

# ATTITUDES BELIEF CONSISTENCY



**Subject : Social Psychology (MPF 1703)**

**Date : 29 November 2011**

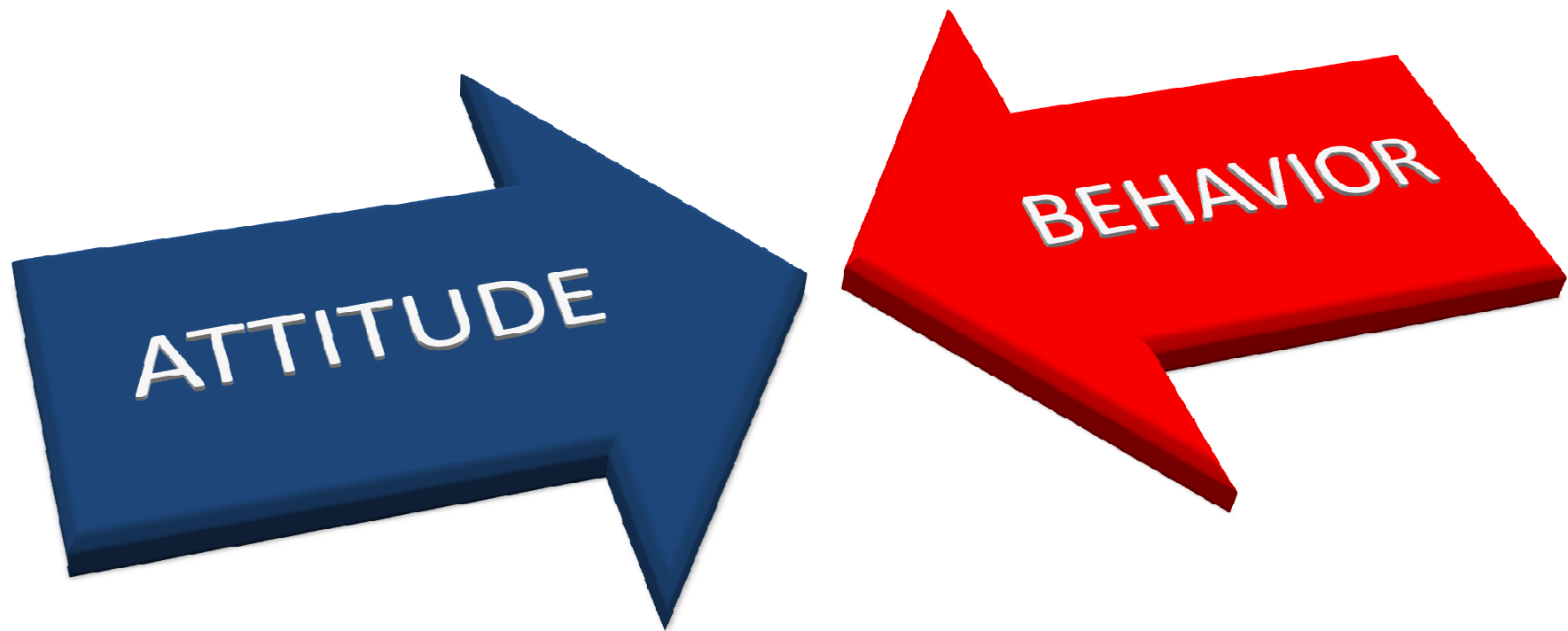
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## Group Members:

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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



Chinese couple



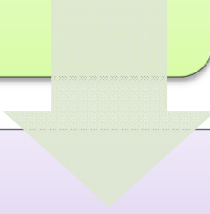
White professor

# CONSISTENCY BETWEEN ATTITUDE & BEHAVIOR

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



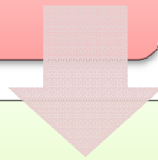
At that time, prejudice against Asian was strong.



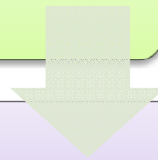
They stopped at over 200 hotels, motels and restaurants without any hassles.

# CONSISTENCY BETWEEN ATTITUDE & BEHAVIOR

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

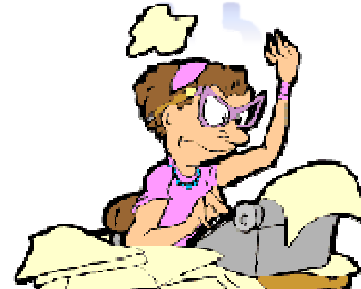


WE LIKE IT.. ??

NO.....

WE DO IT... ??

YES!!



# 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.**

