attitude towards attitude object can be often mixed. It consists of both positive and negative reactions.
 - a. **Example-** a person may have ambivalent attitude towards his MLA because the MLA's efforts had led to development works but at the same time the MLA is facing corruption charges.

FUNCTIONS OF ATTITUDE

Following are the main functions of attitude.

1. **Utilitarian/Instrumental function:** Utilitarian attitude leads to behaviour that optimizes one's interest. Positive attitude towards objects that are associated with rewards and negative attitude towards those associated with punishment.
 - a. **Example-** Awards such as Bharat Ratna, Padma Bhusan, Padma Vibhusan etc are bestowed by the government to develop positive attitude in the citizens towards their respective works and social service.
2. **Knowledge function:** It enables one to understand the environment and be consistent in one's ideas and thinking.
 - a. **Example-** a person avoids visiting countries like Syria as he has knowledge that his life will be in danger there.
3. **Ego defensive function:** It protects an individual from acknowledging the basic truths about himself or harsh realities of life. It helps an individual to psychologically isolate him from groups perceived as hostile or threatening.
 - a. **Example-** as civil servant appealing to villagers that as loving fathers (ego defensive) they should not expose their daughters to the ill effects of early marriage.
4. **Value expressive function:** It helps to demonstrate one's self-image to others. It expresses our basic values. It helps in securing social approval for an individual.
 - a. **Example-** standing in solidarity with victims of injustice (even if one is not directly related to it) serves the value expressive function.
5. **Function of Decision making:** Our decisions are based on how we evaluate situations. Attitude facilitates decision making. Ex: Attitude of alleviating poverty
6. **Self-Awareness Function:** Attitudes can help people to approach things that are beneficial to them and avoid things that are harmful to them.
7. **Social Adjustment function:** Attitudes help us in social adjustments. Attitudes make help us in simplifying our perception about the world and makes it more manageable to us.
8. **Social identity function:** It helps in displaying the information of attitude of an individual to others.
 - a. **Example-** celebrating Independence Day demonstrates the patriotic image to others.

MORAL ATTITUDE

- It is based on the moral conviction of what is right and wrong. It is associated with strong emotions. They are foundation of a moral life. So, if an individual is devoid of these attitudes his/her life will be devoid of morality and if at all they will be present it would be accidental and therefore superficial and inconsistent.
 - Not all attitudes are concerned with morality. Ex: My attitude towards snakes has nothing to do with morality. But my attitude towards democracy will have moral undertones. So, moral attitudes are based on moral convictions of what is right and what is wrong. Moral attitudes are stronger than moral beliefs.
- Activities like altruism, volunteerism, social service etc emanates from moral attitude.
- On the negative side, moral attitude can be used to justify violent acts of terrorism.
- It is shaped by family, society, religion, education etc.
- **Examples** – Positive attitude for honour killing is justified on the grounds of saving pride of the family. Positive attitude towards live-in relationship is justified on the grounds of individuality and freedom.

QUALITIES OF MORAL ATTITUDE

Moral attitude is neither permanent nor universal. There are many factors which shape moral attitude. They are:

1. **Reverence:** It is the attitude of great respect towards other. It is important in realizing justice towards others, in consideration for the rights of another, in limiting one's lust for power.
2. **Faithfulness:** It is the virtue of remaining loyal to someone or something and putting this loyalty into consistent practice. The more faithful and consistent a person is, the more substantial he is.
3. **Veracity:** It implies truthfulness, fidelity or constancy and the awareness of responsibility. A person who lacks truthfulness is crippled in his personality.
4. **Goodness:** It flows from conscious response of love. It is the basic attitude which helps in practising benevolence and generosity.
5. **Awareness of Responsibility-** A person with awareness of responsibility is one who has assimilated values in him/herself. So, there is recognition of presence of higher power and that should underpin decision making. This, leads to inquiry making before decision making and holding forth in face of fear or temptations.
6. **Motivate for Altruism:** It motivates a person towards altruism, volunteerism and social service
7. **Attached with strong emotions:** Moral attitude is tied up with strong emotions. Hence, it prevents deviant behaviour among normal people due to fear of social exclusion. Ex: Rapes, child molestation, etc

