

IMPORTANT CONCEPTS CROSS CULTURAL COMMUNICATION

SOCIAL PSYCHOLOGY AND ANTHROPOLOGY

Attitude

A:

A relatively enduring organisation of beliefs, feelings and behavioural tendencies towards socially significant objects, groups, events or symbols

B.

A general feeling of or evaluation – positive or negative – about some person, object or issue. (Hogg, 2008:637)

Attitude change

Any significant modification of an individual's attitude. In the persuasion process this involves the communicator, the communication, the medium used, and the characteristics of the audience. Attitude changes can also occur by inducing someone to perform an act that runs counter to an existing attitude.

(Hogg, 2008:637)

Attitude formation

The process of forming our attitudes, mainly from our own experiences, the influences of others and our own emotional reactions.

(Hogg, 2008:637)

Audience

Intended target of persuasive communication

(Hogg and Vaughan 2008:195)

Averaging

A method of forming positive or negative impressions by averaging the valence of all constituent person attributes

(Hogg 2007:48)

Cognitive algebra

Approach to the study of impression formation that focuses on how people combine attributes that have valence into an overall positive or negative impression

(Hogg 2007:47)

Cognitive dissonance

State of psychological tension, produced by simultaneously having two opposing cognitions.

People are motivated to reduce the tension, often by changing or rejecting one of the cognitions. Festinger (1957) proposed that we seek harmony in our attitudes, beliefs and behaviours and try to reduce tension from inconsistency among these elements.

(Hogg, 2008:190)

Collectivism

Societal structure and world-view in which people prioritise group loyalty, commitment, and conformity, and belonging and fitting in to groups, over standing out as an isolated individual. (Hogg and Vaughan 2008:618)

Compliance

Superficial, public and transitory change in behaviours and expressed attitudes in response to requests, coercion or group pressure
(Hogg and Vaughan 2008:208)

Culture

The social habits of a community (Boas 1930:30)

A system of shared meanings (Smith and Bond 1998:69)

Although definitions vary, they tend to share the broad view that culture is an enduring product of and influence on human interaction (Hogg and Vaughan 2008:606)

Culture-bound

Most theories, for example in social psychology, would be culture bound – which means that they have to be understood from the point of view of a certain culture

Theory and data conditioned by a specific cultural background (Hogg and Vaughan 2008:639)

Culture-blind

Do not take culture into consideration

Theory and data untested outside the host culture (Hogg and Vaughan 2008:639)

Disconfirmation bias

The tendency to notice, refute and regard as weak arguments that contradict our prior beliefs
(Hogg and Vaughan 2008:204)

Door-in-the-face tactic

Multiple request technique to gain compliance, in which the focal request is preceded by a larger request that is bound to be refused.

(Hogg and Vaughan 2008:211)

Effort justification

A special case of cognitive dissonance inconsistency is experienced when a person makes a considerable effort to achieve a modest goal

(Hogg and Vaughan 2008:217)

Elaboration – likelihood model

Petty and Cacioppo's (1986) model of attitude change: when people attend to a message carefully, they use a central route to process it, otherwise they use a peripheral route. This model competes with the heuristic – systematic model.

heuristic – systematic model

Etic- emic distinction

Contrast between psychological constructs that are relatively culture- universal and those that are relatively culture-specific (Hogg and Vaughan 2008:641)

Foot- in-the –door tactic

Multiple request technique to gain compliance, in which the focal request is preceded by a smaller request that is bound to be accepted.

(Hogg and Vaughan 2008:209)

Forewarning

Advance knowledge that one is to be the target of persuasion. Forewarning often produces resistance to persuasion

(Hogg and Vaughan 2008:227)

Fundamental attribution error

Bias in attributing another's behaviour more to internal than to situational causes (Hogg and Vaughan 2008:641)

Heuristic – systematic model

Chaiken's (1987) model of attitude change; when people attend to a message carefully, they use systematic processing; otherwise they process information by using heuristics or mental short cuts. This model competes with the elaboration – likelihood model

(Hogg and Vaughan 2008:642)

Independent self

A self that is relatively separate, internal and unique (Hogg and Vaughan 2008:613)

Individualism

Societal structure and world-view in which people prioritise standing out as an individual over fitting in as a group member (Hogg and Vaughan 2008:618)

