Subject : Social Psychology (MPF 1703)

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CONSISTENCY BETWEEN ATTITUDE & BEHAVIOR
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• Attitudes can be affected when confronted with *social pressures*.
• A study was conducted by R. LaPiere (1930) published in the journal Social Forces
• It showed an example of inconsistency
CONSISTENCY BETWEEN ATTITUDE & BEHAVIOR

A white professor traveled in US with a young Chinese couple.

At that time, prejudice against Asian was strong.

They stopped at over 200 hotels, motels and restaurants without any hassles.
Later, a letter was sent to all the businesses that they visited.

They were asked if they would be willing to provide services to a Chinese couples.

From 128 replies, 92% said they **WOULD NOT** serve them.

Conclusion – *they displayed behavior that far different from their actual beliefs.*
CONSISTENCY BETWEEN ATTITUDE & BEHAVIOR

• When confronted with situation, people often do things they don’t like
CONSISTENCY BETWEEN ATTITUDE & BEHAVIOR

- Peer pressure can induce actions that aren’t consistent with what you believe.
- E.g. They do that just because to “fit in” into their groups.