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IMPLICATION OF MORAL ATTITUDES:

<u>Positive Implications</u>	<u>Negative Implications</u>
<ul style="list-style-type: none"> • Tied up with strong emotions. Hence prevents deviant behaviours due to fear of social ostracisation eg. child molestation, incest. • Motivates a person towards Altruism, volunteerism, social service 	<ul style="list-style-type: none"> • Person can use it to justify violence behaviour and lunacy and still society will accept it because moral attitude is strong emotions. Ex. Motivates a person towards riots, genocide and terrorism to justify religious, regional issues • Since moral attitude is tied with strong emotions, people don't get along with those who don't share their moral attitude. Ex. Intolerance

SOCIAL ATTITUDE

- It is behaviour pattern, a conditioned response or anticipatory tendency towards a social stimulus.
- **Example-** attitude of mainstream society towards the LGBTQ community.

Attitude towards the weaker sections

- A positive attitude towards poverty, deprivation, discrimination etc implies empathy and caring nature of the person
- It signifies compassion towards the weaker and marginalised section.

Significance for civil servant

- *Compassionate attitude towards the weaker section* is a desirable characteristic in a civil servant as they exercise immense power for the betterment of marginalised section.
- *Tolerance* is yet another essential requirement in a civil servant to meet the needs of weaker sections.
- He must be aware of the *fundamental rights* of the citizens, especially the marginalised.
- He should work in the spirit of *Sarvodaya through Antyodaya*.
- He must develop *a proactive attitude of empathy* towards the weaker sections.
- He should *avoid the risks of stereotyping* individuals and harbouring *prejudices*.
 - **Example-** IAS officer Amit Gupta's initiative daliya jalao helped in the elimination of manual scavenging in Badaun district of UP.

PREJUDICE

- It involves *prejudgements* that are usually negative about members of group.
- It is baseless and often negative attitude towards members of group. It has strong influence on how people behave.
- People holding prejudicial attitude paints every member of the group as same. It often translates into discrimination.
 - **Examples:** Prejudice that women can't drive, Dalits don't have merit, tribals are unhygienic etc.

How to counter prejudice?

- *Cause and source* of the prejudice should be found out.
- *Opportunities for learning prejudices* should be *minimised*.
- Emphasize on *considering broader social identity* than narrow social identity. For eg, we should consider ourselves first an Indian and then belonging to particular state or region.
- Tendency towards *negative behaviour among the victims of prejudice* should be *discouraged*.
- *Increasing inter-group contact* to remove mistrust. Eg., community gatherings are held to instil fraternity among different groups.
- *Education and information dissemination*.

DIFFERENCE BETWEEN PREJUDICE AND STEREOTYPE

Stereotype	Prejudice
It is a thought about a person or group of people.	It is attitude and feelings about a person or group.
It is both positive and negative.	It is negative attitude.
Example- Stereotype about Indian community in America that they are intelligent and good in maths.	Example- Prejudice against the black community in America that they are drug addict.

POLITICAL ATTITUDE

- It refers to the attitude of a person or group towards persons/institutions/events/issues related to political ideology.
- It is important as people examine issues with particular angle because of their ideological predisposition.

Traits which influence our political orientation are:

1. **Extraversion:** It is the energetic approach to social and material world. It includes traits such as sociability, activity, assertiveness & positive emotionality.
2. **Agreeableness:** It is a pro social trait. It includes traits such as altruism, tender-mindedness, trust and modesty.
3. **Conscientiousness:** It facilitates task and goal-oriented behaviour such as thinking before acting, following norms & rules, planning, organising etc.
4. **Emotional stability:** It implies even temperedness
5. **Openness to experience:** It describes breadth, depth, originality and complexity of an individual's experiential life.

