Chapter 3
Attitudes and Job Satisfaction

**Attitudes**

- **Attitudes**: Evaluative statements – either favorable or unfavorable – concerning objects, people, or events
  - Reflect how one feels about something

**Attitudes Follow Behaviour: Cognitive Dissonance**

- **Cognitive dissonance**: any inconsistency between two or more attitudes, or between behaviour and attitudes
  - Individuals seek to minimize dissonance
- Desire to reduce dissonance is determined by:
  - The **importance** of the elements creating the dissonance
  - The **degree of influence** the individual believes he or she has over the elements
  - The **rewards** that may be involved in dissonance

**Behaviour Follows Attitudes: Moderating Variables**

- The most powerful moderators of the attitude-behaviour relationships are:
  - Importance (i.e., attitude strength)
  - Correspondence to behavior (i.e., ABCs align)
  - Accessibility (i.e., quickly comes to mind)
  - Social pressures
  - Direct personal experience (positive or negative)
- Knowing attitudes helps predict behaviour

**Major Job Attitudes**

- Job satisfaction – positive feeling about the job