## Similarities between Values and Attitudes

**Values**

In the course of development, we come across many individuals and groups. We are taught how to behave and interact with others and in general told what is expected of us as a member of the society. We are given a code of conduct that comprises morals that we are supposed to observe. We are also given values that serve as guiding principles and provide us a sense of direction in our lives. The beliefs we develop concerning issues, concepts, people and things as a result of all the cultural and religious influences are referred to as our values.

Some of the common values are honesty, integrity, love, compassion, fairness, justice, liberty, freedom that are mostly imposed from the society but also include our own input to have a stronger belief in them. Some of the values are universal in nature though there is seen a variation in values from culture to culture.

**Attitudes**

The responses we give to people, objects, events, and actions are collectively referred to as our attitudes. Attitudes are mainly our likes or dislikes, though they do not remain restricted to our emotions and feelings and get spilled over our behavior too. Attitudes are positive or negative feelings we have towards people, objects and issues etc. Attitudes are built up over time, and they remain with us for a long time. With the passage of time, our attitudes become the motive for our actions. However, attitudes are not permanent like our personality, and they change if we have experiences that are strong enough to cause a change in them. Emotions are a strong component of our attitudes and also a big cause of why we behave the way we do.

In general, there are three response components of our attitudes called affective, behavioral, and cognitive and include our emotions, our reactions, and our thought processes. It is our attitude towards a task that decides how successful we eventually will be in performing the task. Thus, it is clear that a positive attitude towards a task makes for a winning combination of motivation, intention, and engagement.

1. Values and attitudes are two important variables influencing the cognitive process and behavior.
2. They are learned and acquired essentially from the same sources.
3. They endure and are resistant to change.
4. They have a reciprocal influence and are used interchangeably.

## Dissimilarities  between Values and Attitudes

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| Values | Attitudes |
| Values help to guide our behavior. | Attitudes are the response that is a result of our values. |
| Values decide what we think as for right, wrong, good, or unjust. | Attitudes are our likes and dislike of things, people, and objects. |
| Values are more or less permanent in nature. | Attitudes are changeable with favorable experiences. |
| They represent a single belief that, guides actions and judgment across objects and situations. | They represent several beliefs focused on a specific object or situation. |
| They derived from social and cultural mores. | These are personal experiences. |