FACTORS WHICH AFFECT OUR POLITICAL IDEOLOGIES ARE:

1. **Religion:** Religion shapes the moral attitude which in turn shapes our political attitude.
 - a. **Example-** khilafat movement in pre-independence India.
2. **Age:** In the general sense older people are conservative and young people are liberal and as such subscribe to particular ideology.
 - a. **Example-** Young people are more likely to back political parties who support individuality and freedom.
3. **Economic status:** Poor people align towards socialistic ideology and rich people align towards capitalistic ideology.
 - a. **Example-** Poor people are more likely to vote for parties who promise them subsidised food, healthcare, education etc
4. **Family:** Children tend to emulate their parent's ideology.
5. **Education:** School's ideology and syllabus plays an important role in shaping the ideology of students.
 - a. **Example-** Chinese system of education supports communist ideology and hence they loathe democratic countries.
6. **Caste:** A person is likely to adopt the ideology which is supported by his caste.
 - a. **Example,** elections in India are still fought on caste lines. A political is more likely to give ticket to a candidate belonging to a caste which has majority in a given constituency.
7. **Ethnicity:** People are often moved the political ideology which supports their ethnicity.
 - a. **Example-** Parties like DMK, Siromani Akali Dal etc base their political ideology on ethnicity.
8. **Social media:** In the age of IT; social media has become a prominent tool of propaganda influencing the political ideologies of the people.

SIGNIFICANCE OF POLITICAL ATTITUDE

- It determines how people participate in the political process, whom they vote for and what political parties they support.
- It represents a part of moral attitude.
- It determines the system of values in the society.

MAJOR TYPES OF POLITICAL IDEOLOGY

1. **Anarchism:** It is against all forms of authority and rejects forceful notions of hierarchy. It calls for abolition of state, which it holds to be unnecessary and harmful.

2. **Authoritarianism:** It rejects political pluralism. It employs strong central power to preserve its political status.
3. **Communism:** The main objective of communists is the formation of society where there is common ownership and means of production are owned by the common masses without the presence of social classes. It is based on Marxist theory.
4. **Conservatism:** Conservatives feel that men are neither good nor rational. They think that traditional political and cultural institutions are needed to curb men's base and destructive instincts. They feel that social welfare policies are making the recipients dependent upon government.
5. **Liberalism:** Liberals aim at protecting and increasing individual's freedom. They fear government's overreach and hence seeks to restrict government's power. Based on the right of individual choice, liberals promote contraception, divorce, abortion and homosexuality.
6. **Fascism and Nazism:** It is characterized by authoritarianism, ultranationalism, forcible suppression of opposition, rigidity of society and economy. Nazism is a form of fascism with disdain for liberal and parliamentary democracy.
7. **Environmentalism:** It is concerned with environment protection and improvement of ecology so that both humans and animals can live peacefully in their environment.
8. **Feminism:** It aims to establish political, economic, personal and social equality of the genders.

DEMOCRATIC ATTITUDE

It refers to those attitudes possessed by civil servants who promote the participation of people in decision making. They promote the delegation of power or authority. In place of rule and regulation, there is more focus on **compassion, tolerance and inclusiveness**. It has following characteristics --

- Decisions are based on popular opinion.
- Views of the majority is right
- Maximisation of satisfaction of largest number of people.
- Supported by elected representatives

<p>Merits:</p> <ul style="list-style-type: none"> • It promotes the active participation of people. So, it will promote and strengthen the democratic institution at the grass root level. • It will make governance system more accountable as there is active participation of people. • There will be more transparency and efficient public service delivery. 	<p>Demerits:</p> <ul style="list-style-type: none"> • Decision making process will become slow and time consuming. • There is difficulty to satisfy every section of society. Sometimes, such an attitude becomes a hindrance to the development process. Ex. Delay in clearance of Mining and industrial development project in Scheduled area, because of mandatory consultation under Forest Act 2006.
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BUREAUCRATIC ATTITUDE

