Unit 14: Social Psychology

Unit Overview

- Social Thinking
- Social Influence
- Social Relations

Click on any of the above hyperlinks to go to that section in the presentation.

Introduction

- Social Psychology
Social Thinking

Attributing Behavior to Persons or to Situations

- Attribution theory
  - Dispositional vs. situational attribution
  - Fundamental attribution error
  - Self-serving bias

The Effects of Attribution

- Personal relationships
- Political relationships
- Job relationships
Attitudes and Actions

• **Attitude**
  - Central route persuasion
  - Peripheral route persuasion

Attitudes and Actions

**Actions Affect Attitudes**

• **The Foot–in–the–Door Phenomenon**
  - “start small and build”

Attitudes and Actions

**Actions Affect Attitudes**

• **Role–Playing Affects Attitudes**
  - Role
  - Stanford prison study
  - Abu Ghraib
Attitudes and Actions

Actions Affect Attitudes

• Cognitive Dissonance: Relief From Tension
  – Cognitive dissonance theory
  – “Attitudes follow behavior”

Social Influence

Conformity and Obedience

• Chameleon effect
• Mood linkage

“Look, I have my misgivings, too, but what choice do we have except to stay the course?”
Conformity and Obedience

Group Pressure and Conformity

• Conformity
  - Solomon Asch study

Solomon Asch Study

Conformity and Obedience

• Conditions That Strengthen Conformity
  - One is made to feel incompetent or insecure
  - Group has at least three people
  - Group is unanimous
  - One admires the group’s status
  - One has made no prior commitment
  - Others in group observe one’s behavior
  - One’s culture strongly encourages respect for social standards
Conformity and Obedience

Group Pressure and Conformity

- Reasons for Conforming
  - Normative social influence
  - Informational social influence

Conformity and Obedience

Obedience

- Milgram’s studies on obedience
  - Procedure
  - Results
  - Ethics
  - Follow up studies
Conformity and Obedience

Lessons From the Conformity and Obedience Studies

- Ordinary people being corrupted by an evil situation

Group Influence

Individual Behavior in the Presence of Others

- Social Facilitation
  - Task difficulty
  - Expertise effects
  - Crowding effects
Group Influence
*Individual Behavior in the Presence of Others*

- **Social Loafing**
  - Reasons why?
    - Less accountability
    - View themselves as dispensable

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Group Influence
*Individual Behavior in the Presence of Others*

- **Deindividuation**

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Group Influence
*Effects of Group Interaction*

- **Group Polarization**

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Group Influence
Effects of Group Interaction

- **Group Polarization**

  ![Graph showing changes in prejudice with group interaction]

  - High-prejudice groups: Discussion among like-minded people leads to strengthening of existing attitudes.
  - Low-prejudice groups: Prejudice decreases after discussion.

Group Influence
Effects of Group Interaction

- **Groupthink**
  - Bay of Pigs
  - Challenger explosion

Cultural Influence

- **Culture**
  - Culture within animals
  - Culture in humans
Cultural Influence
Variations Across Cultures

- Norm
  - Personal space
  - Pace of life

Cultural Influence
Variation Over Time

- Changes over the generations

The Power of Individuals

- Social control vs personal control
- Minority influence
Social Relations

Prejudice

*How Prejudiced Are People?*

- Prejudice
- Stereotype
- Discrimination

![Diagram showing prejudice and stereotype]

![Graph showing change in prejudice over time]

By the approval of discrimination in marriage between Blacks and Whites.
Prejudice
Social Roots of Prejudice
• Social Inequalities
• Us and Them: Ingroup and Outgroup
  – Ingroup (Ingroup bias)
  – Outgroup
• Emotional roots of prejudice
  – Scapegoat theory

Prejudice
Cognitive Roots of Prejudice
• Categorization
  – Outgroup homogeneity
  – Other-race effect
• Vivid cases
  – Just-world phenomenon
  – Hindsight bias

Aggression
• Aggression
Aggression
The Biology of Aggression
• Genetic Influences
• Neural Influences
• Biochemical Influences

Aggression
Psychological and Social-Cultural Factors in Aggression
• Aversive Events
  – Frustration-aggression principle
    • Fight or slight reaction
• Social and cultural influences
  – Aggression-replacement program

Aggression
Psychological and Social-Cultural Factors in Aggression
• Observing models of aggression
  – Rape myth
• Acquiring social scripts
• Do video games teach, or release violence?
  – Catharsis hypothesis?
Biopsychosocial Understanding of Aggression

Attraction
The Psychology of Attraction

- Proximity
  - Mere exposure effect
- Physical attractiveness
- Similarity
  - Reward theory of attraction

Attraction
Romantic Love

- Love
  - Passionate love
  - Companionate love
- Equity
- Self-disclosure
Altruism

- Altruism
  - Kitty Genovese

- Bystander Intervention
  - Diffusion of responsibility
  - Bystander effect

Altruism

Noticing incident? Yes Interpret incident as emergency? Yes Assumes responsibility? Yes Attempts to help?

