

Human Behaviour
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Lecture - 20
Social Influence and Cognition – II

Hello friends, welcome back to this last lecture on the series on Human Behaviour. Of course, there is one more lecture which we will follow, where we will review what we did in these 20 lectures in 8 week, but this is officially the last one in the series on human behaviour. So, as we have been doing up till now let us do a quick recap of where we started and where we are now. A more detailed recap that will follow is in the last lecture which is going to happen.

We started this series on human behaviour with the sole aim of focusing on what is human behaviour and why do we need to study human behaviour at all. We discussed these questions in detail and then focused on the science of psychology which helps us study human behaviour. You looked at how psychology developed as a science its roots in terms of philosophy and physiology, we looked at older and newer schools of psychology and some pertinent questions that psychology answers. We looked at various viewpoints which I used in studying human behaviour through psychology, then we discussed methods and tools with psychology providers for studying human behaviour.

Once we were accuped with this knowledge and an introduction about psychology is, we moved on to look at how is human behaviour manifested. So, we develop one thing that for any human behaviour to occur that has to be a change. This change could be in terms of an external stimuli or internal stimuli. So, any kind of change in the environment in a person in a stimulus any kind of change makes a person react to that change and that reaction is called the behaviour.

So, we started of by discussing how these changes particularly in the external world is recorded and we looked at the concept of what is sensation and sensory systems. We looked at the idea of how sensory systems encode changes in physical environment and convert it into the psychological domain. We looked at properties of sensory system which are sensitivity and sensory encoding sensitive being the property of the system and

sensory encoding being the process through which sensory information is or changes in external environment is encoded into the psychological dilemma.

We discussed the process of decision making in terms of what information to detect and what information not to detect. Then we looked at our model system which is the human eye, which is in itself a sensory system and how does this system function. Once we have information about changes from the external environment, we need to make meaning of these changes and that is exactly the process of perception.

So, we looked at what is perception, how does perception function. We looked at various viewpoints of perception which is the process of making meaning of the external stimulus, which makes us behave or which makes us do a reaction. We looked at the process of attention the first step in perception, localization and recognition which is similar to pattern matching. We looked at these three processes which are used for making perception or making meaning out of incoming stimulus.

We looked at two more processes of abstraction and constancy, which is the brain uses for making meaning. Once an information has been made a meaning has been derived out of it this information needs to be embedded or this information needs to be put matched with already present knowledge and that is the process of learning. So, how the new information is equivalent to or fitting already known knowledge or already preserve knowledge is what is the process of learning.

So, we looked at what is learning? Different kinds of learning, the associative in the non-series form, the various parameters of learning and how knowledge is encoded or not encoded literally, but how this knowledge is matched with previous knowledge which has been already present in human beings.

Obviously the knowledge which has been learned now and the knowledge which is previously with us is stored somewhere and there is where we describe the process of memory. What is memory, how does it function, what kind of information does it store, what kind of models have been proposed for it, what kind of alternatives are there characteristics, parameters, factors affecting it and so on and so forth. So, in detail we looked at what is memory?

Once new information or information which is encoded by sensory system made meaning through the process of perception has been attached to a store through the process of learning, this needs to be communicated or used for making or solving problems or for making decisions. For thinking for making decisions for solving some problems by human beings.

And there are two processes which help in that one is the process of language which is how we communicate knowledge between people and then the process of thinking. So, we looked at language, what is language what kind of parameters as along which follow? We looked at the English language, we saw how various parts of language are used for communicating information between 2 systems, 2 people or 2 human beings or 2 beings for that matter. We looked at what is thinking which is the language of the mind, we looked at reasoning which is support process which helps us in thinking.

We looked at direct and indirect thinking we looked at the deductive and inductive reasoning and how these processes then combined together to help us solve problems. So, we looked at what is problem solving. Once this has been done, we focused on more intrinsic factors which change behaviour internal factors like intelligence. So, we looked at what is intelligence, we looked at the various theories of intelligence, we looked at the common conceptualization of intelligence and then we looked at how does intelligence measured. We looked at a process called emotion what is it what are the various theories of it and how does emotion change people's thought process or change people's behaviour.

We looked at the multi component model of emotion part by part and then we looked at how once a response each and reach out of emotion how this response is to be controlled which is called emotional regulation. Once we were done with the idea of what emotion is, we looked at what is personality which is a stable pattern or a stable way of behaving across people.

So, we looked at what is personality what are its factors and what are the various theories of personality. Those theories which have been proposed which define what is personality and what is the role of personality in human behaviour. Who was the end of it we looked at what is the various methods of measuring personality starting from the

questionnaire method to the idea of projective methods to the idea of the newer methods like brain mapping and the EEG or hormone level analysis and so on and so forth.

The last lecture we took a very very interesting variable, which is up till now we have been look at how a single individual at individual unit how is behaviour effected, but that we all know we live in societies and so, much so, that our behaviour not only effect society, but the behaviour and society affects us society has a lot of roles is we are social animal we live in societies we live across people we live around people and so, these people who around us also change our behavior sometimes. So, the last section I decided to look at what is the effect of society or social beings around us how do they change your behaviour.

So, the last lecture we focused on that some conception that and we will continue focusing on that. So, we started up by defining what is the important society in our behavior? We looked at started looking at what is social thought, we would define what is social cognition we will define what is social influence and then look at something called attraction and love which is again a societal problem.

So, we started by looking at what is social thought, which is how do you think about others and so, we looked at the idea of what is attribution we looked at how attribution is caused the various kinds of biases which can occur in attribution.

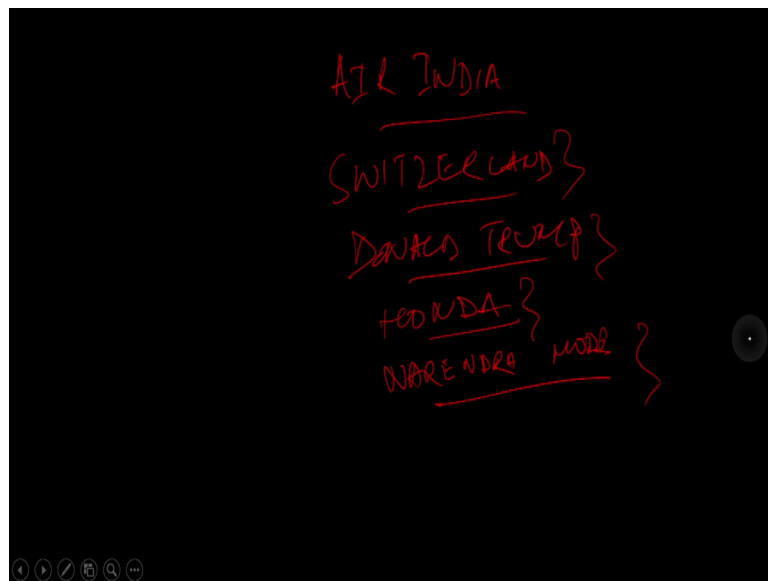
And then we looked at something called social cognition, which is processing social information how do we process social information. So, we looked at those causes or those features the people use for processing social information. We looked at how people deal with different kind of social information or when a information about somebody comes to us some external factor comes to us from people around comes to us, how do we deal with it.

