

What are the determining factors of attitude formation?
Discuss. (100 words)

Attitude formation theories are given to understand 'how and why' about a person's attitude. A person may have hereditary characters in his attitude or he may acquire those characters through his experiences etc.

Following are the factors that determine attitude formation -

1. Past Experiences: It plays key role in ~~the~~ any person's attitude formation.
2. Friends/Peers: people who are continuously in contact affect one's attitude.
3. Family: affects our mindset and give hereditary characters
4. Coaches: Things tought by coaches or mentioned by them affects the student's attitude.
5. Bias: Someone's bias definitely affects ~~our~~ attitude. (favourable or positive situation)
6. Media: These days role of media can't be ignored, it plays an important role in attitude formation.

Usually friends and family are considered primary factors that affect the attitude but primary group may differ from person to person. All the above factors play a vital role in the process of attitude formation