

I DON'T WANT TO BE CONFUSED!

Social Psych topics that could be easily
mixed up!

Groupthink vs. Group Polarization

- Both are effects the larger group has on an individual's behavior within that group
- **Groupthink** occurs when the group does not make a wise decision because topics or options that might upset group dynamics are not considered as a solution (Cuban Missile Crisis)
- **Group Polarization** occurs when people go to a meeting where everyone shares an opinion. At the end of that meeting, those agreed-upon attitudes are strengthened (Cubs Convention!)

Companionate Love vs. Passionate Love

- Both explain the characteristics of feelings typically found in relationships
- **Companionate love** (less intense, more comfortable affection) generally occurs later in a longer relationship
- **Passionate love** (more intense, more absorbed with the other) generally occurs earlier in a relationship

Dispositional Attribution vs. Situational Attribution

- Both are methods we use to explain others' behavior to ourselves
- **Dispositional attribution** (you yelled at me because you're a jerk) explains that behavior is caused by character traits
- **Situational attribution** (you yelled at me because you are frustrated with your parent's divorce) explains behavior by external causes
- Linked to **FAE (fundamental attribution error)**

Central Route to Persuasion vs. Peripheral Route

- Both are attempting to change your attitude (often used in advertising)
- **Central route** (straight to your brain!) tries to convince with facts, details and logic. Buy this product because it is cheap and works great!
- **Peripheral route** (around your brain!) tries to convince with emotion, superficial cues and bandwagon effect. Buy this product because this beautiful woman uses it!

Foot in the Door vs. Door in the Face

- Both are sales techniques
- **Foot in the Door** gets you to agree to something small (*sign this petition*) before asking you to do more (work for our cause!) We agree to the larger because we've already committed to the smaller.
- **Door in the Face** starts with a large request (*buy this expensive set of china!*), followed by a smaller request (*buy this nice Knife!*) that we are more likely to comply with because we feel guilty about saying no the first time

Normative Social Influence vs. Informational Social Influence

- Both are reasons we **conform**
- **Normative** occurs when we conform because we want to get along with the group (“I don’t want to rock the boat”)
- **Informational** occurs when the individual feels the larger group has knowledge that he/she does not (“They must know something I don’t, so I’m going to go along”)

Social Facilitation vs. Social Loafing

- **Social Facilitation** is HELPFUL! Occurs when someone works faster/better/more efficiently when in the presence of others **WHEN THE TASK IS WELL PRACTICED OR EASY** (doesn't work when task is difficult)
- **Social Loafing** is NOT HELPFUL! Due to anonymity and lack of ownership, individuals will work **LESS** (slower, etc.) when working in a group setting

Bystander Effect and Diffusion of Responsibility

- From Kitty Genovese 1964
- 38 witnesses did not act to help wounded/screaming Kitty primarily due to **diffusion of resp.** (thought others would help, didn't want to get involved)
- The result is called the **Bystander effect**, where individuals are less likely to provide help if bystanders are nearby

Crucial Experiments/Names: **KNOW!**

- **Zimbardo** Stanford Prison Study: Role playing dramatically affects attitudes and behavior
- **Asch** Line Length: Conformity (Factors?)
- **Milgram** Shocking Obedience: How many shocked all the way? Why?
- **Kitty Genovese**: A diffusion of responsibility contributes to Bystander effect
- **Muzafer Sherif**: Robber's Cave (Camp): Working toward superordinate goals can decrease/eliminate conflict