We looked at various baisses in that; we looked at the optimistic bias we looked at the idea of counterfactual thinking and where the looked at the idea of how engage in this counterfactual thinking. So, this is what we did in the last lecture. What we will do today is we will continue where we left of.

And start looking at more interesting things social influences, attraction manage, social behaviour and so on and so forth. Now one another interesting thing in social cognition

we have looked at counterfactuals and we have looked at how optimistic bias is and other kinds of biases work in terms of social cognition. It is about how do we process social information. Another interesting thing in terms of social cognition is something called an attitude now what is an attitude? First of all let us look at what is an attitude and for defining that let us look at this. So, I am going to write some words here, and then what I will do is I will make you think what do you think about it.

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So, let us say I write Air India, I write Switzerland, I write Donald Trump, I write Honda and maybe another one ok. So, what do you think about these? What you think about Air India? When you think about this particular company what comes to your mind of course, somehow you would like it most people would not like it as official definition that is a government company and so, they do not serve well flights are not that clean, some people would have a thought that in terms of that it is a Indian brand and so, the food that is good and so on and so forth.

So, everybody has a view about it similarly what Switzerland, you going to have about a view its a good place and good tourist place to visit and so on and so forth similarly Donald Trump and Honda and Narendra Modi and so on and so forth.

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Attitudes: Evaluating the social world

Attitudes can be defined as *lasting evaluations of virtually any and every aspect the social world – issues, ideas, persons, social groups or objects.*

Attitudes generally involve an affective component (like/dislike), a cognitive component (beliefs) and a behavioral component (action)

Attitudes are formed through the basic process of learning like *operant conditioning (reward for correct behavior), observation learning (adopt views of role models) and classical conditioning (affective aspect)*

So, each of these words that I have written when I tell you these words you start thinking about that. And when you start thinking about them when you start recalling these words and associated feeling occurs with it. So, basically attitude is a particular way of thinking about any social information.

Example when I say Narendra Modi the way you think about him, the way you think how he goes from where he is and right now he is a good a leader not only a good leader, but a leader focused on development and what all he has done and all the positive feelings that you have about him or when I talked about Donald Trump, the way you react to him the all the negative that you can name about him, all the different kind of feeling that is generated in you. Not only the feelings all the sentences that you use to describe him all of them comprise together to form what is called an attitude.

So, let us then define what an attitude is an attitude is defined as a lasting evaluation of virtually any and every aspect of the social world. So, its basically an attitude is mostly a lasting evaluation. Now why it is a lasting evaluation attitude once form it is very difficult to change right. So, most attitudes generally have a ABC structure. Now what is an ABC structure? An attitude has an effect related with it affect is how you feel about the issue then we have a behavioral component which is what you want to do about that tissue and c is the cognition which is how you think about it. So, when I say Air India,

the like or dislike you have towards this particular company is what is the affect component the cognition is what you think about it.

So, you feel one thing and you will think another thing. When you think about it is so, would think that is a Indian company serves a good food and all, but then there is also feeling you have attached with it the feeling is called affect component and the words that you used to describe it, the thinking that you have bought it the knowledge that you are stored about this company is what is the cognition part.

And then there is the b component which is called the behavioral component, that is the action that you are going to take let us say you are going abroad whether you want to go with Air India or not how at the behavioral level. When it comes to you for purchasing ticket from Air India, what kind of fashion do you do is what is the behavioral component.

So, based on your effect how you feel and based on a cognition what kind of knowledge you have about this company you have behavioral be determined by it and your attitude is defined by it. So, attitudes what are they? These are lasting evaluations of virtually any in every aspect of the social world, it could be any aspect it could be issues. For example, the issue of women empowerment the issue of whether a Ram Mandir should be made or not the issue of religion the issue of anything for that matter. Ideas, it could be attitudes could be about certain ideas, like should we send so, many satellites with 1 rocket 109 satellites or the ideas that how India should develop in the field of computer science that kind of thing.

Persons any person Donald Trump or any person for that matter Sonia Gandhi. So, what you think about them, what is the idea that you have about them, what is the feeling that you have about these person? Social groups your attitudes could also about certain social groups for example, how about blacks, how about the under privileged, how about the reserved category, how about the (Refer Time: 16:31) or some other groups. So, what do you think about that, how do you feel about that, what kind of knowledge you have and what kind of action that you are going to take about it all these will comprise the idea of what an attitude and about objects you can also have attitudes about different objects.

So, attitude in such are evaluations are lasting evaluations, but lasting is a relatively lasting evaluation because attitudes can be change. So, attitudes generally involve an

effective component like or dislike as I said this is the effective component a cognitive component, which is the belief that you have and a behavioral component which is the action. The cognitive component as I said in the cognition the idea the belief the knowledge that you have. And a third is the behavioral component which is the action that you are going to take once you know about that particular thing what is that action that you are going to take.

An attitudes in itself define social cognition because your attitude about something will define how you process certain information. If you like a person all information from him will be process in a in a different manner. If you dislike someone the behaviour that you do towards this person and the information that you collect from him, how do you process that information is also determined by how you think about this person. So, attitudes are formed through the basic process of learning like operant conditioning observation learning and classical conditioning.

Now, of course, these are evaluation lasting evaluations how a attitude form. Generally speaking most attitudes are formed through learning. Be it operational conditioning be it classical conditioning or be it observation conditioning how? In terms of operational conditioning attitudes are formed because we reward correct behaviour. If we act in a certain way and it is rewarded certain attitude is formed. For example, let us say that someone from weaker class comes to you and in your class or in your social strata you do not give so, much respect to this class and so, its a common norm that there is a difference between you and this lower class person.

So, most elders they make this lower class person sit in front of them at a lower chair then where they are sitting. When a small child comes in and he sees his parents doing it and he also dos does the same to this person or any person from this group. Parents praise them or parents give them some kind of a reward or they feel rewarded. And so, when this behaviour is rewarded in future also this child learns that this is what is the kind of behaviour that I am going to do and this is how a attitudes are developed through operate conditioning.

So, if a behaviour that you do is rewarded and as a consequence of that you keep on doing that behaviour for the reward, then the consequence of doing that behavior is positive as we keep on doing that behavior for the reward or for what are matter possible

then attitudes are forming that way. Attitudes can also be formed by observation learning. For example, when you see your role model do something for example, very small children there is a study by Albert Bandura where they on aggression what they saw was small children when they see a aggressive film they see the role model fighting and when they fight when this role model fights he wins over certain enemies.

So, this small children learn it that aggression is good because if I do this aggression then I will win and so they learn this process of aggression or the attitude towards this particular zombies or to whatever group this aggression was being shown by this role model. And so, through copying a role model or copying the behavior of role model attitudes are develop in that way to.

Also through classical conditioning for example, in some type of effect or some kind of feeling is developed through classical conditioning. Because when you feel in that particular way, if something happens and you feel nice about it then something is you a nice feeling because of that you do some act then if that is what the reason is then attitude is positive.

