

Social Psychology



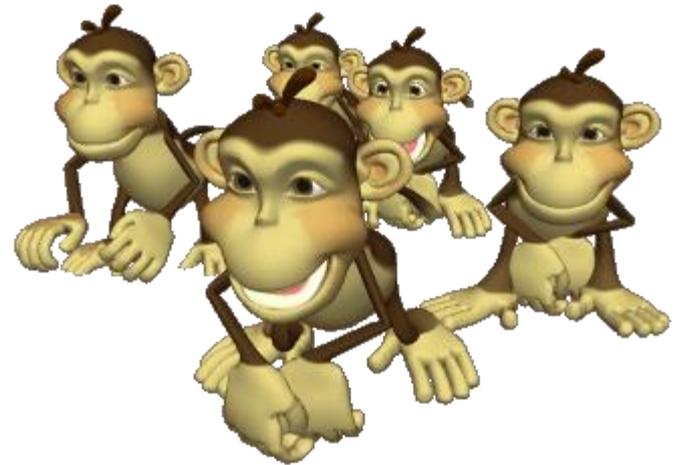
Attitude



Attraction



Aggression

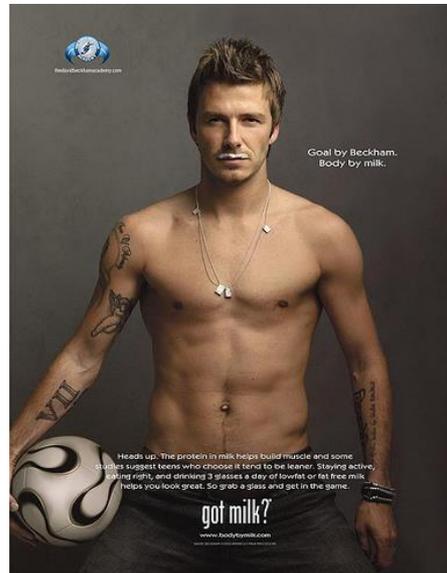


Group Behavior

Studying the way people relate to others.

Attitudes

- A set of beliefs and feelings.
- Advertising is ALL based on attitude formation.
- Mere Exposure Effect
- Central Route v. Peripheral Route



Attitude and Behavior



- Do attitudes tell us about someone's behavior?
- LaPiere's Study

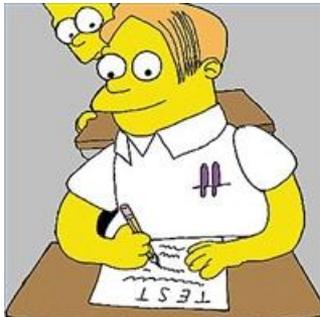
Cognitive Dissonance Theory

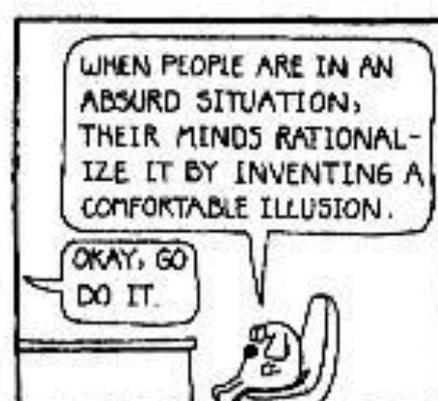
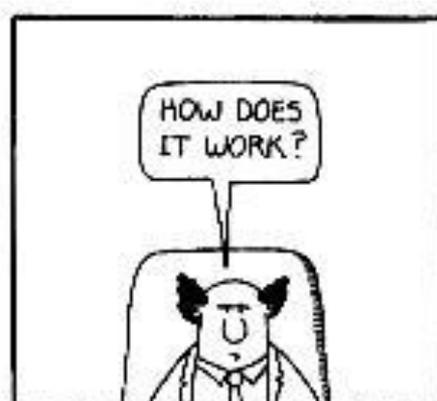
- People want to have consistent attitudes and behaviors...when they are not they experience dissonance (unpleasant tension).
- Usually they will change their attitude.

You have a belief that cheating on tests is bad.

But you cheat on a test!!!

The teacher was really bad so in that class it is OK.





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Compliance Strategies

- Foot-in-the-door phenomenon



- Door-in-the-face phenomenon



- Norms of reciprocity



Attribution Theory

- Tries to explain how people determine the cause of the behavior they observe.

It is either a....

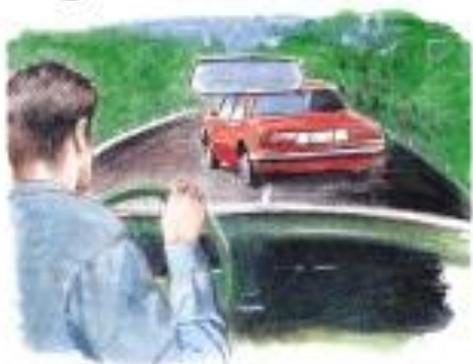
- **Situational Attribution**
- **Dispositional Attribution**

And

- **Stable Attribution**
- **Unstable Attribution**



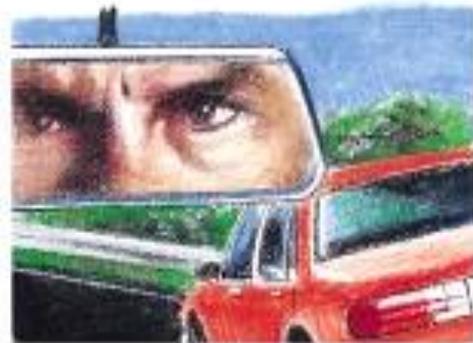
Negative behavior



Situational attribution
"Maybe that driver is ill."



