

ATTITUDE (Part 2)

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Components of Attitude

Most psychologists believe that attitudes can be divided into many different components. However, many of them agree that components of attitudes can be categorized according to the ABC model. In the ABC model of attitude, 'A' represents to the affective components of attitude, 'B' represents to the behavioural components and 'C' represents the cognitive component of attitude.

The affective component of the attitude refers to how we feel about certain attitude objects. In other words, it refers to our emotional reactions towards the attitude object. It includes our positive and negative feelings towards the object. Therefore, the affective component of an attitude reflects how much we like or dislike an attitude object.

Meanwhile the behavioural component refers to our behavioural intentions, or how we act according to the attitude that we have. This component includes our behavioural tendency towards an attitude object. Basically, it refers to how we are inclined to act towards an attitude object. The behavioural component of the attitude will determine how we act towards an attitude object.

On the other hand, the cognitive component refers to what our knowledge of the attitude object. In other words, the cognitive component refers to what we know about the attitude object and the process that goes onto forming and using an attitude. The cognitive component of an attitude includes our thoughts and ideas about the attitude object.

For example, a person's negative attitude towards a smoker could be divided into the three following components. Firstly, the affective component could be the person's negative feelings or dislike towards the smoker. Then, the behavioural component could be the person's tendency to move away from the smoker or cover his or her nose when he or she is near a smoker. Finally, the cognitive component could be the person's knowledge that smoking is unhealthy and it can endanger people's lives.