For example buying shopping gives you a positive feeling and so, you shop. So, this positive feeling which related to shopping gets attached to it and so, attitude towards that particular thing will always be positive because buying that particular thing gives you a positive feeling and so, you keep on buying it right. So, this is the idea of how classical conditioning can affect attitudes.

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Attitudes: Evaluating the social world

Persuasion: using message to change attitude - Changing attitudes of people has been the biggest business of the twenty-first century and using persuasive messages to do so has proved to be really effective.

- Experts are more persuasive than non-experts
- Messages that appear to be designed to not change attitudes
- Attractive sources
- Distraction is used to change attitudes
- Two-sided approach when people hold contrary views
- Emotions
- Fast speaking people

Now, if attitudes are so strong and it is difficult to change and it is learned through. So, many processes how do we change attitude? As a one of the ways in which we change attitude is by using something called persuasion using messages to change attitude.

So, changing of attitude of people has been the biggest business of the twenty first century and using persuasive message to do so, proved to be really effective. So, one of the things if somebody develops an attitude about something or someone or some event how do you change that attitude? One way is giving them correct information; one way is giving them an information which is contrary to the belief that they are holding and that is called a persuasive message.

So, this persuasive message this information this new information that you giving this people, how that should be presented is a number of factors have been defined of how to change people's attitude. So, you can do a change a people's attitude by through persuasion. Now there are certain factors one should remember when using persuasive messages.

For example, the first is experts are more persuasive than non-experts; if an add you want somebody to buy your product let us say its a toothpaste add now if you take a doctor with a white coat and he is the one who is advertising rather than some abc normal house wife whether it is in the toothpaste, the expert the doctor is known to create more public or attract more public towards the toothpaste because a doctor a dentist is

known to be knowing more about teeth problems and tooth problems and mouth related problems then a house wife and so, doctors will be more attractive or more welcome.

Similarly messages that appear to be designed not to change attitudes. If you want to change people's attitude you have to design a message, you have to write a message in such a way you have to present the information in such a way so, that it does not appear to hit that person. So, do not go on saying by this, do not go on saying that I want to change your attitude present your message or present your information which you want to give to this people so, that they are thinking or belief about something changes in a way which is very certain and that is why soft cell actually cells.

Now, attractive sources. Sources which are really attractive which are liked by a number of people they are more prone to creating attitude change well known attractive sources destruction is used to change attitude. Sometimes when persons attitude has to be change the real messages given and then and the same time he is attracted by something else. For example, all those adds where Salman Khan where is actually a slipper and so, the attraction of the hero is taken in and some information through him is forced into you. So, sometimes destruction is used for you to not question the real issue and change your attitude to the some way because if a direct information is given to you, you people will question it.

So, attractive source is even the source intern changes or fuses in you or sense in you information all those public awareness programs. Where we use an attractive source in public information a public awareness programs are put through you. So, that is what it I am talking about. Two sided approach when people hold contrary views. When people that you are going to change an attitude already hold a contrary view a view which is opposite to what you want them to believe. In those cases you have to present you an information in such a way that both sides of the coin.

The pros and cons of the issue has been presented if that is the kind of information or that is a kind of message that you give to these people then they will accept your view more easily, then if you just give one kind of information. Sometimes emotions are also used for making attitude change and fast speaking people are known to cause more attitude change than slower causing people. So, in terms of emotion sometime some ads are used sometime patriotism is used, the idea of patriotism the idea that army is fighting

in the war there was its so, many news channels which is putting through it. And so, the very idea that you are patriotic and you will buy something or buying Patanjali for that matter because your patriotic that kind of thing is used for that is also a view to change the attitude.

Emotions like you should be using herbal and so, that is why you buy Patanjali or you should shift from more organic, shift from more fertilizer based to organic based post in those cases also emotions are used and fast speaking people. Sometimes people speak very fast and fast speaking people are known to have more expertise than slow speaking people and so, sometimes fast speaking people can also cause and change in attitude.

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Attitudes: Evaluating the social world

The cognitive approach to persuasion – people process persuasive messages in two distinct ways

- Systematic processing (central route) to persuasion involves careful consideration of message content, the idea it contains etc
- Heuristic processing (peripheral route) to persuasion involves the use of simple rules of thumbs or mental shortcuts (experts can be trusted belief)

When do we use the different approaches?

- Modern theories of persuasion like elaboration-likelihood model

Now, there are two different approaches to persuasion how does persuasion take place? People process persuasive messages in two distinct ways this persuasive messages. This information new information that you giving to people for changing the attitude they generally process in 2 different ways. One way is called the systematic processing or using the central route for processing, to persuasion involves careful consideration of message content idea that it contains. So, one way of sending in persuasive message one way of presenting persuasive messages to people is in terms of systematic processing. So, we are the mean of reasons.

Give the message to them in such a way that they can not only perceive it, question it, think about it, collect more information on to it and then finally, trust the message that is

called the systematic processing or the central route. In other cases a heuristic processing mechanism is also use a peripheral route to persuasion involves the use of simple rules or thumb or mental shortcuts experts can be trusted for example, believes like.

So, when a message is important when a particular information that you are giving to someone for changing the attitude is important. For example, a information on cancer cure information on paying taxes is that kind of information is given or that kind of thing is given or where somebody saves money, somebody saves somebody's life that kind of information or that kind of attitude change is required you give people messages so, that they can not only perceive the message, but they can also think and question and then reason and based on that take a decision.

But if simple things have to be solved simple attitudes have been solved for buying an x brand of toothpaste over a y brand of toothpaste in those cases we use a parifill mode of attitude change or the heuristic processing. In which what happens is that, we use certain rules of thumb we used to use a certain heuristics methods of processing information, one I have given you is experts can be trusted, actors cannot lie, organic is always good this kind of facts organic is not always good.

For example, bitter gourd juice is not always good some person actually died of bitter gourd juice and so, that kind of thing has to be there So, when do we use this different approaches? So, when are we actually using this different approaches?

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Attitudes: Evaluating the social world

and the heuristic-systematic model suggest that -

- We engage in effortful type of processing when our capacity to process the information relating to the persuasive message is high or when we are motivated to do so

- In contrast we engage in less effortful processing when we lack the ability or capacity to process more carefully or when our motivation to perform such tasks are low

- Research suggests that uninteresting or irrelevant persuasive messages produce low persuasion

Modern theories of persuasion like the elaborate likelihood model and heuristics systematic model suggest that we encourage the effortful type of processing, when a capacity to process the information relating to the persuasive message is higher or when we are motivated to do so. So if people have higher capacity to process an information or they are motivated to do so, we use the central route of processing. For example, if an attitude change is required in terms of paying taxes, saving money saving someone's life and life threatening issue a those kind of things are there then people tend to use the central route of processing.

Even they had not only wish to solve a message, to wish to get involved in a particular message they also have a processing capacity of to monitor that message and they also have the motivation. In contrast when we engage in less effortful processing when we lack the ability or capacity to process more careful or when our motivation to perform such tasks are low.

