

ATTITUDE (Part 3)

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Attitude Formation

Attitudes does not appear out of nowhere because the attitudes that we have are formed throughout our lives. There are many ways in which attitudes can be formed. However, this section will only discuss three methods of attitude formation which is socialization, experience and learning.

Socialization

Socialization is one of the most important factors that shape the attitudes that we have. Attitudes can be formed through socialization since when we interact with other people we will be exposed to different types of attitudes. As for children, parents play a very important role in shaping the attitudes of children. This is because; children acquire their parents' attitudes indirectly through the process of socialization. Besides parents, friends, teachers and acquaintances are also people who can shape our attitudes. Apart from the people come in contact with, the media also plays a crucial role in shaping the attitudes of people. This is true as the media especially television has a great influence on people's attitude.

Experience

Apart from socialization, we also form our attitudes through our direct experience with the attitude objects. The interactions that we have with the attitude object will give us experience with that object and this experience can shape our attitudes towards the attitude object. People form attitudes through experiences with attitude objects when they make conclusions and generalizations based on their experience. Usually, the attitudes that are formed by our experience with attitude object will be determined by the type of experience we encounter. Therefore, if we have a good experience with an attitude object, thus we will form positive attitude towards the object. However, when we encounter bad experience with an attitude object, then we will probably have negative attitudes towards the object.