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Lecture N 03 – Values & Attitudes

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Definition of Values

Values are deeply held principles or standards that guide individuals' judgments and behaviors.

They represent what people consider important, desirable, and worthwhile in life.

Values are learned early in life and become part of individual personality and cultural identity.

Characteristics of Values

- **Stable and enduring:** Difficult to change over time.
- **Abstract:** Represent ideals, not specific actions.
- **Cultural and personal:** Influenced by family, society, and religion.
- **Guide decision-making:** Affect choices, goals, and behavior.
- **Ranked by importance:** People prioritize some values over others.

Factors Shaping Values

- Family upbringing
- Education
- Religion and spirituality
- Culture and social norms
- Life experiences

Definition of Beliefs

Beliefs are convictions or assumptions that individuals hold to be true about the world, people, or situations.

They represent how we perceive reality and explain why things are the way they are.

Beliefs can be based on experience, learning, or faith.

Characteristics of Beliefs

- **More flexible:** Easier to change than values.
- **Cognitive:** Based on perception, knowledge, and interpretation.
- **Specific:** Often related to a particular object, idea, or situation.
- **Can be true or false:** Depending on information or understanding.
- **Influence attitudes:** Beliefs form the foundation for how attitudes are built.

Factors Shaping Beliefs

- Education and knowledge
- Personal experiences
- Social influence and communication
- Media exposure
- Organizational culture

Differences Between Values and Beliefs

Values: Deep principles about what is right or important.

Beliefs: Convictions about what is true or false.

Values are stable and long-term, while beliefs can change with new information.

Values are formed early; beliefs form through learning and experience.

Definition of Attitudes

An attitude is an acquired emotional readiness that determines how an individual feels and behaves toward acceptance or rejection.

It is a predisposition to respond to certain situations with support or opposition.

It reflects a person's viewpoint or evaluation toward a specific subject, object, or idea.

It represents a state of readiness that activates motivation.

Characteristics of Attitudes

- **Learned:** Attitudes are not innate; they are acquired through experience and social interaction.
- **Cumulative:** They result from accumulated experiences and knowledge.
- **Changeable:** Attitudes can be modified through new experiences, information, or influence

Components of Attitudes

Cognitive Component: What a person believes or thinks about an object or issue.

Affective Component: The emotional feelings or reactions toward it.

Behavioral Component: The tendency to act or behave in a certain way

Factors Influencing Attitudes

Personal (Subjective) Factors: Personality traits, values, and past experiences.

Environmental Factors: Family, culture, peers, and social norms.

Situational Factors: Specific contexts or circumstances that trigger behavior

Classification of Attitudes

By Subject:

1. General attitudes (e.g., toward life or work).
2. Specific attitudes (e.g., toward a colleague or a task).

By Scope:

1. Individual attitudes.
2. Group attitudes.

By Goal or Orientation:

1. Positive attitudes (supportive, favorable).
2. Negative attitudes (opposing, unfavorable).

By Expression:

1. Overt (explicit) attitudes: Clearly expressed and visible.
2. Hidden (implicit) attitudes: Not openly shown or expressed.

By Strength:

1. Strong attitudes.
2. Weak attitudes.

Differences Between Values and Attitudes

Aspect	Values	Attitudes
Stability	More stable and enduring	Easier to change
Depth	Deeper and more comprehensive	More specific and situational
Quantity	Fewer in number	Greater in number
Purpose	Not linked to a specific goal	Related to a particular object or situation
Nature	Abstract ideals that guide life	Evaluations that express approval or disapproval

Strategies for Changing Attitudes

Organizations or individuals seeking to change attitudes can use various approaches:

- **Education and Awareness:**

Providing accurate information and correcting misconceptions to reshape beliefs.

- **Communication and Persuasion:**

Using logical reasoning, emotional appeal, or credible messengers to influence perception.

- **Role Modeling:**

Leaders or peers demonstrating desired behaviors that inspire imitation.

- **Reinforcement and Incentives:**

Rewarding positive attitudes and behaviors to strengthen desired responses.

Strategies for Changing Attitudes

- **Training and Development:**

Offering workshops or programs that encourage reflection and behavioral adjustment.

- **Emotional Engagement:**

Creating meaningful experiences that connect emotionally and shift how individuals feel.

- **Organizational Culture:**

Promoting a supportive culture that aligns group norms with desired attitudes.

Note: Changing attitudes is easier than changing values because attitudes are more flexible and situation-based, while values are deeply rooted and stable