Now issues there what kind of oil should you use to your car or two wheeler in those cases most people are not mechanics and so, they will trust a brand saying that I will go with Honda or I will go with a some company Weedol or something because this is the popular company Castrol is a popular company. So, let us go with that.

They really do not know whether it is a 2 ply, 3 ply, 4 ply or what kind of fuel to use or what kind of engine oil to use. So, in those cases where people are not expert they cannot process information and also they care very less in terms of processing the information in those cases a heuristic or a peripheral router processing is actually used. So, research suggests that uninteresting or irrelevant persuasive messages produce low persuasion. So, if a message is uninteresting or irrelevant sometimes ads come with irrelevant information and those ads are the easiest to forget. So, if you are putting an ad to something, if you want to change people attitude you should always be considering only important issues.

Do not mix important issues with an important ones because what will happen then is that the whole message will be made irrelevant and so, people will not process it all an active change will not occur.

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Attitudes: Evaluating the social world

Cognitive dissonance – how we change our own attitudes

Induced compliance – are situations in which we feel compelled to say or do things inconsistent with our own attitudes. This may in turn lead to changes in private attitudes.

The term cognitive dissonance refers to feelings we experience when we notice a gap between two attitudes we hold or between our attitudes and behavior. We reduce this dissonance through

- We can change our attitude or behavior to be consistent
- We can acquire new information that supports our attitudes
- We can engage in trivialization

Another interesting thing in terms of attitude change is how we change our own attitudes. So, persuasive messages external messages can change our attitude is what we are established, but how do we people change our own attitudes and one way to look at is something called cognitive dissonance. Let us take an example do you have been in situations where you have what you say what you do what two different things. There are situations and you go to a friend of yours and so, he is wearing on this yellow color pants and a bright color shirt and he ask you how do I look.

No matter how hard you try you do not like it, but you cannot tell it to his face and so you hide your behaviour, you hide your response and somehow you say that you like it. This particular thing is what is called induced compliance and this induced compliance actually leads to something called a cognitive dissonance which happens when what you know, what you believe and what you do are two different things.

So, induced compliance what is induced compliance? These are situations in which we feel compelled to say or do things inconsistent with our own attitudes what we believe what we do or what we would have done in a certain situation or how we feel about a certain situation if there is a difference between that and when we have to or we are compelled to agree to a certain situation this is called induced compliance. Now this may in turn lead to a change of private attitudes. Now you believe something else, but you are

saying something else then this leads to a change of dissonance a change of unrest and one way to solve this unrest this dissonance is basically changing your own believe.

So, you start saying that maybe since I am saying it that yellow color pants are maybe they are, no matter how difficult it is for you to believe. But you will change your attitude now the term cognitive dissonance it refers to feelings we experiences when we notice a gap between two attitudes we hold or between our attitudes and behaviour. So, cognitive dissonance occur because there is a gap between 2 different attitudes that we have to different feelings about something or it could be a feeling and a behaviour that we have.

Even the same time we hold 2 attitudes about something now it will lead to us causing anxiety or more anxiety to be surface attach at as a thrown attach or it could be that we say something and we do something and that can lead to a lot of anxiety and that could lead to a dissonance or that could lead to be a very unstable state.

Now, we reduce this dissonance through so, how do we reduced this dissonance. One a situation like this occurs when you say something when you do something or when you believe 2 different things about the same thing for example, 2 things let us say a birds of feather flock together, but opposites attract. Now at the same time 2 different things are been to send to you two message are send to you even believe both of them now both o them cannot be true. If birds of feather flock together and of what this cannot attract and we will see that in this last session on attraction how these messages vary. Now if you have holding a view like that then resonance results then a situation results when you actually feel anxiety you feel at unrest.

And so, how do you solve that unrest one we can change our attitude of behavior to be consistent, we you can change what we believe or we can change how we act in certain situations that will lead to this dissonance, we can align our behavior according to what we believe or we can align our belief according to how we act how we feel and that can lead to lesser dissonance.

We can also acquire new information that supports the attitude; sometimes might happens is, we do not want to leave do not want to change how we believe. So, what we do then is we look at newer informations; we look at journals we look at books which actually support our view. So, maybe I do not like a certain thing or a (Refer Time:

33:00) certain idea. So, I search for more information on why I do not like vegetables for example.

Now the thing is how do I conform for that match to towards vegetables is not good so, I will look at new researches we say that vegetable eating is not good and that will not change my attitude rather it will reinforce my attitude. And so, I will look for new informations because what is happening is that I know that eating vegetable is good, but I do not like vegetable the way it is cooked or for that matter and so, there is a difference between these two things and so, that is causing a lot of dissonance.

So, how do I go low on this dissonance? I has a start thinking that vegetables are bad or I as totally give up vegetable or I start eating it one way other way is I can look at new information we say that vegetable eating is bad or I can stabilize this matter saying that vegetable is not that much of an importance to me and so, let us not focus on vegetable. So, I can stabilize the matter it has no importance in my life. So, these are called the direct ways of changing attitude.

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Attitudes: Evaluating the social world

All approaches of attitude change mentioned above are direct methods of dissonance reduction.

There are a number of *indirect techniques* to dissonance reduction

- Steele (1993) suggests individuals experiencing dissonance may focus not so much on reducing the gap between their attitudes and behavior as on the *self affirmation* – efforts to restore positive self-evaluations that are threatened by the dissonance.

Self affirmation can be achieved by focusing on the positive self attributes – good things about oneself.

So, all approaches of attitude change mentioned above are direct methods of dissonance reduction. There are some indirect methods also which I use for reducing attitudes or reducing this cognitive dissonance.

And so how do we do that? There are a number of indirect techniques to dissonance reduction. One of the Steele 1993 suggest that individuals experiencing dissonance may focus not so much on reducing the gap between the attitudes and behavior , but as on the self affirmation which is efforts to restore positive evaluation self-evaluations and that are threatened by a dissonance.

So, what I could do is, if I am not want to change my attitude I can use a indirect method of reducing the dissonance and that is why thinking or something positive. So, my boss gives the speech and I do not like this speech and I cannot say it on a space also I am filling a dissonance hardware in reduce the resonance? I start thinking about all the first event that are happened in my life and that will lead to self-affirmation saying that I am a good person.

So, whatever I am doing is for good right and that way my attitude whatever attitude behave and discrepancy which is happening where the dissonance which is happening the anxiety, which is being cause because I do not believe in what my boss, but I have accepted his view or I have pressed him in certain way that will go low.

Self-affirmation can be achieved by focusing on the positive self attributes good things about oneself. So, what can we do? We can start think about all the good things that happened in our life. All the times and we have been really good, all the acts in a life which has made us who we are or all the pleasure moments in our life and that way I can focus on the good things and reduce this dissonance.