This is an attitude strictly adhere to guidelines, Rules and regulations. It is based on Neutrality, Objectivity, Impartiality. It has following Characteristics --

- Decision strictly based on law, Adhering to all rules and procedures, Lack of importance to public opinion, Antagonise the elected representatives

<p>Merits:</p> <ul style="list-style-type: none"> • Strict compliance of standard operating procedure • Since consultation with public is not needed so decision can be taken quickly. 	<p>Demerits:</p> <ul style="list-style-type: none"> • Red tapism, as there is no urgency in achieving targets • They are opposed to changes in the system, leading to stagnation • It is rigid; hence public service delivery may not be effective
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- It is easier to fix responsibility of decisions because of hierarchical decision making process.

- Apathy towards common people as rule is supreme and not citizens

Difference between Democratic attitude and Bureaucratic attitude

<u>Democratic Attitude</u>	<u>Bureaucratic attitude</u>
<ul style="list-style-type: none"> • It is based on participatory, humanistic and flexible approaches and on bottom-up decision-making. • It promotes the active participation of people • Based on the values of Transparency, Inclusiveness • Eg. Institutions for public service delivery like banks and PDS shop requires democratic attitude. 	<ul style="list-style-type: none"> • It reflects hierarchical discipline, implicit obedience to orders, top-down instructions, and rule bound approaches. • Apathy towards common people as rule is supreme and not citizens • <u>Based on Objectivity and Neutrality</u> • <u>Ex.</u> Areas needing quicker decision making and there is a question of national security and Sovereignty of the country there is Need of bureaucratic attitude

BEHAVIOUR IN INDIAN SOCIETY

It is said that behaviour in Indian society is difficult to change. It is due to the following reasons:

1. **Rigid beliefs and practices-** These practices have been shaped over centuries and as such are difficult to change. For eg, toilets are not constructed in the house as it is considered clean.
2. **Cultural evil** has perpetuated the hierarchical system.
3. **Stereotypes and prejudices-** such as subjugation of women in the family.
4. **Lack of emotional connect with the government-** creates a barrier between the government and the citizens, as such citizens resist change.

FACTORS AFFECT THE FORMATION OF A PERSON'S ATTITUDE TOWARDS SOCIAL PROBLEMS

- **One's upbringing and Family** - Upbringing and Family the most powerful source for formation of attitudes. The parents, siblings provide information about various things. **Ex.** A child grown in a family having patriarchal outlook, most probably use to have prejudice attitude towards women.
- **Beliefs and practices of their family** - Family having orthodox thought, helped members to have attitude of superstition, biasedness based on case, religion, tradition etc. Also, inculcated intolerance view towards others group of people.
- **ones circumstances in which a person is raised and lives** - People who grow up poor have a whole different perspective of social problems than people who were raised in relative luxury and ease.
- **Education System:** Education system cultivates habits of analytical and critical thinking on the prevalent social issues. It has shaped attitude of common people to treat everyone with equality and abjure untouchability. However, too much information oriented education has little scope for creativity, innovation and self-learning. Modern day education also fails to inculcate moral values and discipline in the young minds that could enable them to become better and more responsible human beings.

Changing behaviour to make government programs successful. What needs to be done?

Following can be done for changing behaviour of Indian people.

- **Cultural and societal conventions must be used in the campaign-** For eg, for successful implementation of **Beti Bachao Beti Padhao**, reference to our scriptures can be taken where women are worshipped as embodiment of *shakti*.

- **Reflection sessions-** where government agents can pre-commit people to certain goals. For eg, it can be used in **Swachha Bharat Abhiyan** where **Swachagrahis** will pre-commit people to sanitation goals.
- **Making people to realize tangible outcomes-** by showing examples of people who have benefited from program.
- **Creating emotional connect between the citizens and the government-** by relinquishing the ivory-tower and corrupt attitude of the government officials.

