


ATTRIBUTION

- Attribution is defined as an explanation for an event or action in terms of reasons or causes or both.
- Attribution refers to the process by which an individual assigns causes to the behaviour he conceives.
- An attribution is defined as an inference one makes as to why a person behaves (or responds) to a stimulus or situation in a particular way.




TYPES OF ATTRIBUTION

- External (Situational) Attribution.
 - Internal (Dispositional) Attribution.
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STYLES OF ATTRIBUTION

- Optimistic Attribution Style.
 - Pessimistic Attribution Style.
 - Hostile Attribution Style.
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BIASES IN ATTRIBUTION

- Fundamental Attribution Error.
 - Self-Serving Attribution Bias.
- Actor-Observer Bias.
 - False Consensus Effect.
- Egocentric Bias.
 - Group Attribution Error.
- Group-Serving Bias.

ATTRIBUTION OF CASUALTY: THEORIES OF ATTRIBUTION

- Jones And Davis Theory Of Correspondence Interference.
 - Non-Common Effects.
 - Low Social Desirability.
 - Choice.
- Kelley's Theory Of Casual Attribution.
 - Consistency.
 - Consensus.
 - Distinctiveness.



IMPRESSION MANAGEMENT


- Impression Management is defined as the conscious or unconscious attempt to control images that are projected in real or imagined social interaction.
- Self-Presentation is any behaviour intended to create , modify or maintain an impression of ourselves in the mind of others.

OBJECTIVES OF IMPRESSION MANAGEMENT

- Strategic Objective.
- Expressive Objective.




ELEMENTS OF IMPRESSION MANAGEMENT

- Impression Motivation.
 - Impression Construction.
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TACTICS OF IMPRESSION MANAGEMENT

- Ingratiation.
 - Self-Promotion.
 - Supplication
 - Intimidation.
 - Exemplification.
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GUIDELINES FOR RECOGNISING IMPRESSION MANAGEMENT STRATEGIES.

- One should be on the lookout for high-probability impression management strategies.
- There should be an attempt to minimize personal , situational and organizational features that foster undesirable impression management.
- One should look for ulterior motives and avoid being overly influenced by impression management.

THANK YOU