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Social Behaviour: Interacting with others

We not only think about others but also interact with them and in this influence them and are influenced too at times

Prejudice: distorted views of the social world – are powerful negative attitudes towards the members of specific social group based solely on their membership in that group

Several origins of prejudice

- The realistic conflict theory suggests that prejudice stems from competition between social groups over valued commodities or opportunities

The next is the interesting thing is about social behavior. How does interacting with others how does that play a role in our behavior or human behavior of our responses. Now we not only think about others, but also interact with them and in this influence them or influenced by them also at times.

Now, there are certain factors which modulate our behavior social behavior. One of this is something call the prejudice, which is the distorted way or the social words what is prejudice? Its a certain way of thinking about certain people or certain groups and that makes us that defines our behavior right.

So, thinking blacks thieves thinking that caste wise people are not equal, thinking that certain kind of religion is better than others. If we start thinking that way then it sometimes reinforces our behavior is reinforce by that and that is what is called prejudice.

So, what is prejudice? These are powerful negative attitudes towards the membership of a social group, based solely on the membership of that particular group. So, a negative attitude and negative feeling and negative believe about a person from some other group, which is different from the group that I belong to and why are I have a having this particular negative feeling? Because this number this person and do not hate this person all I hate is the membership that he has the group that he belongs to. So, hating

Harshvardhan Owaisi or hating Narendra Modi because he belongs to the Hindu class the he belongs to the Muslim class.

So, you have not hating the person you have hating the group. And so all negative feelings you have with this people with these leaders is basically because they belong to certain groups and so the prejudice that is there is because these people belong to certain groups. So, ideas about these negative ideas about the certain groups and being transformed to the certain people is what is called up prejudice.

Where is the origin of prejudice, how does prejudice actually come about? Now the realistic conflict theory suggest that prejudice stems from the competition between social groups over valid commodities and opportunities. Now of course, has we saw that prejudice are negative attitudes that people have towards member of a specific group and why this negative attitude is that about this person? Because he belongs to that particular group right. So, hating all blacks because they are thieves, because they are not good people or any other attitude for that matter and any other prejudice that you have from mother.

Prejudice that it could be a positive prejudice also prejudice that all in north is a rowdy. People belongs when North of India rowdy maybe that is one prejudice. Now or then you meet someone that prejudice occurs with. Now this negative attitude which you have to what is the particular person, because he belongs to particular kind of a community that we have define as prejudice.

So, how does this prejudice come about? How does this prejudice start? One reason that has been provide is something call the realistic conflict theory and what does the theory say? Its say that this prejudice how does this come about it comes from the fact that good things in this world are limited. And so when good things in the world are limited people will actually fight among the each others right.

And so when they fight among each others people who are from different communities will fight and when they fight the community which wins will have a negative attitude, will have a negative saying about he community which loses.

Similarly, the community which loses we will have a negative attitude about the one; that means, right because the competition is there over all valued commodities in the world all valued opportunities in the world right.

So, the very idea that is why its that is lower class person get a reject promotion or some kind of reservation and not upper class people all these things are reduce prejudice and that is because of this. So, is basically that people are not divided as such; we do not or people do not like or dislike people from these different caste strata. What happens is that since you arguing better opportunities to one set of people and not to others other people so, this prejudice is develop.

So, it is because of the realistic competition that is happening in a world like this where everybody is the resources are limited and people are competing with each other, the one which wins and the one which loses they will definitely have different views over and that will lead to the kind of prejudice the kind of negative attitude, the kind of negative feeling that people have among themselves.

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Social Behaviour: Interacting with others

Social categorization - the diving of the world into distinct social categories like us and them generate sharp contrasting feelings and beliefs that are usually attached to members of in-groups and to members of various out-groups. Persons in us category are viewed in favorable terms, while those in the them group are perceived negatively

We acquire prejudiced attitudes through learning. We acquire them from people around us through social learning. Countless experience where teachers/parents/friends express prejudice views make children acquire these attitudes

Another reason for prejudice to occur is something called social categorization and so what is social categorization? The dividing of the world into distinct social categories like us and them, generate share contrasting feelings and beliefs that are usually attached to memberships of the in group and to memberships of the various out groups.

Now, generally when we work in a social world, we divide a social world into us versus them. People who are like us people who are like me will be in the us group and people who are away from me people who are hold different views are them group. So, dividing the social world into us versus them into people who are like me and people who are not and like me or not like me and dividing the social world into this two parts is what creates a sharp contrasting feeling and believe towards members of the opposite group should.

So, let us say I have a particular view about anything and a member somebody else. So, I have a view about whether high everybody should come to higher education or not and so my believe is that not everybody should be allowed into higher education. There could be other people who says that opportunity should be given to everywhere. Now when I have this thing people who believe with me that higher education should not be given to everyone they will from one group and on the other hand people who believes that higher education should be given to everyone should will be come to them group.

Now feeling towards the them group will be then a total contrast a sharp contrast and it will be totally opposite and negative. And so this us versus them grouping of people who believes that higher education only limited people should be given higher education and people on the other hand people believe that everybody should be given higher education. So, there will be divide between them. And so this us versus them group will then fight among each others and that could be also one of the reasons of y prejudices developed.

Just by dividing society into two parts into 2 unequal parts, into 2 contrasting parts create some kind of negative feelings in them. People will not like each other, people will oppose each others view people will not only attack your belief, but your effect system and the way you work and that will lead to certain kind of negative attitudes right and these negative attitudes or what is the reason for prejudices to form.

Now persons in the us category are viewed in favorable terms while those in the them category are perceived as negatively and this is one of the most dangerous thing to do. There are times when people in the other group are much better, but we do not seem to prefer them that is what has been happening in this country. The country is divided into

many parts basically 2 parts the one the Hindu loving and the non-Hindu loving kind of thing and.

So, even if somebody is good in the non Hindu loving part, they are not preferred somebody very good in that Hindu loving part and say that are non Hindu loving part kind of person comes to power, he will not look at those people who belong to this Hindu loving community will not give that opportunity because we have.

Because they have this kind of view, that their contrasting views that he belongs to this particular group and so everything that this group believes or everything that this groups stands it is also embedded him. What people tend to forget is that there is something called individual differences every individual is different. So, I might support some views or the group I might not support some other groups.

But when I am tagged with the particular group when I am put in a particular group what will happen is, the group feeling will come over me the group feeling will embarrass me, it will form around me and so I will be tagged like that. So, no matter how much different I think on certain views or my views are different on certain issues, I will be tagged with that particular community and so that is one of the reasons that can actually lead to prejudice.

Now we acquire prejudice attitudes through learning how do we acquire prejudice? We require prejudice through; we acquire them from people around us through social learning basically this prejudices are acquired through process of learning we see our elders we sees a role model act in a certain way and when he acts in a prejudiced way he is rewarded. So, all those people who talk nonsense about the other community other group, they are rewarded they given better position they given something else the given some kind of favour.

And when we see that we also start following that particular thing, we learn that this behavior is what is appropriate. Because as the behavior is say that those behaviours which produce consequences positive consequences are like this is call associative learning. And so we associate that then doing this behavior is going to give us positive consequences whether it is getting a good job, whether it is getting some kind of favour, some kind of money whatever it is. So, we start behaving that.