CRIMES AGAINST WOMEN:

Recently, the National Commission for Women (NCW) informed that there was a rise of 46% in complaints of crimes against women in the first eight months of 2021 over the corresponding period of last year.

Reasons for Sexual Exploitation/Crime against women:

- **Patriarchal Society:** Indian society has always been solidly patriarchal. Now, as women refuse to subscribe to traditional gender roles, as they seek to educate themselves, take up jobs outside the home, choose their own marriage partners and as a result women face a patriarchal backlash.
- **Challenge to Social and Political dominance of Men:** There is equality of all individuals before the law. The surge in attacks on women is an angry attempt by men to sustain the overwhelming social and political dominance they have long enjoyed but the same is now challenged by modern notions of gender justice
- **Images portrayed by advertisements and in films:** Bollywood films, aimed increasingly at a rapidly Westernising middle class, portray romance and desire as inevitable byproducts of contemporary life, creating a further sense of frustration among the unemployed young men who watch them.
- **Lack of Infrastructure of Cities:** The crumbling infrastructure of our cities also militates against women's safety. Streets lit dimly or not at all, bad or non-existent means of public transport, an incompetent and corrupt police force all contribute to the insecurity and vulnerability of women.

Steps to Correct Crimes against Women:

Legal Steps:

- Police should report every complaint related to females
- Establishment of a special cell for women to make investigation process faster and more intense
- A special man hunt drive on those under the lens
- Make teams including women officers in each one of them and put them on patrolling in all sensitive areas. Run a 24/7 helpline and position teams such that they can reach anywhere in district instantly
- Training to be given to women for self defence

Social Action:

- Involvement of NGOs, Social activist, Women friendly associations and District mass campaign to be launched towards gender sensitivity and equality
- Concept of community policing with women policing
- Public police relationship drive to rebuild the confidence of public
- Motivational and inspirational talks
- Advisory for hospitals for being of more sensitive towards rape victims

MORAL POLICING

Moral police is a term used to describe vigilante groups which act to enforce a code of morality in society. They take law into their hands and try to forcefully enforce discipline on people.

Why is it harmful?

- ✓ Leads to suppression of fundamental rights particularly of Vulnerable sections like women.
- ✓ As it is extrajudicial, it leads to anarchy
- ✓ It leads to disturbance of social harmony and peace.
- ✓ Faith on law get deteriorated and Intolerance index Increases in society
- ✓ Demand of instant justice rises

Ways to Stop:

- ✓ **Improve policing** and punish those who take law into their hands.
- ✓ **Mass awareness campaigns** to educate and remove people of their rigid biases and to accept change.
- ✓ **Increase policing near sensitive areas** during Valentines day, near Pub areas, etc where moral policing mostly happens.
- ✓ **Community policing and volunteer groups** to give support to people during sensitive times
 - **Social psychology**
 - This field helps us in understanding why atypical behaviour in humans like racism, war, ethnic cleansing, terrorism, genocide, religious intolerance etc occur.
 - According to social psychologists, human behaviour is function of both person and the situation

SOCIAL INFLUENCE

It refers to how individual thoughts, actions and feelings are influenced by social groups.

Ways in which individuals respond to social influences are:

1. **Compliance:** An individual is not fully convinced with the other person but shows agreement at the surface level.
 - **Example-** In a conversation a person makes a racist comment. The other person is offended but says nothing. Here, the other person merely shows compliance.
2. **Identify:** In this case an individual idolizes the other influential person.
 - **Example-** a college student drinks Pepsi because his favourite celebrity endorses it.
3. **Internalize:** Here two individuals share the same belief system. In the example made for compliance if the other individual too makes racist comment, it is the case for internalization.

