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COGNITIVE STRUCTURE AND A CHANGE IN ATTITUDE TOWARD THE GOAL OF TAKING A JOB

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ABSTRACT

A group of subjects was surveyed for their goals in taking jobs (Study 1). Another group of subjects rank-ordered eight main goals of taking jobs and was tested for the attitude strength of their three main goals. It was found that the rank ordering of their goals was consistent with the strength of their attitude (Study 2). Two months later, the same group of subjects in Study 2 read a story describing a botanist's achievement through years' hard work. Then, they rank-ordered the main goals from the botanist's standpoint as well as from their own (Study 3). It was found that subjects' attitude was assimilated to the model of the story possibly through vicarious reinforcement.