Attribution

David A. Ellis
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‘God is angry with people on earth’

‘The evil side of nuclear fission...’
ASTROLOGY

THE MASS CULTURAL DELUSION THAT THE SUN'S APPARENT POSITION RELATIVE TO ARBITRARILY DEFINED CONSTELLATIONS AT THE TIME OF YOUR BIRTH SOMEHOW AFFECTS YOUR PERSONALITY.
Practice

‘A good craftsman never blames his tools’
[never make external attributions about your failures]

‘He/she was in the right place at the right time’ [external reasons causes his/her success]
Overview

- Basic Attribution processes
- Attribution theories
- Why you should care
Fritz Heider

Scherer (1978) - telephone
Heider

\[ B = f(P, E) \]

https://www.youtube.com/watch?v=VTNmLt7QX8E
Theory

- Common Sense (Naive psychology)
- Correspondent Inference Theory (Jones & Davis 1965)
- Covariation model of attribution (Kelley 1967)
- Emotional Lability (Schachter 1964)
- Theory of self-perception (Bem 1967, 1972)
- Attributional Theory (Weiner 1979, 1985)
Correspondent Inference

Jones & Davis (1965)
Covariation Model

Kelly (1973)
Attributional Styles
(Individual Differences)

Rotter (1966)
Locus of Control
Rotter, 1966

Internal
I control the consequences of my behavior
- better academic achievement
- better interpersonal relations
- greater efforts to learn
- positive attitudes to exercise
- lower cigarette smoking
- lower hypertension & heart attacks

External
The consequences of my behavior are outside my control
- more resigned to conditions "as they are"
- lower efforts to deal with health
- lower levels of psych adjustment
- greater sense of satisfaction

Schultz & Schultz (2005)
Fundamental Attribution Error

- Refers to a tendency for people to make dispositional attributions for others' behaviour, even when there are clear external/environmental causal contenders.
Ross, Amabile & Steinmetz (1977)
Self-serving bias
The class of 99’ in 2004

Bachan (2013)
Chevalier (2011)
Optimism bias

OMG I'M ENGAGED!

WHAT DO I DO WHAT DO I DO
Optimism bias

Who said cigarette kills?

I'm 48 and still feeling good.

Roesch & Amirkham (1997)  
See also – cognitive dissonance
Why should you care?

Donald J. Trump
@realDonaldTrump

The concept of global warming was created by and for the Chinese in order to make U.S. manufacturing non-competitive.
Even though climate science has now firmly established that global warming is occurring, that human activities contribute to this warming, and that current and future warming portend negative impacts on both ecological and social systems (National Research Council, 2010), a significant portion of the American public remains ambivalent or unconcerned (Leiserowitz, Maibach, Roser-Renouf, & Hmielowski, 2012) and many policy makers (especially in the United States) deny the necessity of taking steps to reduce carbon emissions (Brownstein, 2010).

http://www.youtube.com/watch?v=gWT-EWKIR3M

Bastardi et al (2011)
Dunlap (2013)
The General Public

- People think that £24 out of every £100 of benefits is fraudulently claimed….try 70p
- Immigration: 31% of the population is thought to consist of recent immigrants…it’s only 13%
- Black and Asian people are thought to make up 30% of the population…it’s closer to 11%
- 58% of the sample do not believe crime is falling…it has…considerably
- Teen pregnancy is believed to be 25 times higher than it actually is..15% versus 0.6%
- 26% believed that foreign aid is in the top three items the Government spends money on (it’s actually 1.1%).
References