Tolerant reaction
(proceed cautiously, allow driver a wide berth)



Dispositional attribution
"Crazy driver!"



Unfavorable reaction
(speed up and race past the other driver, craning to give a dirty look)

Fundamental Attribution Error

How do you view your teacher's behavior?



You probably attribute it to their personality rather than their profession.

But do you really know?

- We tend to overestimate the role of dispositional factors.

Individualistic V.

Collectivistic Cultures

False Consensus Effect

Self-Serving Bias

When you start a romance, you assume that they agree with your world views....honeymoon period.



If you win it is because you are awesome...if you lose, it must have been the coach or weather or....



Stereotypes, Prejudice and Discrimination



Stereotype:

- Overgeneralized idea about a group of people.

Prejudice:

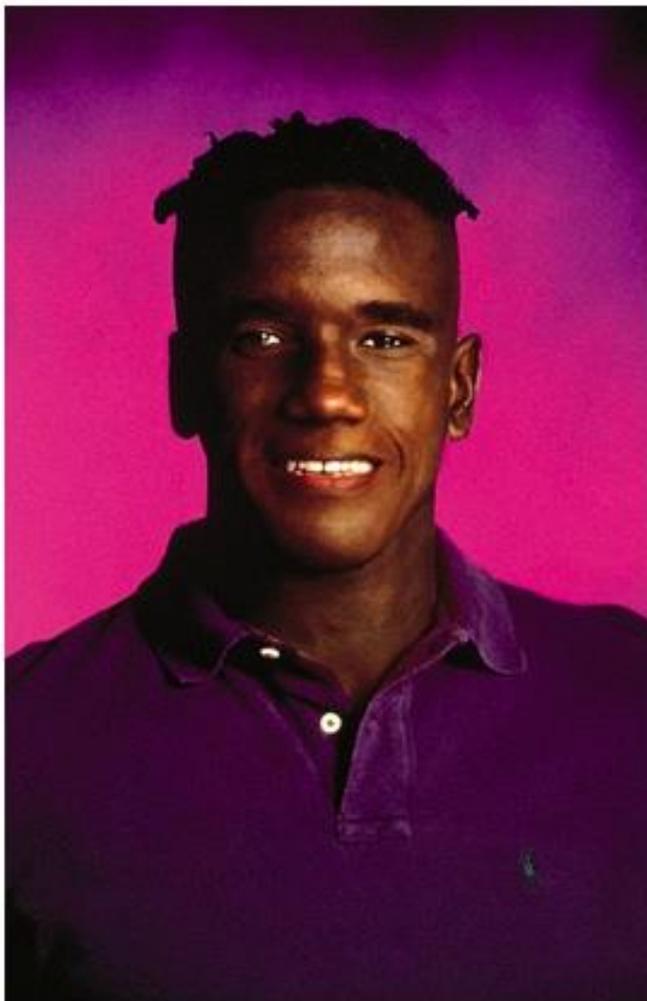
- Undeserved (usually negative) attitude towards a group of people. *Ethnocentrism* is an example of a prejudice.

Discrimination:

- An action based on a prejudice.



Does perception change with race?



Is it just race?