TYPES OF SOCIAL INFLUENCE

1. **Normative influence:** An individual follows the crowd in order to be liked and accepted. By agreeing on common beliefs, values, attitudes and behaviour, an individual increases his chance of acceptance and survival possibilities.
2. **Informational influence:** An individual goes along with the crowd because he thinks that crowd knows more than him.
 - Two types of situations produce informational influence. (i) **Ambiguous situations-** when individual don't know what to do. (ii) **Crisis situation-** when individual doesn't have time to think what to do. For eg., during stampede.

Principles of social influence

1. **Reciprocity:** People tend to give back what was received. **Example-** reciprocating smile between individuals.
2. **Consistency:** Generally, people try to be consistent with their previous actions, opinions and assertions.
3. **Social proof:** People often decide what to do by looking what similar others have done.
4. **Liking:** People are often influenced by the those they like.
5. **Authority:** People with power and authority tend to influence others.

6. **Scarcity:** Items and opportunities become more desirable when they are less accessible.

Example- use of slogans like *limited edition* or *last week for sale* have immediate effect.

Norms

- These are group held beliefs about how members should behave in a given context.
- These are *informal* understandings that governs society's behaviours.
- Example- touching feet in Indian society is considered as sign of respect.

PERSUASION

It is an attempt to change a person's attitude. **Example-** Swachha Bharat Mission focused on persuasion to change the behaviour of people regarding cleanliness.

Persuasion refers to the process of changing the attitudes and behaviours of the **target Group** towards some event, idea, object, or another person (s) in the intended direction, by using written or spoken words to convey information, feelings, or reasoning, etc.

Ex.

- Disclosing income to avoid tax evasion
- Beti Bachao Beti Pado – To change the attitude of people towards girl students
- Give it up Campaign to give up subsidy
- Celebration of Earth Day – To persuade global citizen against climate change
- Encourage extremists to leave path of violence in North Eastern and Naxal affected regions

It is a **Receiver Centric Exercise**. It is not what the source says it is what the receiver understands.

Four things are important in persuasion.

1. The source (Persuader)
 2. The message
 3. The audience
 4. Channel/Medium
- **Source Credibility:** A source can be credible because he is expert and can be trusted. To access credibility, Following things are important i.e.
 - a. Expertness (judged by the knowledge potential of source)
 - b. Trustworthiness (judged by finding out whether the source has a vested interest).
 - **Example-** Randip Guleria, AIIMS Director (a credible source), was seen on TV persuading people to take COVID-19 vaccine.
 - **Source Likeability:** A source is likeable if he is similar and attractive. There is an implicit assumption that attractive people are also intelligent. The primary factors that decide the attractiveness of the source include Physical Features --
 - A. Communicative
 - B. Versatility
 - C. Attitudinal Similarity
 - **Example-** advertisements rope in people with attractive personality to make their products appealing.
 - **Power:** It has **the potential to change the behaviour of the target group in the intended direction despite their resistance.**

Power, Attractiveness and Credibility will cause behaviour change in different ways –

 - I. Power – Compliance

- II. Attractiveness – Identification
- III. Credibility – Internalisation

Message: Persuasion requires a message to be presented in vivid language and backed by data. The message should be such that it establishes a common ground with target people. For example- Sabka Sath Sabka Vikas Slogan

Best results are obtained when the Persuasive message has both emotional and factual element in it. Ex. Selfie with Daughters to promote Beti Bachao and Beti Padao, Government's message regarding Lock down during Corona, and later for Corona Vaccine.

