

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