No

No help

No help

No help

Fewer people help if others aren’t available

Percentage attempting to help

Number of others presumed available to help
Altruism
The Norms of Helping
• Social exchange theory
• Reciprocity norm
• Social-responsibility norm

Conflict and Peacemaking
• Conflict
• Social trap
  - Non-zero sum game

Conflict and Peacemaking
Enemy Perceptions
• Mirror–image perceptions
• Self–fulfilling prophecy
Conflict and Peacemaking

- Contact
- Cooperation
  - Superordinate goals
- Communication
- Conciliation
  - GRIT

The End

Definition Slides
Social Psychology

= the scientific study of how we think about, influence, and relate to one another.

Attribution Theory

= the theory that we explain someone’s behavior by crediting either the situation or the person’s disposition.

Fundamental Attribution Error

= the tendency for observers, when analyzing another’s behavior, to underestimate the impact of the situation and to overestimate the impact of personal disposition.
Attitude
= feelings, often influenced by our beliefs, that predispose us to respond in a particular way to objects, people, and events.

Central Route Persuasion
= attitude change path in which interest people focus in which interested people focus on the arguments and respond with favorable thoughts.

Peripheral Route Persuasion
= attitude change path in which people are influenced by incidental cues, such as a speaker’s attractiveness.
Foot-in-the-Door Phenomenon
= the tendency for people who have first agreed to a small request to comply later with a larger request.

Role
= a set of expectations (norms) about a social position, defining how those in the position ought to behave.

Cognitive Dissonance Theory
= the theory that we act to reduce the discomfort (dissonance) we feel when two of our thoughts (cognitions) are inconsistent. For example, when our awareness of our attitudes and of our actions clash, we can reduce the resulting dissonance by changing our attitudes.
Conformity
= adjusting one’s behavior or thinking to coincide with a group standard.

Normative Social Influence
= influence resulting from a person’s desire to gain approval or avoid disapproval.

Informational Social Influence
= influence resulting from one’s willingness to accept other’s opinions about reality.
Social Facilitation
= stronger responses on simple or well-learned tasks in the presence of others.

Social Loafing
= the tendency for people in a group to exert less effort when pooling their efforts toward attaining a common goal than when individually accountable.

Deindividuation
= the loss of self-awareness and self-restraint occurring in group situations that foster arousal and anonymity.
Group Polarization

= the enhancement of a group's prevailing inclinations through discussion with the groups.

Groupthink

= the mode of thinking that occurs when the desire for harmony in a decision-making group overrides a realistic appraisal of alternatives.

Culture

= the enduring behaviors, ideas, attitudes, values, and traditions shared by a group of people and transmitted from one generation to the next.
Norm

= an understood rule for accepted and expected behavior. Norms prescribe "proper" behavior.

Personal Space

= the buffer zone we like to maintain around our bodies.

Prejudice

= an unjustifiable (and usually negative) attitude toward a group and its members. Prejudice generally involves stereotyped beliefs, negative feelings, and a predisposition to discriminatory action.
Stereotype
= a generalized (sometimes accurate but often overgeneralized) belief about a group of people.

Discrimination
= unjustifiable negative behavior toward a group and its members.

Ingroup
= “Us” – people with whom we share a common identity.
Outgroup
= “Them” – those perceived as different or apart from our ingroup.

Ingroup Bias
= the tendency to favor our own group.

Scapegoat Theory
= the theory that prejudice offers an outlet for anger by providing someone to blame.
**Other-race Effect**
* = the tendency to recall faces of one’s own race more accurately than faces of other races. Also called the cross-race effect and the own-race bias.

**Just-World Phenomenon**
* = the tendency for people to believe the world is just and that people therefore get what they deserve and deserve what they get.

**Aggression**
* = any physical or verbal behavior intended to hurt or destroy.
Frustration-aggression Principle
= the principle that frustration – the blocking of an attempt to achieve some goal – creates anger, which can generate aggression.

Mere Exposure Effect
= the phenomenon the repeated exposure to novel stimuli increases liking of them.

Passionate Love
= an aroused state of intense positive absorption in another, usually present at the beginning of a love relationship.
Companionate Love
= the deep affectionate attachment we feel for those with whom our lives are intertwined.

Equity
= a condition in which people receive from a relationship in proportion to what they give to it.

Self-Disclosure
= revealing intimate aspects of oneself to others.
Altruism
= unselfish regard for the welfare of others.

Bystander Effect
= the tendency for any given bystander to be less likely to give aid if other bystanders are present.

Social Exchange Theory
= the theory that our social behavior is an exchange process, the aim of which is to maximize benefits and minimize costs.
Reciprocity Norm
= an expectation that people will help, not hurt those who have helped them.

Social-Responsibility Norm
= an expectation that people will help those dependent upon them.

Conflict
= a perceived incompatibility of actions, goals, or ideas.
Social Trap

= a situation in which the conflicting parties, by each rationally pursuing their self-interest, become caught in mutually destructive behavior.

Mirror-Image Perceptions

= mutual views often held by conflicting people, as when each side sees itself as ethical and peaceful and views the other side as evil and aggressive.

Self-Fulfilling Prophecy

= a belief that leads to its own fulfillment.
Superordinate Goals

= shared goals that override differences among people and require their cooperation.

GRIT

= Graduated and Reciprocated Initiatives in Tension-Reduction – a strategy designed to decrease international tensions.