

Impact of Belief and Values in the Development of the Person's Attitude and Behavior

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Abstract

The point of view of a subject that people notice in the view of it is its viewpoint. Person's perspective is born from the person's angle of views. One's behavior or habit is developed on human values. People have a positive attitude on the subject, because they use or practice it.

Keywords: Faith; Values; Perspectives; Behavior.

1. Introduction

We all see things differently - especially morality Senses can deceive us and lead us astray Conscience is formed and developed based on our beliefs. Belief and attitude change cannot be studied fruitfully in isolation from the constellation of factors that contribute to their formation, maintenance and reformation. While individually held, beliefs and attitudes are, with few exceptions, collectively shared. Eras, cultures, societies, communities and individuals are, in part, defined by the beliefs they espouse and the attitudes they hold. Beliefs and attitudes are neither static nor immutable, but are spatially and temporally variable. Theological, philosophical, phenomenological and empirical interpretations all attest to the variability of beliefs and attitudes, and contribute to our understanding of those concepts. Given that beliefs and attitudes are subject to modification, permutation, even transformation, it is important to explore both the roots and the ramifications of belief and attitude change. Beliefs, or what is held to be true or real by an individual, refer to a person's subjective judgments concerning some aspect of self or of the world. Therefore, the potential contents of beliefs are unlimited in scope. A belief associates an object with some attribute and, thus, involves cognition.

2. Idea about Belief

Beliefs are your map of reality - they are the lenses through which you perceive the world. Your beliefs are the most important part about you. Beliefs have started wars, bridged communities, ended slavery, and so forth.

Beliefs + Desires = Actions

Problem: there is such thing as False Belief. We want our beliefs to be true - connects us to reality

Philosophers have encouraged us to therefore examine our beliefs. Belief systems are organized ways to view the world. Belief is acceptance that something exists or is true, especially one without proof.

"his belief in extraterrestrial life"

Typically include a moral code, or way to live life. Religions are belief systems with a god(s)

Monotheistic- one god

Polytheistic- more than one god

3. Idea of Attitude

This is a psychological tendency expressed by evaluating an entity with some degree of favor or disfavor. An attitude is a psychological tendency or mental predisposition that is expressed by evaluating an object or entity with some degree of like or dislike, favor or disfavor. Attitudes are affective, reflecting emotions or feelings attached to categories or objects (people, things, places, issues, ideas, etc.). At one time it was common to find

a tripartite division of attitudes into cognition, affect, and conation. Cognition was discussed in the preceding section. Conation denotes a person's behavioral or action oriented intentions with respect to or in the presence of an object; that is, the desire or volition to achieve an end. Affect refers to a person's feelings toward and evaluation of a given object. While cognition, affect and conation are all subsumed under the rubric 'attitude' by some social psychologists, in this paper attitude will be used to refer exclusively to the affective dimension of mental constructs. An attitude is a positive; negative or mixed evaluation of an object that is expressed at some level of intensity. It is an expression of a favorable or unfavorable evaluation of a person, place, thing or event. These are fundamental determinants of our perceptions of, and actions toward all aspects of our social environment. Attitudes involve a complex organization of evaluative beliefs, feelings, and tendencies toward certain actions. As examples:

Should poor performance be

blamed on "bad attitude"?

Cognitive Dissonance is a state of tension that is produced when an individual experiences conflict between attitudes and behavior. Over the centuries, the primary cause of change has been attributed to extra-human factors. Only when social analysts moved away from historicism or developmentalism towards a view that considered individuals as actors in their own right, albeit within a given context, did it become possible to consider beliefs, values, and attitudes as integral to the processes of social change. The effort to understand how values, beliefs and attitudes are related to behavior or action led to the development of the field of social psychology. The predominance of American theorists in this field has resulted in theoretical and methodological individualism inadequate to the task of explaining belief and attitude formation and change in cultures that conceptualize the self in relationship to others -- i.e. as interdependent -- rather than as independent of others. Recent cross-national studies have provided an important corrective to the standard approach. Individuals are born into a given culture and quickly assimilate the mental constructs of that culture; most will accept and reproduce cultural meanings, practices, and social institutions, but some will seek to transform cultural ideas and practices. Culture and the psyche, it is now recognized, are mutually constitutive.

