



Attitude and Aptitude

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ATTITUDE AND APTITUDE

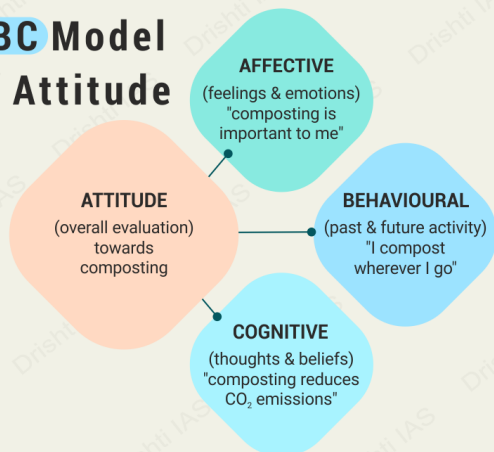
ATTITUDE

A psychological tendency where one evaluates something with some degree of favour/disfavour

Classification:

- ▶ **Explicit** (formed consciously)
- ▶ **Implicit** (subconscious behaviour)

ABC Model of Attitude



Changing Attitude:

- ▶ **Classical/ Pavlovian Conditioning:**
 - ▶ Exposing one to a positive and neutral stimulus repeatedly so that the response towards both becomes same eventually

CLASSICAL CONDITIONING

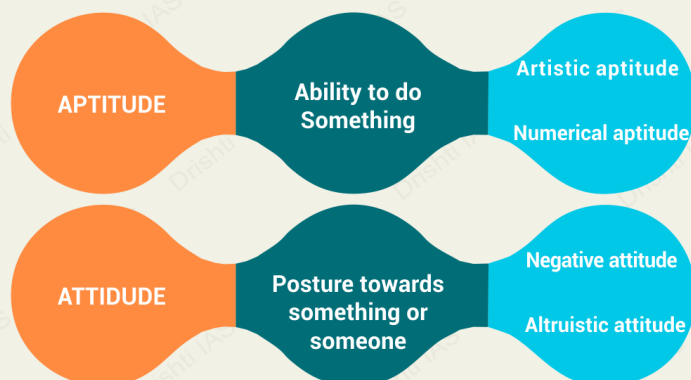


- ▶ **Instrumental Conditioning:**
 - ▶ Rewarding positive behaviour besides punishing negative behaviour
- ▶ **Social Observation:**
 - ▶ Learning from social environment

APTITUDE

A natural, inborn ability that enables one to learn/do something more easily

| Aptitude v/s Interest/Skill/Intelligence | | |
|--|--|---|
| Aptitude v/s | Meaning | Difference from Aptitude |
| Interest | Attraction towards a task | Even if one has interest but not the potential (aptitude), they may not succeed |
| Skill | Knowledge to do a given task with ease and precision | Skills can be acquired; aptitude is inborn, unique |
| Intelligence | Capacity for learning, reasoning, understanding etc. | It is the ability to apply skills; aptitude helps to master a skill |



- ▶ While aptitude is related to competence, attitude is to do with character
- ▶ **Aptitude without Attitude is Blind; Attitude without Aptitude is Lame**

Read More: [Attitude](#) and [Aptitude](#)