

Name _____

Date _____

ACTIVE LEARNING EXPERIENCE

13.2 ATTITUDES AND BEHAVIOR

David Carkenoid and Joseph Bullington (1993) devised a procedure to help understand the relationship between attitudes and behaviors. First, complete the adaptation of their "Attitude Survey" below.

Attitude Survey

Indicate the extent to which you agree or disagree with each of the four statements by using the following scale:

- 1 = strongly disagree
- 2 = disagree
- 3 = no opinion
- 4 = agree
- 5 = strongly agree

- _____ 1. The use of seatbelts saves lives.
- _____ 2. Our country needs to address the growing number of homeless.
- _____ 3. Exposure to the sun's ultraviolet rays can cause skin cancer.
- _____ 4. Eating a low-fat diet is beneficial to one's health.

Now complete the "Behavior Survey" below by circling the appropriate answer.

Behavior Survey

- yes no 1. I always use a seatbelt.
- yes no 2. I have personally done something to help the homeless (e.g., volunteered at a homeless shelter, donated money, etc.).
- yes no 3. I use the appropriate sunscreen whenever I go outside.
- yes no 4. I maintain a low-fat diet.

In comparing your attitudes and your behaviors, are there any discrepancies (e.g., "strongly agreeing" or "agreeing" with an attitude statement and responding "no" to the corresponding behavior? If so, how do you feel about each discrepancy?

191

If you had discrepancies between your attitudes and your behaviors, you are likely experiencing "cognitive dissonance"—a motivating force to "change" either our attitude or our behavior. Are you motivated to change either your attitudes or behaviors where discrepancies were noted? Why or why not?