We acquire this kind of thing we this kind of a learning or this kind of a prejudice from people around us through social learning. We look at models what they do and so we learn from them. Countless experiences where teachers, parents friends express prejudice views make children acquired them attitude. We see our parents we are see our teachers, we see our friends, we see people around us that we value in the us group they behave in certain way and so when they behave in certain ways that rewarded they are pressed they receive all kind of high accolades and so this is how children also start learning this prejudice.

The I was start valuing individual for that matter, they start valuing the group value the group thinking the group idea. So, they can no more see people as different they see people as belonging to certain categories and certain groups and the group dynamics or the group characteristics becomes the characteristics of the whole person. So, that is one of the ways how you acquire this prejudice.

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Social Behaviour: Interacting with others

The role of stereotypes – stereotypes are cognitive frameworks consisting of knowledge and beliefs about specific social groups – suggesting that by and large, all members of these groups possess certain traits, at least to a degree.

Once an individual acquires a stereotype he tends to notice information that fits the cognitive frameworks and remembers consists facts from memories

Stereotypes act as labor-saving device (quick & dirty judgments)
They also individuals to protect and bolster their social identity

There is another interesting reason or another interesting way in which prejudices are acquired and that is through the role of stereotype. So, what are stereotypes? These are cognitive frameworks consisting of knowledge and beliefs about specific social groups a stereotype is a particular kind of a thinking a or particular kind of cognitive framework consisting of a knowledge and believe over certain groups.

For example, Maoist let us say people belong to the Chakma or people belong to the Naxal groups now what you think about them or how do you think about them? These are people who create trouble, they kill people they have all kind of unnatural demands and then all those things. So, basically they are a stereotype, it is believe that everyone in that particular group has this attitude has this belief system.

They think this way, they act this way this is who they are and this is how this defined. As Naxalites are define in a certain way this is call as stereotype. Now as I said each human individual is different and so when we start stereotyping, it actually helps us in certain way.

So, all Naxals are in the same way. So, no matter who it is it is in same way that helps us in creating the prejudice or in forming prejudice about people. Suggesting that by and large all members of this group process certain traits and at least to a certain degrees. All blacks are thieves are as a no matter who you see as even the most famous black person that you would know, he would be tagged with that particular thinking process you will be tagged with that particular name calling or that particular trait and so on and so forth.

Now once an individual acquires the stereotype, he tends to notices information that fits the cognitive framework and remembers consists facts from memories. So, once you have tagged that information once you start believing that bags are not good they are thieves and they are not educated and they are low maintained people what will happen is as soon as you meet the black the next time, what will really happened is you although you might have good facts. What will happen is you will only start looking as lows facts those information which fits your cognitive framework of how most blacks are and so you will start finding those information in this person. Finding those traits in this person which matches your cognitive framework.

So, maybe this black is very helpful, but what will happen is of course, if you put someone to the limit he will mark back he will act back. Now you will pushing to the limit till the point of time that he attacks you and I will say that look all blacks are bad and so that is what happens in term the stereotypes also.

So, stereotypes acts as a labor saving device why do we keep a stereotypes? The reason why we keeps a stereotypes is that because it saves us, because it helps us in making quick and dirty judgments about people. We really do want to go through the whole

process of attribution. So, what we tend to do is we tend to take stereotypes or form stereotypes and what this stereotypes actually do is, it is a time saving device. We do not have to then attribute reasons to anybody behavior say that is back and he is supposed to do this kind act and act say is the since certain way. They also individual to protect and bolster their social identity that way prejudice also stereotypes also helpful.

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Social Behaviour: Interacting with others

How to tackle prejudice

- Learning not to hate – discouraging the transmission of bigoted views while encouraging more positive attitudes towards others
- Increasing the contact between peoples from different groups which will lead to realization of similarities between people
- Resetting the boundary between us and them – re-categorization – somehow inducing individuals to shift the boundary between us and them reduces prejudice

So, how do we tackle prejudices? One way is learning not to hate. So, one way of tackling prejudice or learning how to reduce prejudices learning not to hate. So, discouraging the transmission of bigoted views, while encouraging more positive attitude towards others and that way what will happen is a prejudice will less and down. We can also increase the contact between people from different groups which lead to realization of similarities between people.

If we mix people from both the groups, if you big people from a number of groups or versus them groups we will come to know both are the people, we will come to know how similar way are to them in what ways and how different they are from us and now similar they are to us. And that will form an similarities and that will also make us like them. So, one way is increasing contacts between people.

Also resetting the boundary between us and them if we can reset on the boundary if we can lessen the gap between us and them that can also lead to less prejudice; for example, recategorization somehow inducing individual to shift the boundary between us and them

reduces prejudice. So, if we can use the process of recategorization, where boundaries between us and them are reduced in some way.

So, that people interact more often or people are recategorized more often or forming new categories of assigning people or making people within the Hindu versus non Hindu you can also have people educated noneducated that kind of boundaries new categories if you can do that then it will reduce the prejudice one way of reducing prejudice through that matter.

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Social influence: Changing others behaviour

Social influence involves attempts by one or more persons to change the attitudes or behavior of one or more others. Three important forms of this influence exist.

Conformity – pressure to think or act like other people stem from the fact that in many contexts there are spoken or unspoken rules indicating how we should behave. These rules are known as social norms.

Descriptive norms – tells us what most people do in a given situation (generally appropriate or desirable behavior).

Informational norms – tells us what is the right way to behave in a given situation.

The next thing that you want to look is social influences, how do we change others behaviours or how others change our behavior. Social influences involve attempts by one or more persons to change the attitude or behavior of one or more others three important terms are there. How do other people change our behavior or we change other peoples behavior is what is one social influences. Now there are three different things to be looked at one is call the conformity.

Now, what is conformity? Pressure to think or act like other people stemming from the fact that, in many contexts there are spoken or unspoken rules indicating how we should behave.

When you tend to confirm with other people tend to agree with other people, this is call conformity whether you like it or not. And there is a very simple experiment which

Solomon Asch did to show conformity, its a very simple experiment what happened is, that he had people selected a participant selected and this participant was sitting with 6 or 7 confederates of Solomon Asch. Now he did very small experiment which is called line judging experiment so, there are three lines on one slide. And one line of the others slide and people were supposed to judge how this target line is equivalent to or whether this target line is a part of this line or not.

Now, on many of the trials 9 confederate or 7 confederates that he had actually agreed with the participant, but on some trials the confederates actually gave a very disastering answer where he gave a answer which was non believable to the target. Where you can very easily see that this line does not belong to any of then does not fit to any of them and there are multiple versions of it there are sometimes when these 7 people deliberately make mistakes.

What do you think will the participant do? Will he confirm will he agreed to the 7 people who are wrong yes that is what happened? Most participants actually agreed to what the whole group was saying to be wrong or to be right and this is what is conformity it is the pressure to think or act like other people.

Now, what is this conformity come about, why do people confirmed? One is called descriptive norms tell us what most people do in any given situation generally appropriate or desired behavior. We start thinking there are certain descriptive behavior, you start thinking that these are the rules which are there these are the things which of how we should be acting in a certain way and so we start responding to it.

