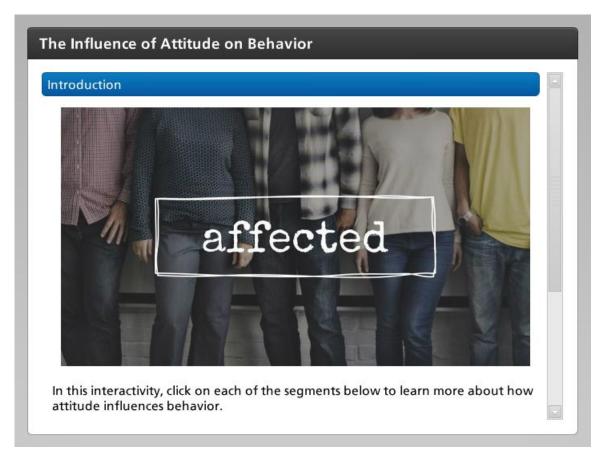
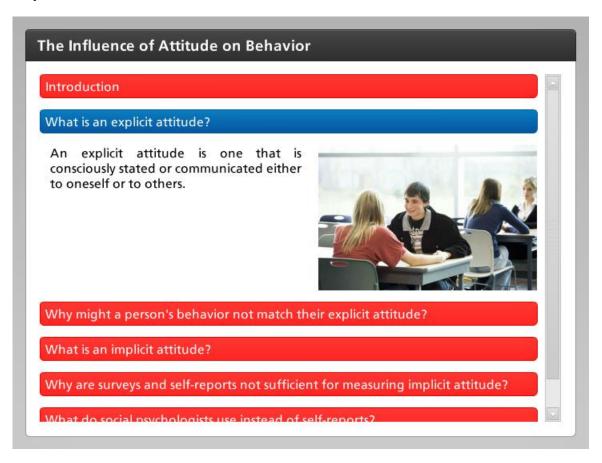
#### Introduction



In this interactivity, click on each of the segments below to learn more about how attitude influences behavior.



## **Explicit Attitude**



An explicit attitude is one that is consciously stated or communicated either to oneself or to others.



#### Inconsistency

#### The Influence of Attitude on Behavior

### Why might a person's behavior not match their explicit attitude?

Someone's attitude may be influenced by various factors. For example, if your aunt believes in maintaining a healthy diet and exercising consistently, her attitude about diet and exercise will likely influence her behavior. However, factors may keep her from behaving consistently.

- 1. Your uncle may be a great baker, and leave treats around the house to tempt your aunt. Strong influences like these may override her healthy attitude and influence her behavior.
- 2. If your aunt keeps a food journal or joins a support group, she may continuously be aware of her attitude, which will likely influence her behavior.

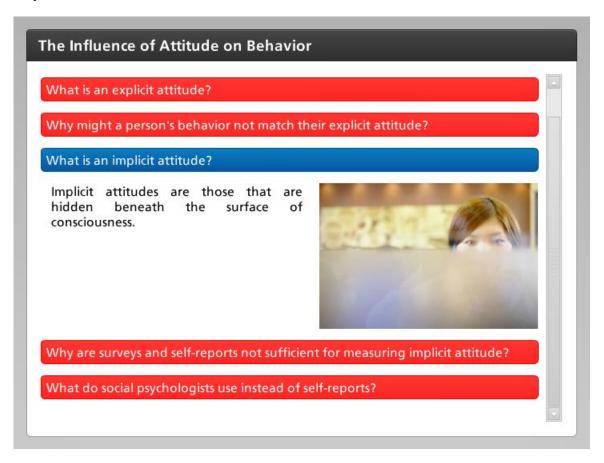


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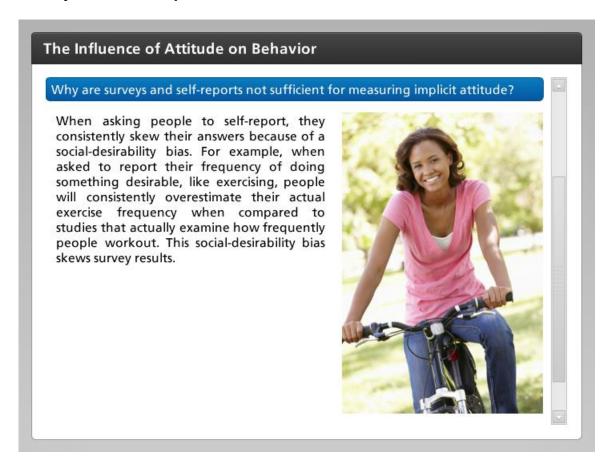
## **Implicit Attitude**



Implicit attitudes are those that are hidden beneath the surface of consciousness.



### **Surveys and Self-Reports**



When asking people to self-report, they consistently skew their answers because of a social-desirability bias. For example, when asked to report their frequency of doing something desirable, like exercising, people will consistently overestimate their actual exercise frequency when compared to studies that actually examine how frequently people workout. This social-desirability bias skews survey results.



### Implicit Association Test (IAT)

## The Influence of Attitude on Behavior

#### What do social psychologists use instead of self-reports?



Social psychologists use measurement called the implicit association test (IAT) to discover implicit attitudes. For example, if survey participants were asked whether they were biased against members of a different ethnic group, only a few people would likely that admit to having this viewpoint. Conversely, during an IAT participants quickly respond to images followed by words with strongly negative or positive emotional content. For example, if participants have difficulty quickly and consistently pairing images of a particular race with positive words, that would indicate a potential implicit hise in attitude

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