- **Message Discrepancy:** It means the degree of inconsistency in the message the source should present to the target group. The message should be such that it should be within the zone of acceptance of the target group.
- **Emotional Factor:** The message should have emotional content in that. For example, to motivate someone to stay fit or to quit smoking, one should not only cite scientific evidence to prove the point but can also convince using the fear of deadly diseases or the joy of a healthy life.
- **Fear Appeal:** Mild and moderate appeals to fear generally work better than strong fear appeals. Strong fear appeals produce defensive avoidance wherein the target group insulate itself from the message.
- **Social proof technique:** People tend to follow others (bandwagon effect) more. This technique will involve you telling the target population that other people are getting benefits from the suggested change, with empirical evidence. For example, in campaigning against female feticide in Haryana government is invoking the examples of some female sportspersons who have won laurels Babita Phogat (Wrestler), Rani Rampal, Navneet Kaur (Hockey Player).
- **Scarcity:** This involves letting people know that they stand to lose on a chance to get the benefits out of the proposed change. For example, we often see the end of the season or hoardings like Hurry!! Limited offer.
- **Targeting values:** People can manage their self-images by yielding to requests for action that fits or enhances their identities.

Audience:

- **Audience Characteristics:** Individuals are presented with logical arguments supported by relevant facts, they are likely to be persuaded.
- **Intelligence:** refers to the information processing ability of an individual. Intelligent people because of their superior critical thinking abilities are less likely to be influenced by appeals that are illogical or not supported by relevant facts. However, when presented with appeals that have factual backing, they are likely to be convinced.

Channel Factor:

- **Use appropriate channel of communication. Ex. Use of Street play is more effective to convey message on social issues in the Villages.**

FUNCTIONS OF PERSUASION

1. **Weaken the current attitude:** When the audience has contrasting attitude, persuasion can help in making the audience less comfortable with the current attitude
2. **Minimise resistance:** When the audience has moderately opposed ideas, persuasion can move the audience towards neutrality.
3. **Change attitude:** When the audience has no committed attitude, persuasion can help in changing the attitude.
4. **Intensify attitude:** When the audience has same attitude, persuasion can amplify the current attitude.
5. **Gain behaviour:** When the audience is strongly in sync with the persuader, the final objective is to make the audience act.

WAYS TO RESIST PERSUASION

1. **Attitude inoculation:** Just like a person who has been exposed to weak virus becomes resistant to a disease, similarly a person who has been exposed to counter argument develops resistance to persuasion.
2. **Forewarned:** When a person is being forewarned of persuasion attempts, he develops psychological reactance that motivates them to resist such attempts. Forewarning gives an opportunity to come up with counter arguments.
3. **Boomerang effect:** When a person develops a psychological reactance towards an attitude object, an attempt of persuasion is countered with equally strong response.
 - a. **Example-** during the COVID-19 pandemic medical staffs were assaulted by the people as they had developed negative attitude towards disease treatment.
4. **Stockpile:** A healthy person who is well read and is equipped with cognitive and social resource is able to resist persuasion better.

HOW TO MAKE PERSUASION EFFECTIVE?

1. **Establish a positive rapport-** by establishing a common ground.
2. **Emphasize the advantages-** Instead of trying to push for change, persuader should point out the advantages.
3. **Storytelling: For thousands of years, we have been influenced by powerful stories.** **Ex.** Triumphs of Truth in the Ramayana motivates us to speak truth only. Courage of Veer Kunwar Singh at the age of 80 years while fighting against the British endorse the view of self-confidence to deal with any hardship.
4. **Turn objections into opportunities-** Persuader should agree with the audience's objections and then illustrate them how it can be overcome with proposed changes.
5. **Commitment-** Prospect should be persuaded to commit to small action first. Once committed the prospect is most likely to agree to a larger idea.
6. **Reciprocity-** When the prospect does something, it should be rewarded for changed behaviour/attitude. **Example-** political party in power releasing jobs vacancy just before the elections.
7. **Bandwagon effect-** It involves showing the target population, the benefits which people have got by adopting the change.
8. **Scarcity-** It involves letting people know what they are going to lose by not availing the opportunity.
9. **Social influence / Peer Pressure:** It plays a very important role in Attitude formation and change, Removal of Prejudice and Group Decision making.
10. **Praise:** We are all made to feel special by praise. Do it more often. **Ex.**
 - a. With the Praise of Lord Hanuman, he got encouraged to bring Sanjeevani from the Hill.
 - b. Praise of Prime Minister through 'beating Thalīs' or 'Litting up Diyas', encourage frontline workers to combat Covid with full potential.