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Social influence: Changing others behaviour

Injunctive norms – specify what should (or should not) be done and not merely what people do in specific situations

Why do we comply?

Each of us has a strong desire to be liked by others. Experience teaches that one way to reach this goal is to appear to be as similar to others as possible

We conform to others as we have a strong desire to be right – to hold the right views, dress in right style and so on

And the other is something called the injunctive norms which specify what should be done and not merely what people do in certain situations. So, the reason for this conformity is descriptive norms, these are certain norms which are there which tell us what people do in a given situation generally appropriate or disturbing behavior and that are something called the injunctive norms specify what should or should not be done and not merely what people do in specific situations.

So, inductive norm is say that what people actually do and injunctive norms actually say what should be done or what is possible what should be done. So, in an accident the descriptive norms says that, you should take someone into hospital and the injunctive norms is the says that you actually have to take someone into hospital and its not about what should be done? It is about what should be done and not what most people do in descriptive norms is that most people actually do not have accident injunctive norms is you should have someone.

So, why do people actually complied why do they actually go with this? So, in the Solomon Asch experiment where the participant very well new that this line is not equivalent to any of this line,, but then he complied with the 6 participants or 7 participants who rated this wrong is because you felt something called conformity. So, why did he confirm why did he comply to other people? Each of us has the strong desire to be liked by the others one of the reason is that he thought that, I do not want to look

bad in front of. So, many people and so that is one of the reason he wanted he had a strong desire to be liked by others.

Now, experience teacher has that one way to reach this goal is to appear to be similar to others as possible and so that is why he complied. We confirm to others as we have a strong desire to be right and to hold the right views dress in the right style and so on and so forth. So, one way is that we should be like by others. The other way the other reason why this people complied is because they believe that they so, many people in the group cannot be wrong they have more information than me and so they cannot be wrong and so they complying.

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Social influence: Changing others behaviour

Compliance – when we want someone to do something for us we use certain tricks to getting people to say yes to us – or comply to our request. Some strategies for compliance are

Tactic based on liking – ingratiation which is making people like us help people in complying with us. We achieve this through

- Self-enhancing tactics (enhance personal appeal)
- Other enhancing tactics (flattering target persons)

Compliance they confirm rather compliance when you want somebody to do something for us, we use certain tricks to getting people to say to us or comply to our request. Now when we want somebody to do something for us or we want some somebody help us in certain way or act for us in certain way view certain kind of a technique and what are these technique based only liking.

The first is tactic based on liking ingratiation which makes people like us help people in complying with us. So, view certain techniques of liking for example, self-enhancing techniques, enhance personal appeal we can dress nicely we can speak nicely and that way people will like us and they will do whatever we want them to do or other enhancing techniques we can use a flattering target persons. We can trace the other person saying

that you are so good you are so nice and so on and so forth to the other person will do what we want them to do.

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Social influence: Changing others behaviour

Tactics based on commitment or consistency (foot in the door techniques) – getting others to say yes to our requests are based on obtaining an initial small commitment from the target person

Tactics based on reciprocity (door in the face) – instead of stating with a small request we start with a big request that people put down and then make a small request

Tactics based on scarcity (playing hard to get) – a tactics in which individuals try to create the impression that they are very popular or very much in demand

Tactic based on commitment or consistency, we can use also something call the foot in the door technique and in this what we happen is, getting others to say yes to our small request are based on obtaining an initial small commitment from the target person.

So, what happens is, in the foot in the door technique what happens is initially you go to a person and a what you do is you ask them very for a very small help. Now one this person gives you very small help and you press them in certain way later on you can ask them to give you a very big help what will happen is, the person believes that when I complied to you for the smaller help I will always comply let us comply for the bigger help also because now I am thought of a helpful person.

So, you start by making people say for very small things and then later on ask them for bigger things. You can also use a technique based on reciprocity which is which is called the doors in the face. So, you start with a bigger fat. So, in the first case what happens is ask someone for let us say 10 rupees he will give; you and the later on because 10 rupees is not too much of a matter later on you can increase the value to 1000 rupees and because he has help to be 10 rupees he will think that he should help you with 1000 rupees. That away around is the door in the faces ask someone for 1000 rupees; obviously, you will say no then ask him for 10 rupees. Now you will say that I have

already said no, so, second time no is not good. So, maybe he gives you ten rupees and so this is called the door in the face technique.

Instead of starting with small request we start with big request that people put down and then make a small request. Now tactic based on scarcity playing hard to get there is another technique which is used for complying, a tactic in which individuals try to create the impression that they are very popular or very much in demand and that way also people comply to what you want.

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Social influence: Changing others behaviour

Obedience (social influence by demand) – most influential way one can change others people behaviors is through *direct orders* – simply telling the other person what to do.

Why people show obedience?

- The source take the responsibility of the actions of participants
- Source holds clear signs of authority (authority is to be obeyed)
- Commands to be carried out are gradual

So, you will start saying that oh I am so, good everybody wants me and so people other people respond to what you want them to do. Obedience which is social influence by demand now most influential way one can change other peoples behavior is thorough something direct order. So, direct order like in army if major gives an order, everybody has to complied to that and everybody has to show obedience to that. Simply telling the other person what to do? Now why people show obedience the source takes the responsibility of the action why people are obedient in army why does the soldiers follow what the general says.

Because they believe that it is a responsible of the major is something wrong goes the major is responsible or the general is responsible. Sources holds clear signs of authority the major actually has a good voice, good command and so he holds that actions or he holds that science of authority and second commands to be carried out by gradually. Now

not all commands are given at the same time this commands are given one by one. So, because of that people follow obedience.

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Attraction and Love

Similarity – the more similar people are to us (attitudes, personality or habits) the more we like them as such persons provide us validation for our views or our personal characteristics. This make us feel good and our liking for them increases

Affective states – positive feeling or moods – whatever their source – cause us to like others we meet while experiencing them; while negative moods cause us to dislike others we meet when we are feeling low.

- If positive feeling are produces by something another person says

The last section that we need to do is something called attraction and love and what is it? Similarity; the most similar people are to us attitude personality in habit the more we like them as such persons provide us validation for our views or a personal characteristics that make us feel good or like them. So, why do we like each other because they are similar to us in an terms of the personality, in terms of the habits, in terms of the attitude and so on and so forth.

Effective states positive feeling or moods. So, why we like other people why we like certain people and not like other people one reason is something called similarity, other reason is called effective positive states. Whatever their source causes to like others we meet while experiencing them while negative mood cause us to is like others we meet when we are in a feeling low. So, when we are feeling good and we meet someone we generally like them. When we are feeling bad and somebody is introduce to us we actually dislike them and so affective state the way we feel when we meet someone also has a large influence of how whether we like someone or we dislike someone.

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Attraction and Love

or by the way the person looks we tend to like that individual. But even our positive feelings have nothing to do with the person – as in the unexpectedly high grade incident or if we meet someone in a pleasant setting

Physical attractiveness – most important factor affecting interpersonal attraction is *physical beauty*. Research suggests that we are suckers for a pretty or handsome face.

