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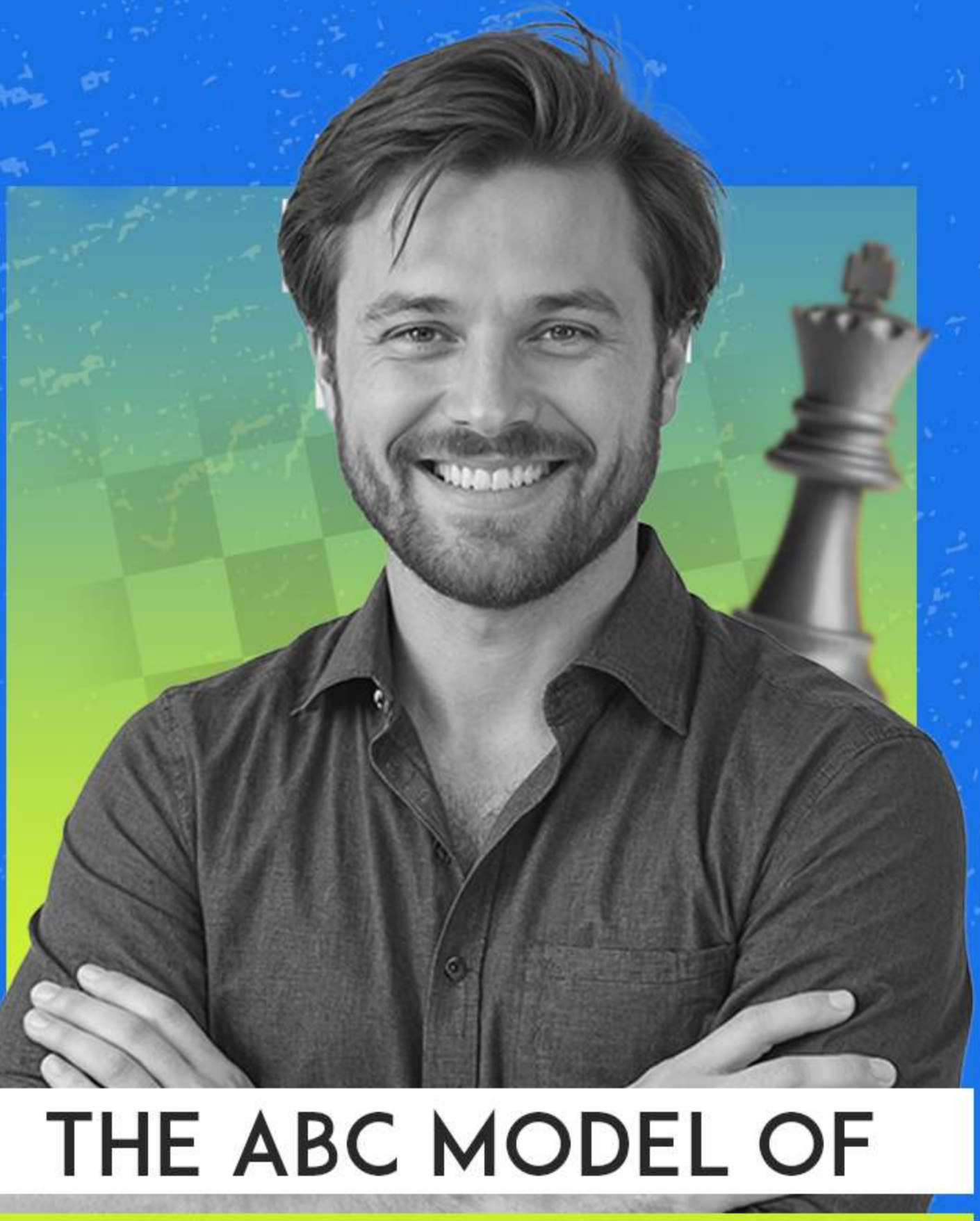

THE ABC MODEL OF ATTITUDE

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What Is an Attitude?

An attitude is a learned tendency to respond positively or negatively toward a person, object, idea, or situation. It influences:

- Behavior
- Perception
- Judgments & beliefs

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We form attitudes through experiences, interactions, and role models like parents or teachers.

Example

A child who once froze during a speech may grow up with a fear of public speaking, even without further bad experiences.

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The 3 Components of Attitude

Attitudes have three parts, often remembered as A-B-C:

Behavioral –
How we act

Affective –
How we feel

Cognitive –
What we think

Let's explore each one →

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Affective Component

This is the emotional part of an attitude—how something makes you feel emotionally.

Example

You feel calm and happy while gardening = a positive emotional response (affective attitude) toward gardening.

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Behavioral Component

This refers to the actions you take based on your attitude.

Example

Because you enjoy gardening, you spend time planting, shopping for tools, or joining gardening events.

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Cognitive Component

This is the thinking part—your beliefs, thoughts, and ideas.

Example

You believe home-grown vegetables are healthier = a cognitive belief shaping your gardening habit.

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