NO

- Palestinians and Jews
- Towners and Lakers
- Men and Women

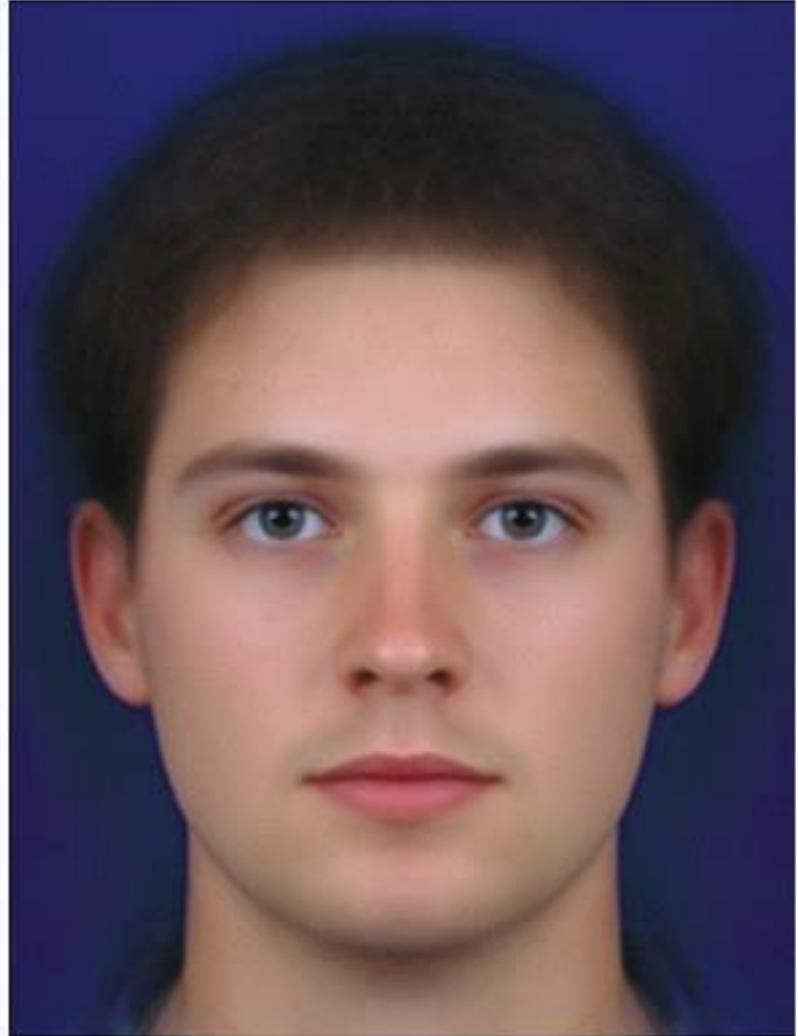


But women have some things going for them like.....

Which person would you want to have a long term relationship



(a)

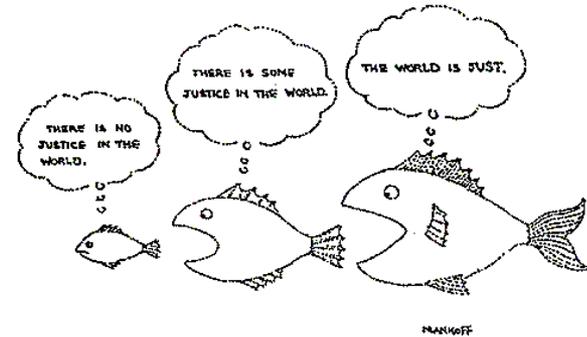


(b)

How does prejudice occur?

Just world Phenomenon

- In one popular study female and male subjects were told two versions of a story about an interaction between a woman and a man. Both variations were exactly the same, except at the very end the man raped the woman in one and in the other he proposed marriage.
- In both conditions, both female and male subjects viewed the woman's (identical) actions as inevitably leading to the (very different) results.

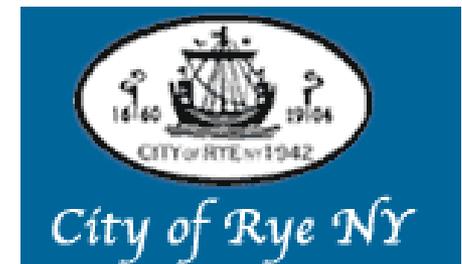
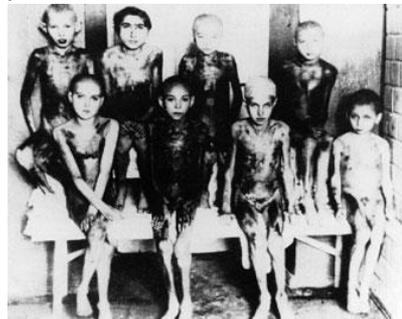


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In-Group versus Out-Groups.

- In-Group Bias

Scapegoat Theory



Combating Prejudice

Contact Theory

- Contact between hostile groups will reduce animosity if they are made to work towards a *superordinate goal*.
- Serif camp study
- Election of Obama?



Prejudices can often lead to a....

Self-Fulfilling Prophecy

- A prediction that causes itself to be true.
- Rosenthal and Jacobson's "*Pygmalion in the Classroom*" experiment.



Psychology of Aggression

Two types of aggression

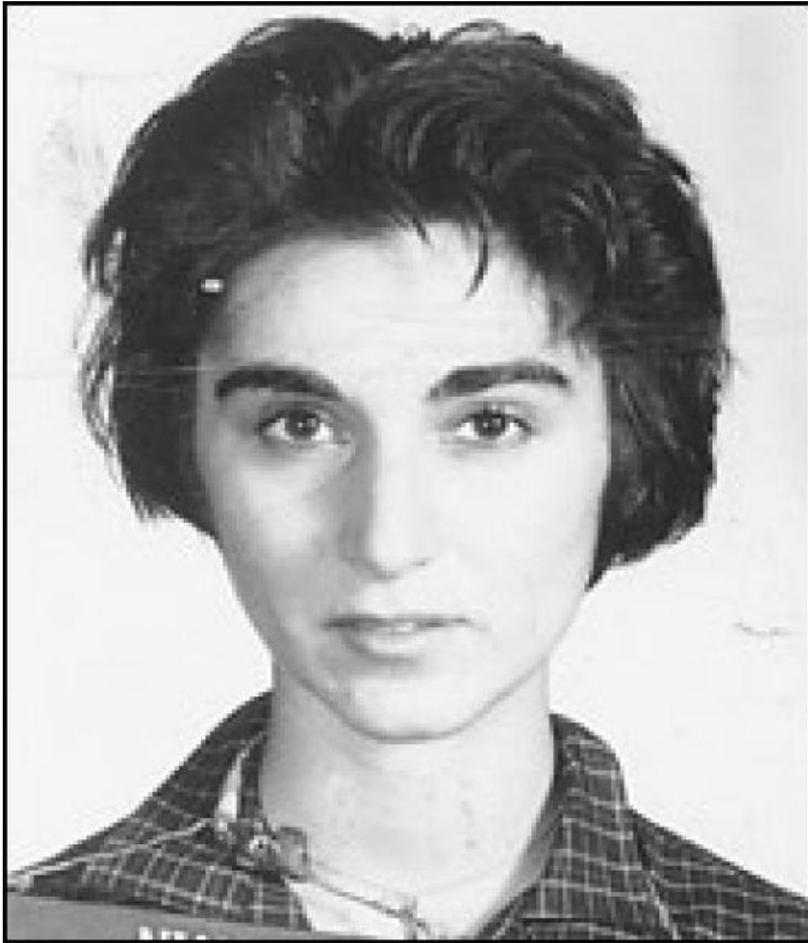
1. Instrumental Aggression
2. Hostile Aggression