According to Gordon Allport, "An attitude is a mental and neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related."

According to Si P. Robbins – "Attitude is manner, disposition, feeling and position with regard to a person or thing, tendency or orientation especially in the mind."

Frank Freeman said, “An attitude is a dispositional readiness to respond to certain institutions, persons or objects in a consistent manner which has been learned and has become one’s typical mode of response.”

Thurstone said, “An attitude denotes the sum total of man’s inclinations and feelings, prejudice or bias, pre-conceived notions, ideas, fears, threats and other any specific topic.”

Anastasi defined attitude as, “A tendency to react favorably or unfavorably towards a designated class of stimuli, such as a national or racial group, a custom or an institution.”

There are two influences on attitude formation. They are -Direct Experience and Social Learning .Social learning is the process of deriving attitudes from family, peer groups, religious organizations, and culture.

4. Four Processes for Social Learning through Modeling

- a) Focus on the model
- b) Retain what was observed
- c) Practice the behavior
- d) Be motivated

Attitude-Behavior Correspondence Requirements

Job Satisfaction - a pleasurable or positive emotional state resulting from the appraisal of one’s job or job experience

Organizational Citizenship Behavior

- a) Behavior that is above and beyond duty
- b) Related to job satisfaction

Values - enduring beliefs that a specific mode of conduct or end state of existence is personally or socially preferable to an opposite or converse mode of conduct or end state of existence.

Two kinds are-

- a) Instrumental - values that represent the acceptable behaviors to be used in achieving some end state
- b) Terminal - values that represent the goals to be achieved, or the end states of existence

5. Belief and Attitude

Beliefs and attitudes alike can have rational, non-rational, extra-rational or even supranational bases as suggested above. Rational understanding relies on human cognition -- reason alone -- to grasp essential truths about the world. “Non-rational”, then, implies a belief or “understanding” that is contrary to conclusions based

on human cognition or thought processes. “Extra-rational” means that which has a basis in something qualitatively distinct from cognition, e.g. emotion. “Supra-rational” refers to beliefs, knowledge or understandings derived from that which is above human cognition, e.g. revelation or revealed texts. Rational beliefs about a particular person, for example, may be accompanied by non-rational emotions. Each of us can describe a person we like despite “knowing” that the person embodies attributes we find objectionable. In contrast, we can also recall meeting someone whom we immediately “liked” without being able to explain why. Subsequently, we were likely to associate that individual with positive attributes; that is, we came to believe that the individual personified admirable qualities. In short, affective and cognitive processes can function independently. The two mental constructs are qualitatively different, yet often related. It is useful to try to ascertain when and how the two constructs are related, even as we recognize that they have different functions. The relationships between affect and cognition are complex, at times obscure, and still in the initial stages of being understood. Attitudes are the mental dispositions people have towards others and the current circumstances before making decisions that result in behavior. People primarily form their attitudes from underlying values and beliefs.

However, factors which may not have been internalized as beliefs and values can still influence a person’s attitudes at the point of decision-making. Typical influences include the desire to please, political correctness, convenience, peer pressure, and psychological stressors. The two are pretty much overlapping constructs. However, a construct of stereotype can serve to highlight the difference between beliefs and attitudes. Stereotype content (i.e., mental images and representations about a stereotyped entity) or what a stereotype consists of is a set of beliefs. These beliefs are often explored qualitatively, especially if little is known about a certain type of stereotype or stereotyped entity.

These beliefs incorporate attitudes (i.e., a degree of favor or disfavor) and these attitudes are measured quantitatively.

On the other hand, behavioral change theories are attempts to explain why behaviors change. These theories cite environmental, personal, and behavioral characteristics as the major factors in behavioral determination. In recent years, there has been increased interest in the application of these theories in the areas of health, education, criminology, energy and international development with the hope that understanding behavioral change will improve the services offered in these areas. Some scholars have recently introduced a distinction between models of behavior and theories of change.

6. Idea of Faith

Faith is believing and trusting in God. You start with faith as the first step of a new life, and then constantly add to it. It is complete trust or confidence in someone or something. It is the strong belief in the doctrines of a religion, based on spiritual conviction rather than proof. It is something that is believed especially with strong conviction; especially: a system of religious beliefs. It indicates complete trust or confidence in someone or something.