ADMINISTRATION AND THE PUBLIC

Administration's attitude towards the masses

- **Wide cultural gap** between the administrators and the masses- as the administrators largely come from upper middle class who deal with rural masses who are poor and illiterate
- Bureaucracy points that people are unaware of their rights
- Administrators feel that people don't have adequate knowledge of rules and regulations
- Civil servants complain that people try to pressurize them through politicians.
- They also complain that citizens don't co-operate with them to bring change in the society.

Why Public Officials are not able to persuade the Target group?

- The reason for this is the presence of certain barriers: Semantics, Psychological and Physical Barriers. If the Public Official can overcome those barriers, only then Persuasion will be successful.

To overcome these barriers, District Magistrate can use various influence tactics such as **involving Sarpanch** to overcome these barriers. Along with that, he/she **must take feedback from the Target Audience** to rectify any shortcomings.

PUBLIC'S ATTITUDE TOWARDS THE ADMINISTRATORS

- Public complain against the administrators regarding corruption, delay in disposal of cases, exploitation, favouritism etc.
- Public is suspicious about integrity of public officials.
- They feel that public officials are devoid of any human considerations
- They create scope for middle men who in turn exploit them.

Way forward:

HOW TO IMPROVE THE RELATIONSHIP BETWEEN PUBLIC AND ADMINISTRATION?

- Creating **public relations agency** in the administration-to serve as conduit between the public and the administration. (C P Bhambri)
- Public should shed away its negative role and **adopt a positive role**- citizen's support and co-operation is essential for the success of any government program.
- Administration should maintain **constant contact** with the public, especially those from the rural areas. (Hota committee)
- **Social audit**, which involves auditing of the project from the beneficiaries.
- **Increasing accessibility** to civil servants by making public meetings compulsory.
- **E-governance** which helps in making the government reach the doorstep of the citizens.
- **Citizen's charter** to make the citizens aware about the quality of service they receive and grievance redressal mechanism.

Previous Year Questions

1. What factors affect the formation of a person's attitude towards social problems? In our society, contrasting attitudes are prevalent about many social problems. What contrasting attitudes do you notice about the caste system in our society? How do you explain the existence of these contrasting attitudes?
2. Two different kinds of attitudes exhibited by public servants towards their work have been identified as bureaucratic attitude and the democratic attitude.
3. How could social influence and persuasion contribute to the success of Swachh Bharat Abhiyan?
4. Our attitudes towards life, work, other people and society are generally shaped unconsciously by the family and the social surroundings in which we grow up. Some of these unconsciously acquired attitudes and values are often undesirable in the citizens of a modern democratic and egalitarian society. (a) Discuss such undesirable values prevalent in today's educated Indians. (b) How can such undesirable attitudes be changed and socio ethical values considered necessary in public services be cultivated in the aspiring and serving civil servants?
5. Young people with ethical conduct are not willing to come forward to join active politics. Suggest steps to motivate them to come forward.
6. Hatred is destructive of a person's wisdom and conscience that can poison a nation's spirit? Do you agree with this view? Justify your answer.
7. A positive attitude is considered to be an essential characteristic of a civil servant who is often required to work under extreme stress. What contributes to a positive attitude in a person?
8. What are the main factors responsible for gender inequality in India?

9. "In looking for people to hire, you look for three qualities: integrity, intelligence and energy. And if they do not have the first, the other two will kill you."- Warren Buffet. What do you understand by this statement in the present-day scenario? Explain.
10. "A man is a product of his thoughts. What he thinks he becomes." M K Gandhi. Explain.
11. Attitude is an important component that goes as input in the development of human being. How to build a suitable attitude needed for a public servant? (Answer in 150 words)

