

B. Kelly's Covariation Model

- Explains the attribution process as a search for information about what a particular behavior is correlated (covaries) with:
 - a. Beh. Correlated with the Situation = External Attribution
 - b. Beh. Correlated with the the Person = Internal Attribution
- Dominating Metaphor: Views people as naive scientists who analyze the world in a rational manner

1. Covariation Information

- a) **Consensus Information:** Is it likely that other people would behave this way in this situation?
- b) **Consistency Information:** Is the person's behavior consistent across time in this situation?
- c) **Distinctiveness Information:** Is the person's behavior unique to this situation?

1. Covariation Informatin cont.

Low Consensus, Low Distinctiveness, and High Consistency
= Internal Attributions

High Consensus, High Distinctiveness, and High Consistency
= External Attributions

2. Person x Situation Examples

Beh = Cursing	Situation					
	Class		Play		Space	
- = no cursing	Room		Ground		Ship	
+= cursing	d1	d2	d1	d2	d1	d2
Stan	-	-	-	-	-	-
Kyle	-	-	-	-	-	-
Cartman	+	+	+	+	+	+

- Low Consensus, Low Distinctiveness, High Consistency

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- High Consensus, High Distinctiveness, High Consistency

3. Final Comments

- When any of these is missing, we are less confident about making internal attributions.
- This process will help identify what is internal (caused by the person), but it does not tell us what internal factors caused the behavior. (Dispositions vs. Other motives)