7. Two kinds of Faith

There are two kinds of faith is described below

7.1. *Wrong/Wasted Faith*

- a) It is a Blind faith, guessing kind of faith, hoping, trying, wishing for something to happen, with no idea and no guarantee that it will happen
- b) It is a neglecting faith that leaves firm beliefs to parents, to pastors, and to religious fanatics
- c) It is trusting any other source for truth other than the Bible – period!

7.2. *Right/ Real Faith*

- a) Real faith has substance
- b) Real faith is precious (rare)
- c) Real faith is common – it is universal
- d) Real faith is proven
- e) Real faith is Biblical

8. Idea of Behavior

- a) Behavior is everything a person does.
- b) “Behavior” refers to all behaviors, not just problem behaviors.
- c) Behaviors that can be observed
- d) Behaviors that can be heard/seen
- e) People can agree something happened
- f) Behaviors that can be measured

Behavior is the range of actions and mannerisms made by individuals, organisms, systems, or artificial entities in conjunction with themselves or their environment which includes the other systems or organisms around as

well as the physical environment. It is the computed response of the system or organism to various stimuli or inputs, whether internal or external, conscious or subconscious, overt or covert, and voluntary or involuntary.

9. Idea of Value

Values are principles, standards or qualities that an individual or group of people hold in high regard. These values guide the way we live our lives and the decisions we make. A value may be defined as something that we hold dear, those things/qualities which we consider to be of worth.

10. Value and Behavior

A 'value' is commonly formed by a particular belief that is related to the worth of an idea or type of behavior. Some people may see great value in saving the world's rainforests. However a person who relies on the logging of a forest for their job may not place the same value on the forest as a person who wants to save it.

Values can influence many of the judgments we make as well as have an impact on the support we give clients. It is important that we do not influence client's decisions based on our values. We should always work from the basis of supporting the client's values. Answer the following and then think about what it tells you about yourself, where your values have come from and how people with different backgrounds and life experiences would answer these questions. There are no right or wrong answers—just answer honestly and be willing to explore and reflect upon your own values. Values also have a large impact on what individuals think of the organization's function (Versnel and koppenol, 2005). Values affect the way individuals approach a subject and tackle problems. For instance, if a person places high value on honesty, he or she tends to avoid giving a bribe in order to get a promotion. However, if another person places high value on reaching the highest position in the workplace, he or she is more likely to give a bribe for a promotion. Values can be classified into two types, which are terminal values and instrumental values. Termi The organizational organ known as the team is becoming more and more apparent in today's dynamic business world. Increasingly managers are searching for a means to improve production and keep their organization competitive in the global marketable values self-sufficient end-states of existence that an individual strives to attain such as wisdom. We are all influenced in varying degrees by the values of our family, culture, religion, education and social group. Knowing your own values can help you work effectively with clients, resolve conflicts and support the organization's philosophy of care appropriately. Wherever our values come from they make us the unique person we are today!

Inspiring people to do things is part leadership skill, part psychology, and part frameworks and structure to support desired behavior.

If you follow the success stories of the business world, you've probably heard that some of the most successful companies of the past decade have built their companies on the back of a strong culture.

Whether you know it or not, you have a culture, and it's affecting everything in your organization.

This culture of yours is rooted in the behaviors, actions, and interactions of the people in your organization.