Theories of Aggression:
Bandura's Modeling
Frustration-Aggression
Hypothesis



Prosocial Behavior



- Kitty Genovese case in Kew Gardens NY.

Bystander Effect:

- Conditions in which people are more or less likely to help one another. In general...the more people around...the less chance of help...because of...
- **Diffusion of Responsibility**
- **Pluralistic Ignorance**
- People decide what to do by looking to others.

Attraction



5 Factors of Attraction

Proximity

- Geographic nearness
- *Mere exposure effect:*
- Repeated exposure to something breeds liking.
- Taiwanese Letters



Reciprocal Liking



- You are more likely to like someone who likes you.
- Why?
- Except in elementary school!!!!



Similarity

- Paula Abdul was wrong- opposites do NOT attract.
- Birds of the same feather do flock together.
- Similarity breeds content.

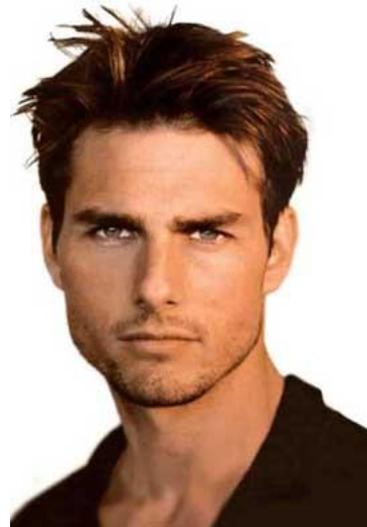
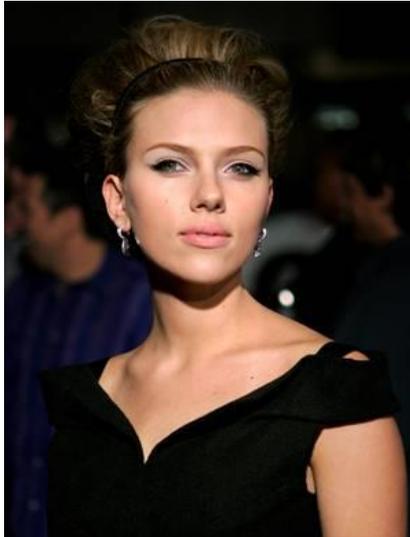
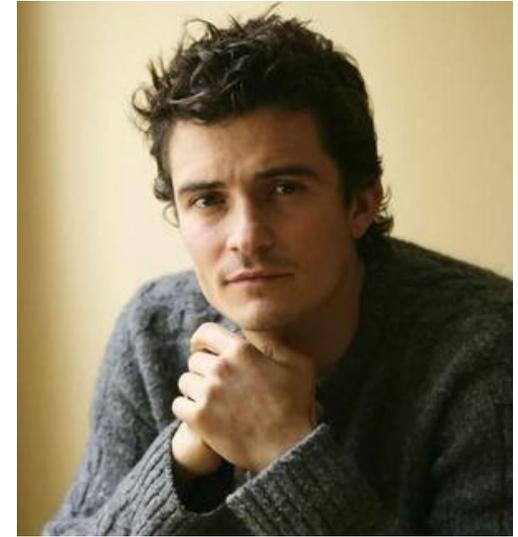
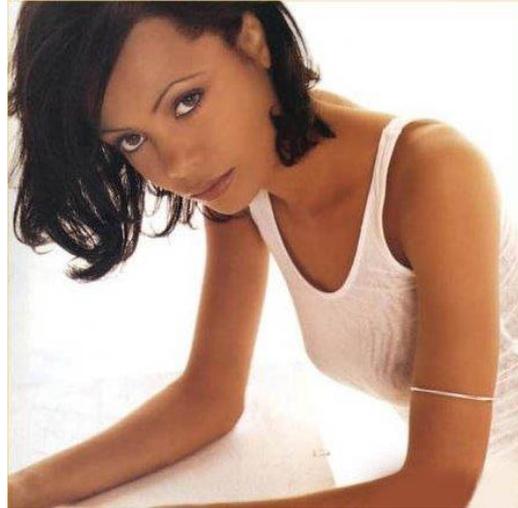
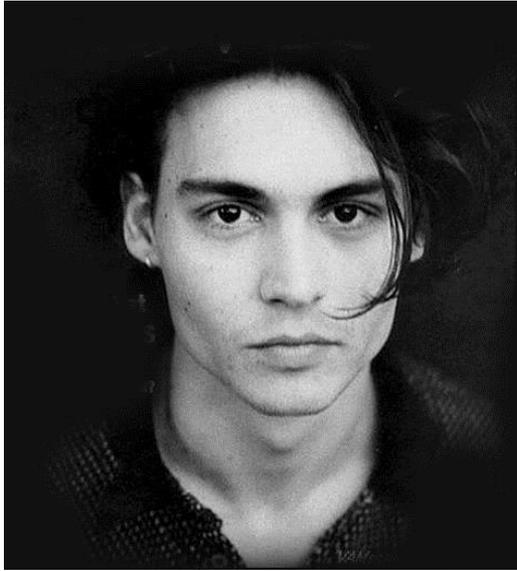


