8.1 Individual behaviour and perception

Name: _____ Class: _____ Date: _____ **Total: 10 marks**

KEY WORDS attribution theory • fundamental attribution error

Objective

Apply the three-question attribution audit; name the perceptual biases; separate trends within the person from categories about the group.

1 Key knowledge and worked examples

■ The audit

Consistency (over time), distinctiveness (here vs everywhere), consensus (everyone or just them). High/low/low → person; the reverse → situation. The **fundamental attribution error** skips the situation questions.



Three questions, one verdict

■ Worked example. The rude-chef clip

25 of 40 say personality; the cube agrees (H/L/L) – until the printer-jam fact returns the situation. The verdict is only as good as its evidence list.

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2 Practice

A barista is "always late". Records: late 4 of 20 shifts; two of the four were bus-diversion days; the other opener is late 1 of 20.

2.1 Score consistency, distinctiveness and consensus from the record, and state the cube's verdict. [3]

2.2 The supervisor rates her "unreliable overall – and her lateness proves it". Name TWO biases in that sentence. [2]

2.3 Rewrite the supervisor's conclusion after the audit. [2]

2.4 The barista is also the best latte artist, and the supervisor rates her service "excellent in everything". Name the bias and the design fix. [3]

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Solutions

2.1

- Consistency: LOW-ish – 4 of 20 shifts (not over time).
- Distinctiveness: cannot fully tell, but bus days = situation; consensus: LOW-ish – the other opener 1 of 20.
- The cube leans SITUATION (low consistency), contra “always”.

2.2

- Recency/vivid instance (“always” from 4 events).
- Confirmation – lateness recruited as proof of a prior verdict.

2.3

- ”Late on 4 of 20 shifts, two explained by diversions; a route plan for diversion days and a review after a month.”
- The conclusion now matches the record.

2.4

- The bias: halo – one strength (latte art) grading everything.
- The reverse halo had already priced the lateness.
- Fix: rate criteria separately (service speed, quality, punctuality on their own scales).

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