11. Belief Impacts on Attitude

One of the most basic ways that beliefs can shape reality is through their influence on behavior—no quantum physics needed. For example, if you believe that you're capable, competent, and deserving of your dream job, you're probably more likely to notice and seek out opportunities that could help you get there. You're also more likely to perform well in an interview. Contrary to the common assumption that overconfidence can backfire, research suggests that it may actually be beneficial: Overconfident people tend to appear more socially skilled and higher in social status, even when those evaluating them have access to objective information about their actual ability. Beliefs about your basic character—who you are as a person on a fundamental level—can be especially powerful. Research suggests that while guilt (feeling that you did a bad thing) can motivate self-improvement, shame (feeling like you are a bad person), tends to create a self-fulfilling prophecy, reducing hope and undermining efforts to change. By the same token, some evidence suggests that praising character as opposed to behavior is a more effective means of promoting positive behaviors. For example, in one study, children who were told that they were helpful people for doing something generous (donating some of their marbles to poor children) later engaged in more altruistic behavior than did children whose behavior alone was praised or who did not receive praise. Your beliefs can shape your reality not only by influencing your own behavior, but also by influencing other people's behavior, from close relationship partners to complete strangers. In one classic study, male participants were led to believe that a woman with whom they spoke on the phone was either attractive or unattractive. Analysis of the recordings by outside observers showed that throughout the conversation, women perceived as more attractive came to behave in a more friendly and likeable way than those who were perceived as less attractive, suggesting that participants' expectations not only shaped their own perceptions of their conversation partner—they also seemed to elicit behavior that confirmed their expectations. This phenomenon has been demonstrated in a number of other contexts as well, including interactions between teachers and students. It's now clear that beliefs can control your actions, behavior and potential. If you learned how to acquire positive beliefs and how to get rid of negative ones then you will be able to use the tremendous power of beliefs on your side. With a positive and powerful belief system there is no limit to what you can achieve in this world.

11.1. Limiting Beliefs Limits People's Potential

Limiting beliefs affects behavior by preventing people from taking certain actions that they would have otherwise took if the belief was not there. An intelligent child might never study and so fails the exams if he believes that he is not intelligent.

11.2. Beliefs and Information Filtering

Just as I said before we filter information based on our beliefs and only absorb the information that matches our belief system. This impacts our behavior by making us biased towards what we believe in no matter how many proofs are provided. That's why persuading someone to believe into something against his beliefs is hard

11.3. Beliefs Shape Reality

If a guy thinks that he will never find a job (a belief) then he will not become motivated to prepare himself for the job market (change in behavior) and later on when he tries to find a job he will fail (so his belief will become true). That's how beliefs can shape reality

11.4. Beliefs and Self-Confidence

In the Solid Self-confidence program I said that self-confidence is no more than a set beliefs that you have about yourself. If those beliefs were positive then you will behave like a confident person while if they became negative your behavior will be changed to the opposite.

The beliefs held by people in an organization (manifest by how they think and act) are the primary determiners of their personal behavior and actions inside the organization. In fact, beliefs as a determiner of actions will trump action plans, reorganizations, new processes and systems, and the latest behavior-modification programs seven days a week. Yes, beliefs really are that important. And no, we're not talking about religious or spiritual beliefs, we're talking about organizational beliefs—in other words, the beliefs people hold about what matters most to the organization, how people get ahead, when people receive recognition or reward, why people get fired, and what their bosses really care about. We refer to them as Cultural Beliefs® because, taken collectively, such beliefs define much of an organization's culture. Therefore, if you really want to change the actions of individual people on a team or in an organization, you must focus, first and foremost, on their beliefs, because their beliefs are the primary determiners of their actions. Pay attention to the beliefs of your people, or their beliefs may hinder your ability to achieve results.

Most psychiatrists assume that belief is a basis for behavior. The validity of this assumption has been challenged by certain philosophers who assign the concept belief to the domain of "folk psychology." These philosophers contend that the discoveries of neuroscience will eliminate the ideas of folk psychology from scientific discourse and that behavior will eventually be accounted for in terms of brain states. In order to

examine the relationship of belief and behavior, examples of self-mutilation by normal and abnormal individuals are reviewed. It is concluded that belief is a basis for behavior and that neuroscience, like folk psychology, is valid only within certain limits.

12. Attitude and Behavior

Attitudes are not the same as behaviors. Attitudes are a construct of internal beliefs and value systems. Attitudes, capability or circumstance influence observed behavior. Use caution when assessing attitudes and use behaviors as examples. Feedback and behavior management can change attitudes. Changing attitudes can also change values and beliefs and vice versa. An understanding of these constructs helps personal and organizational management.

13. Conclusion

Finally, we can say that attitudes are evaluative statement favorable or unfavorable related to the person, object or events. Although there are some differences regarding attitudes, based on the opinions of the above, it can be concluded that the attitude is a state in which man moves to act or do anything in response to a situation or condition of the objects in the surrounding environment. Actually, it is a statement toward something, or someone exhibited in one's beliefs, feelings, or intended behavior. It is a social orientation an underlying inclination to respond to something either favorably or unfavorably. We also understood distinction between belief and value. At last, the influence of them on behavior are here described.

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