Liking through Association



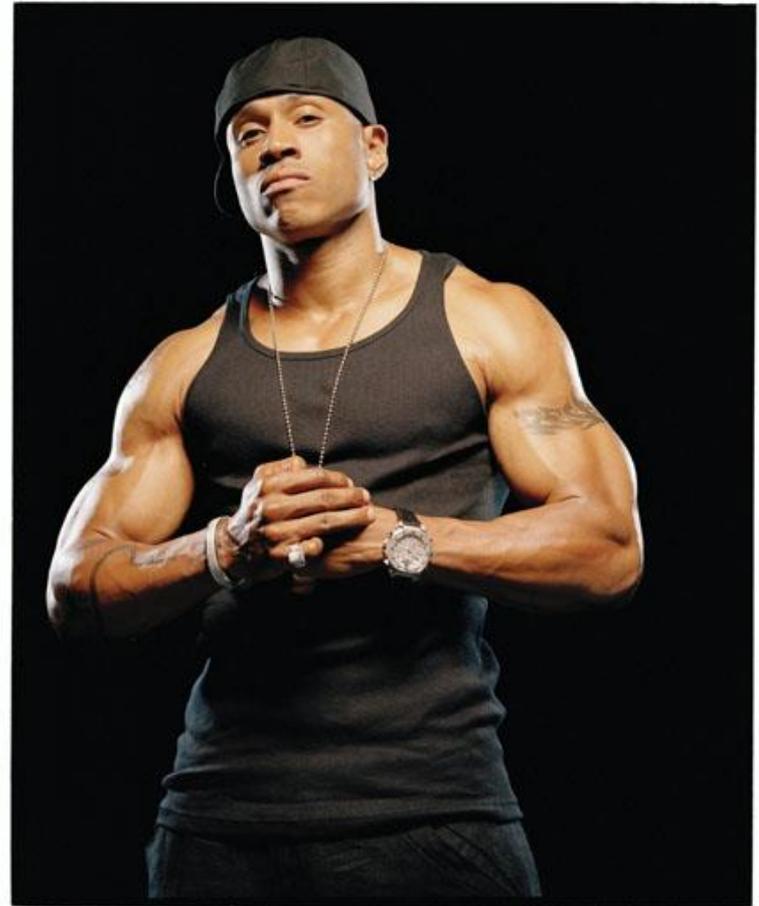
- Classical Conditioning can play a part in attraction.
- I love Theo's Wings. If I see the same waitress every time I go there, I may begin to associate that waitress with the good feelings I get from Theo's.