- Physical attractive people make us feel good
- Physical attractiveness is associated with good health and good reproductive capacity.

If positive feelings are produced by something another person says or by the way the person looks we tend to like that individual. So, if somebody says good and we feel positive we like that individual. But even our positive feelings have nothing to do with the person as in unexpectedly high grade incident or if we meet someone in a pleasant setting. So, we like someone because it feels positive because we meet them in a positive sense.

Physical attractiveness is another reason; the most important factor effective interpersonal attraction is something called physical beauty. Research suggests that we are sucker so, pretty or a handsome face. Physically attractive people make us feel good why do we like pretty people because they make us feel good. Physical attractiveness is associated with good health and good reproductive capacity. When we meet someone whose attractive he is good he is good looking handsome pretty what happens is we associated with good health and they are also related to good reproductive capacity.

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Attraction and Love

What make people attractive? – it is dependent a lot on cultures
however most people agrees on what is attractive and not

Among women two distinct patterns of facial features are viewed as attractive: a 'cute' pattern involving childlike features with large widely spaced eyes and a small nose and chin (Meg Ryan) and a 'mature' pattern involving prominent cheekbones, high eyebrows, large pupils and a big smile (Julia Roberts)

Two cluster of attractive features for men are youthful appearance (Leonardo DiCaprio) and mature masculine (Harrison Ford)

What makes people attractive, what are the factors which makes people attractive? Now, it depends on a lot of cultures; however, most people agree on what attractiveness is and what is not among women two distinct pattern of facial features are viewed as attractive for example, a cute pattern involving childlike features with large widely spaced eyes and small nose in the chin for example, Meg Ryan on one end and a mature pattern in volume prominent cheekbones high eyebrows and a pupil and a big smile for example, Julia Roberts.

For men there are two classes of attractive features for men youthful appearance for example, Leonard Dicaprio or you could have a mature masculine feature like Harrison Ford. So, these are the settings which have been done or these are the set of characteristics of people who are attractive.

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Attraction and Love

Judgments of attractiveness do not depend solely on facial features and are influenced by other aspects of people's appearance

Physique is another important determinant of attraction, at least among young people. Persons whose physique matches the popular model – currently slim but muscular – tend to receive higher evaluations than persons who depart from this model

Love (most intense form of attraction) what is and how do we know

Romantic love is a form of love involving feelings of strong attraction

Judgments of attractiveness do not depend only on facial features and are influenced by other aspects of physical appearance as well. What is it? Physique is another important determinant of attraction at least among young people. Personal physique matches the popular model currently slim, but muscular tend to be receiving a higher evaluation than those who are departing from this model. So, physique is another important factor in making people attractive.

Love the most intense forms of attraction what is it and how do we know it? Romantic love is a form of love involving feelings of strong attraction and a sexual desire towards another person.

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Attraction and Love

and sexual desire towards another person. There are other forms of love like companionate love

Three components are central to romantic love

- Before we can say that we are in love the idea of romantic love must be present in our culture
- We must experience intense emotional arousal when in the presence of an appropriate person
- these feelings must be mixed with the desire to be loved by the object of our affection, coupled with fears that the relationship might end

There are other forms of love like compassionate love, but we are not dealing with it we only dealing with the romantic love. Now there are three components of central to the romantic love. Now before we can say that we are in love, the idea of romantic love must be present in culture. So, when we are same here in love what do we mean? That we this idea of love should be present in our culture.

Second we must experience intense emotional arousal when in the presence of the appropriate person. So, if there is an person who we fall in love with what we do not feel that intense arousal, then we cannot say we are in love the intensive arousal should be there. Now these feelings must be mixed with the desire to be loved and the object of my affection, couple with the fears that the relationship might end. So, is not only that we love this person, but we also should have the fear of ending relationship and that defines love.

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Attraction and Love

Love (how and why it occurs)

Romantic love often develops quite suddenly. People report that falling in love feels like being struck by emotional lightning

We are prepared to fall in love by our earlier relationship

Through the ages the reproductive successes of our species depended on two factors

- A desire on the part of both men and women to engage in sexual intercourse
- An interest in investing the time and effort required to feed and protect offspring

So, love how and why it occurs? Romantic love often develops quite suddenly people report that falling in love feels like being struck by an emotional lightning. Now we are all prepared to fall in love by our earlier relationship. So, how does it happened? It occurs because either we have prepared by some other relationship.

So, we had some kind of a fallout and so that with that is the through the ages the reproductive success of a species depends on two factors. Now desire on the part of both men and women to engage in sexual intercourse or an interest in investing the time and effort required to feed and protect offspring and these are the reasons of how this romantic love actually occurs.

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Attraction and Love

Love (why it sometimes dies)

- When partners discover that they are dissimilar in important ways, love can be weakened or even die
- Another and potentially serious problem is simple boredom
- Third jealousy can undermine loving relationship
- Fourth changing patterns of affect
- Fifth partly as function of early childhood experiences people differ in their attachment style
- Interactions that can only be described as self defeating patterns of behavior sometimes emerge.

The times when the love dies when there is no love at all and what happens why does it happened? So, when a partners discover that they are dissimilar in important ways love can be weakened or even die, so, one reason. Another and potential serious problem is simple boredom; a third reason is reason is jealousy which can undermine relationships; a fourth is changing partners of effect, a fifth is partly function of early childhood experience people differ in their attachment style. So, they may not be attached at all to start with an interactions that can only be described as self-defeating patterns of behavior sometimes emerge and that can lead to the falling out in love or the dying in love.

So, this is way we end the whole section on human behavior what we did today is we looked at some more patterns of human interactions or social group interactions, we started off by continuing with what is social cognition looking at what is attitudes, looking at what is prejudice stereotypes, we looked at social influences the idea of how we comply or how we confirm to certain things and what kind of people who actually show obediences.

And towards the end of it will looked at certain attachment styles we look at what is attachment what is similarity what is love and what that kind of actor. So, all in all these kind of social pressures these kind of social behaviors also changes our own behavior or sometime our behavior also changes social behavior in certain way. So, not only our behavior is changed or manifested or modulated by our internal factors, social factors,

other persons outside of us also change our behavior in a lot of different ways this concludes the whole section on human behavior and we will have a final section we will start looking at what we have done up till now in too detail.

But what you can do is there are certain portions in this lecture which has already been covered in a parallel course which should be running this semester, maybe it sometimes also does not run that is the course on cognitive psychology introduction to positive psychology. They can also referred to that course where things about learning things about memory things about thinking and problem solving those have been covered in detail.

So, some parts of this lecture has been covered in great detail in on the course on perception, sensation these have been covered in great detail in the course on cognitive psychology. So, what I will suggest is by will taking this course what you should also do is referred to that course and that course could also give you a lot of inside. As this is last lecture I wish you all success in doing this course and so thank you from here until we meet in the last lecture where we summarize whatever we have done in this course of human behavior.

Thank you.