Individualism – collectivism

Whether one's identity is determined by personal choices or by the collective (e.g. having freedom to adapt your approach to the job or even your own career, marriage or child raising)

(Hogg and Vaughan 2008:616)

Induced compliance

A special case of cognitive dissonance inconsistency is experienced when a person is persuaded to behave in a way that is contrary to an attitude

(Hogg and Vaughan 2008:219)

Inoculation

A way of making people resistant to persuasion. By providing them with diluted counter-argument, they can build up effective refutations to a later stronger argument

(Hogg and Vaughan 2008:227)

Interdependent self

A self that is relatively dependent on social relations and has more fuzzy boundaries (Hogg and Vaughan 2008:613)

Integration

Strategic attempt to get someone to like you in order to obtain compliance with a request

(Hogg and Vaughan 2008:28)

Low-ball tactic

Technique for inducing compliance in which a person who agrees to a request still feel committed after finding that there are hidden costs
(Hogg and Vaughan 2008:211)

Masculinity- femininity

Valuing attributes that are either typically masculine (e.g. achieving gaining material success) or typically feminine (e.g. promoting interpersonal harmony, caring) (Hogg and Vaughan 2008:616)

Message

Communication from a source directed to an audience.
(What message is used and what kind of arguments are involved)
(Hogg and Vaughan 2008:195)

Mindlessness

The act of agreeing to a request without giving it a thought. A small request is likely to be agreed to, even if a spurious reason is provided.
(Hogg and Vaughan 2008:212)

Moderator variable

A variable that qualifies an otherwise simple hypothesis with a view to improving its predictive power (e.g. A causes B, but only when C (the moderator) is present.
(Hogg and Vaughan 2008:195)
(Respected adults such as a good teacher, manager, social worker, doctor, nurses are influential particularly in the development of young children's attitudes.

Multiple requests

Tactic for gaining compliance using a two-step procedure, the first request functions as a set-up for the second real request
(Hogg and Vaughan 2008:209)

Persuasive communication

Message intended to change an attitude and related behaviours of audience
(Hogg, 2008:191)

Power distance (values in culture)

The degree to which unequal power in institutions and practices is accepted, or alternatively, egalitarianism is endorsed (e.g. can employees freely express disagreement with their manager ?) (Hogg and Vaughan 2008:615)

Reactance

Brehm's (1966) theory that people try to protect their freedom to act. When we perceive that this freedom is curtailed, they will act to regain it.
(Hogg and Vaughan 2008:227)

Reciprocity principle

The law of doing unto others as they do to you. It can refer to an attempt to gain compliance by first doing someone a favour, or to mutual aggression or mutual attraction (Hogg and Vaughan 2008:28)

Self-perception theory

Bem's (1967) idea that we gain knowledge of ourselves only by making self-attributions, for example, we infer our own attitudes from our own behaviour (Hogg and Vaughan 2008:225)

Selective exposure hypothesis

People tend to avoid potentially dissonant information (Hogg and Vaughan 2008:215)

Social identity theory

Theory of group membership and intergroup relations based on self-categorisation, social comparison and the construction of a shared self-definition in terms of ingroup-defining properties (Hogg and Vaughan 2008:618)

Source

The point of origin of a persuasive communication (Hogg and Vaughan 2008:195)

Source credibility

The credibility of the source will have great importance for the impact of the message/ (Hogg and Vaughan 2008:195)

Summation

A method of forming positive or negative impressions by summing the valence of all the constituent person attributes (Hogg 2007:47)

Third person effect

Most people think that they are less influenced than others by stimuli like advertisements. In reality they are just as susceptible. (Hogg, 2008:194)

Ultimate attribution error

Tendency to attribute bad outgroup behaviour internally, and to attribute good outgroup and bad ingroup behaviour externally (Hogg and Vaughan 2008:648)

Uncertainty avoidance

Planning for stability in dealing with life's uncertainties (e.g. believing that company rules, rules in social welfare institutions/services should never be broken) (Hogg and Vaughan 2008:616)

Weighted averaging

Method of forming positive or negative impressions by first weighting and then averaging the valence of all constituent person attributes
(Hogg 2007:48)