Physical Attractiveness

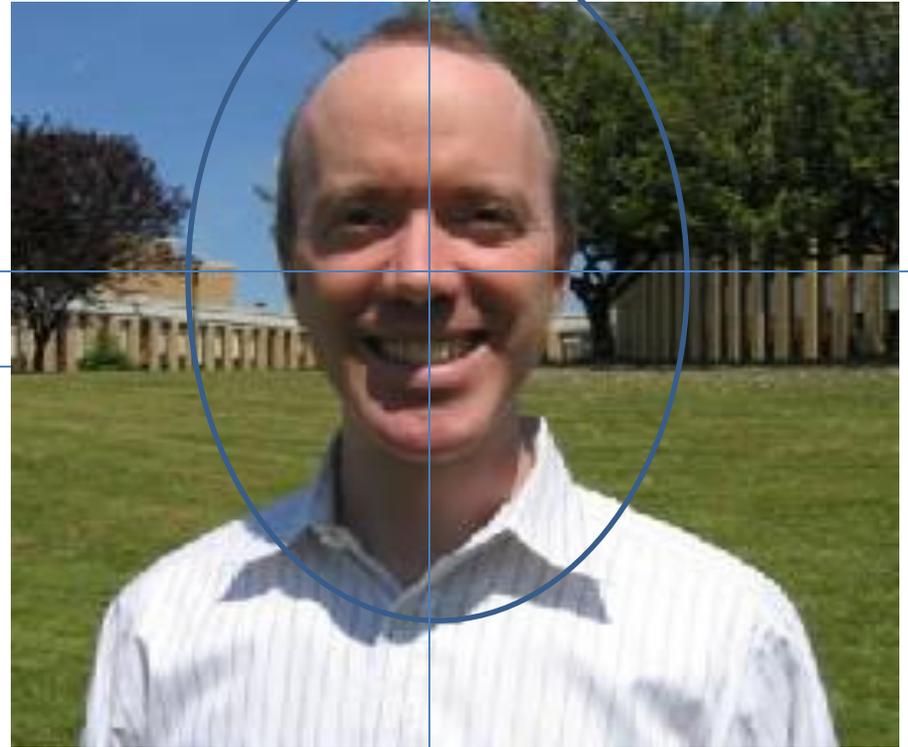
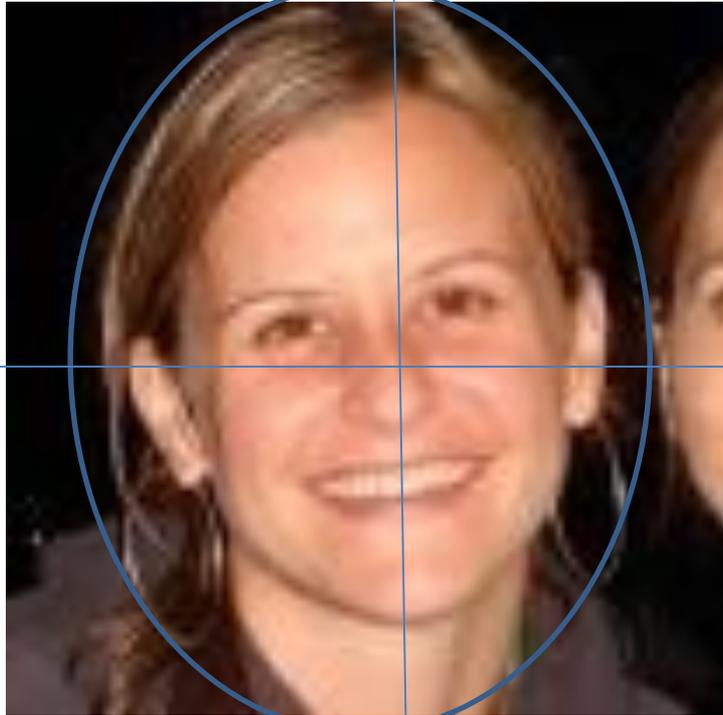


The Hotty Factor

- Physically attractiveness predicts dating frequency (they date more).
- They are perceived as healthier, happier, more honest and successful than less attractive counterparts.



What is beauty?

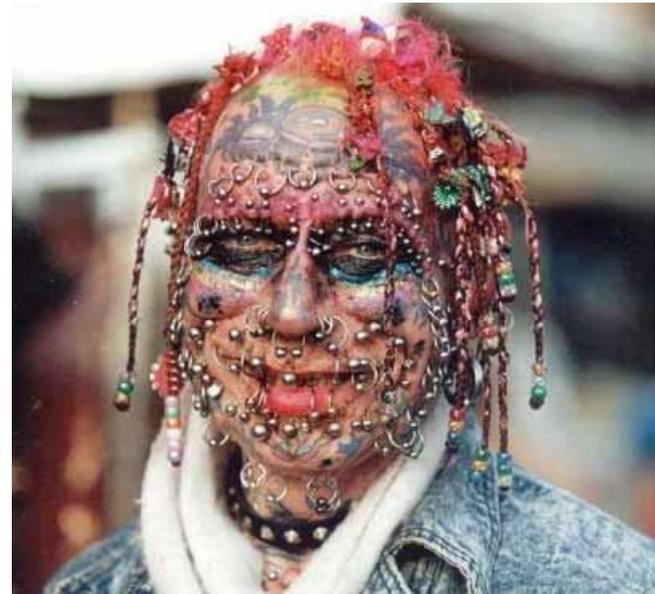
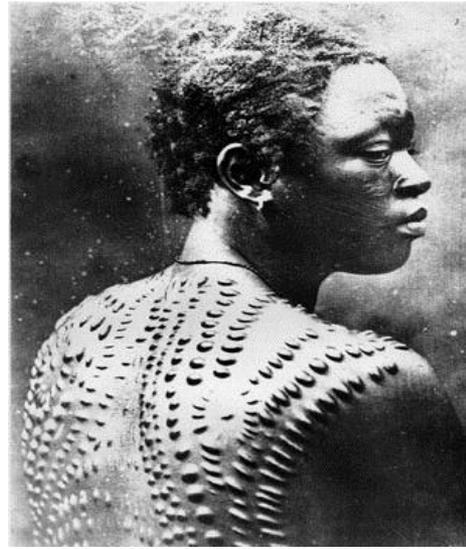


Beauty and Culture



Obesity is so revered among Mauritania's white Moor Arab population that the young girls are sometimes force-fed to obtain a weight the government has described as "life-threatening".

Are these cultures really that different?



How groups affect our behavior?



