

SOCIAL PSYCHOLOGY

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Based on the Virtual Office, Covariation model of attribution is the best theory explaining the behavior of Gavin. Covariation model of attribution describe the fact that individual behaviors are attributed to factors that are present by the time behaviors are occurring, and absent when it's not happening. As stated by Gilovich, Kelner, Nisbett (2005), Covariation model is based on the assumption casual attributions are made by individuals in a rational and logical manner, and that action causes are usually assigned to factors co-varying closely to the action being undertaken. The three main sources of information used describing people's behaviors under covariation model are consensus information, distinctive information and consistency information.

The best type of information that describes Gavin's behavior is consistence information, as Gavin shows similar behaviors of confusion, unprepared, absent minded and unorganized, indicating that the consistency in his behaviors is high. This can be explained by the fact that he slips and hit his head while walking towards the table, and when asked if he is ok, he claims to be ok. When reaching the coffee cup, when knocks the cup and spills coffee onto the conference table, when also asked if he ok, he claims to be ok. When going to bring invoice documents he had forgotten, Gavin smacks his head too. He also forgets the retirement party of his assistant, which he himself was involved in its preparation. This indicated that the state consistency of confusion, unpreparedness and forgetfulness is very high.

According to McLeod (2010) covariation model of attribution does not consider the difference between intentional and unintentional behaviors. As this is a limitation in this case because are not sure whether Gavin was behaving in such a manner with the desire of getting a particular outcome, or they were unintentional that is not explained by any reason.

References

Gilovich T., Keiner D., Nisbett R. (2005). *Social psychology*. New York: Norton & Company.

McLeod, A. (2010). *Attribution Theory*. Retrieved on 21st June 2013 from:
<http://www.simplypsychology.org/attribution-theory.html>

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