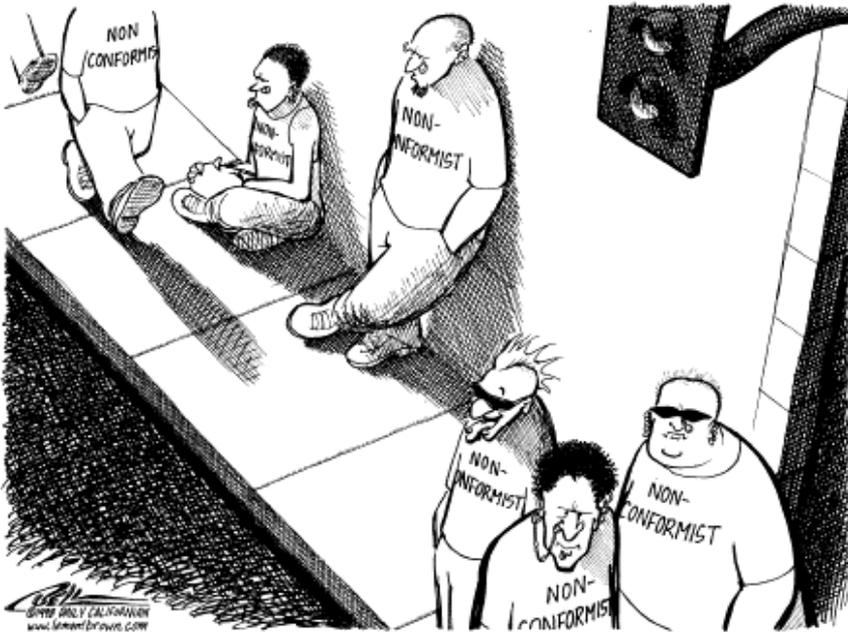
jill higgins
PHOTOGRAPHY

Social Facilitation Theory

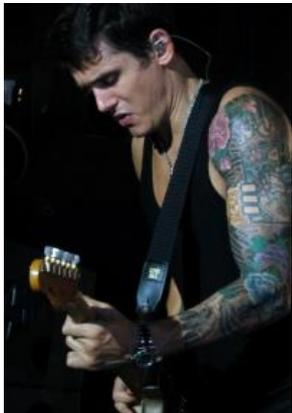
- If you are really good at something....or it is an easy task...you will perform **BETTER** in front of a group.
- If it is a difficult task or you are not very good at it...you will perform **WORSE** in front of a group (**social impairment**).



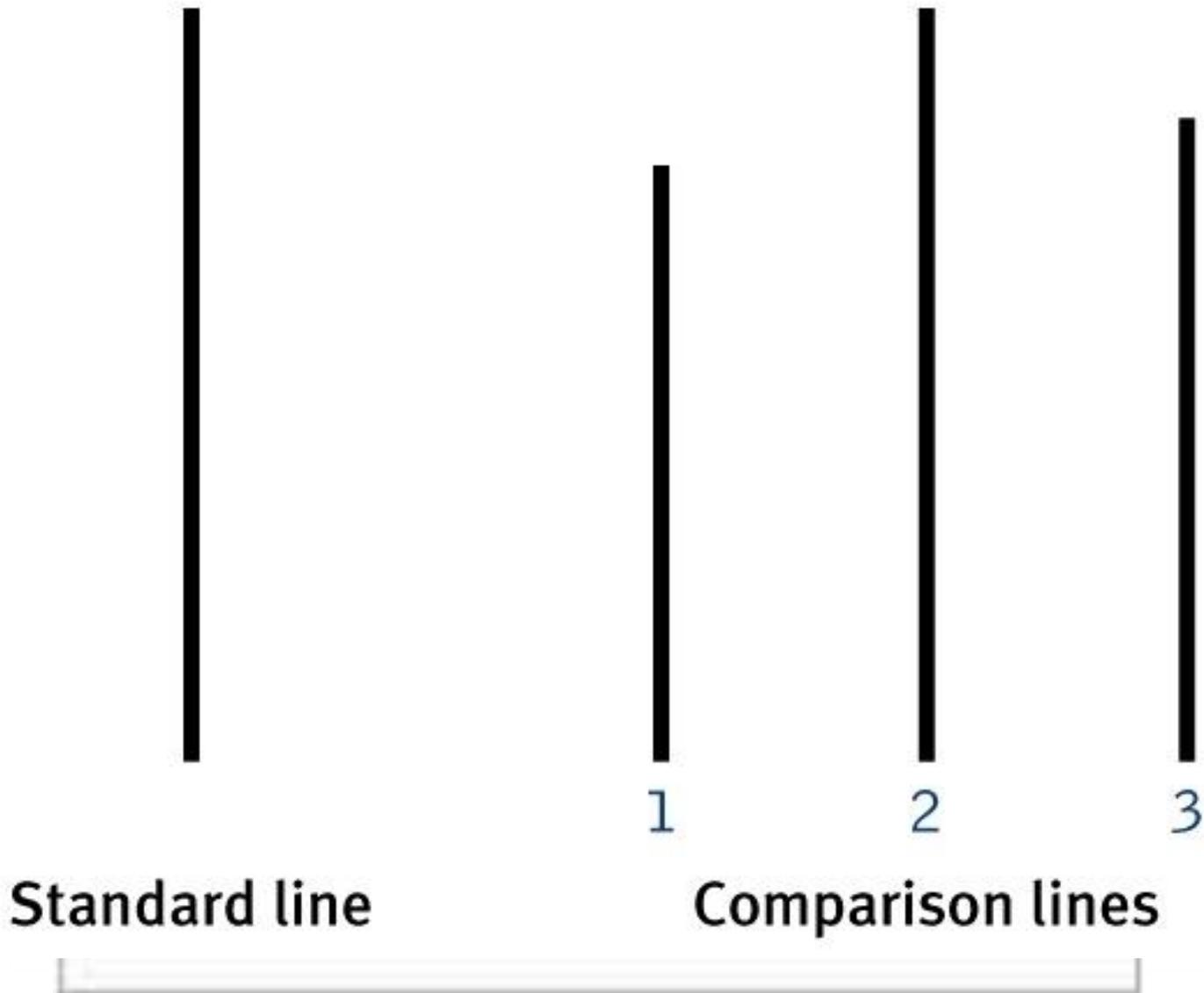
Conformity Studies



- Adjusting one's behavior or thinking to coincide with a group standard.



Asch's Study of Conformity

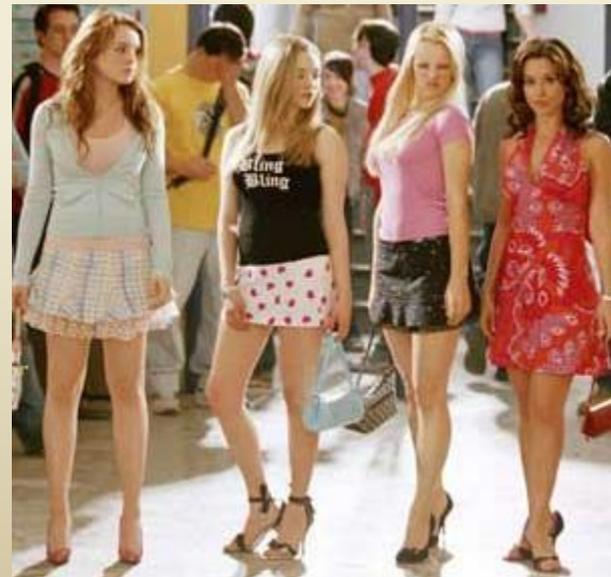
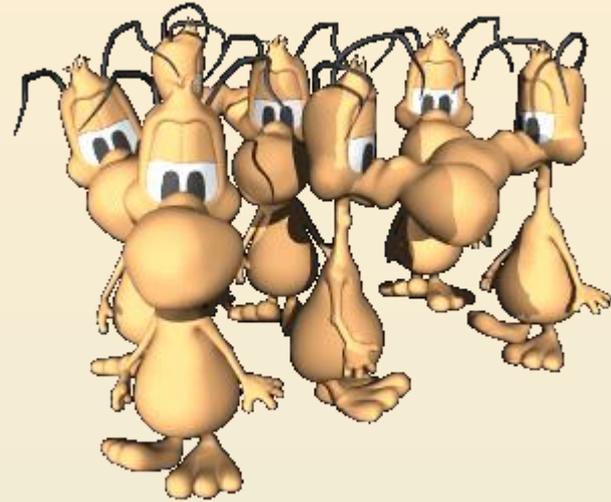


Asch's Results

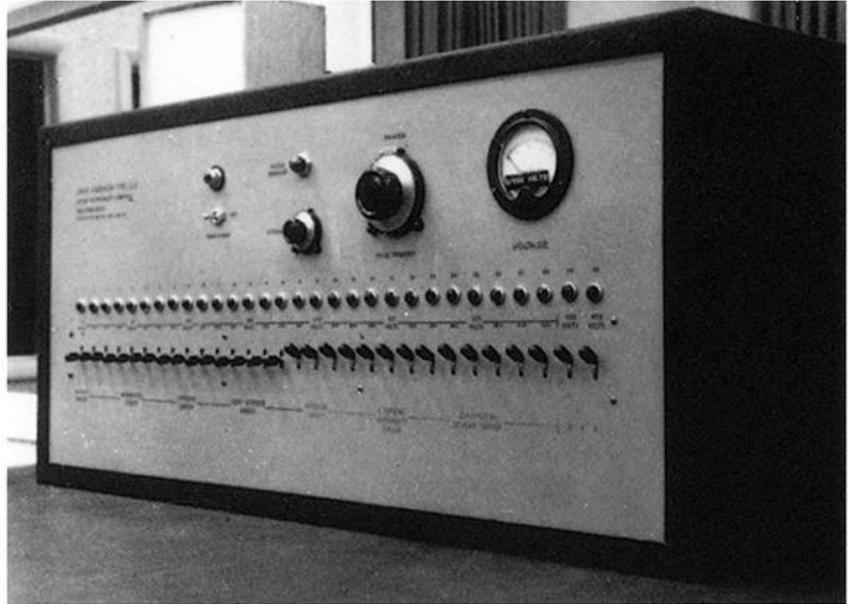
- About 1/3 of the participants conformed.
- 70% conformed at least once.

To strengthen conformity:

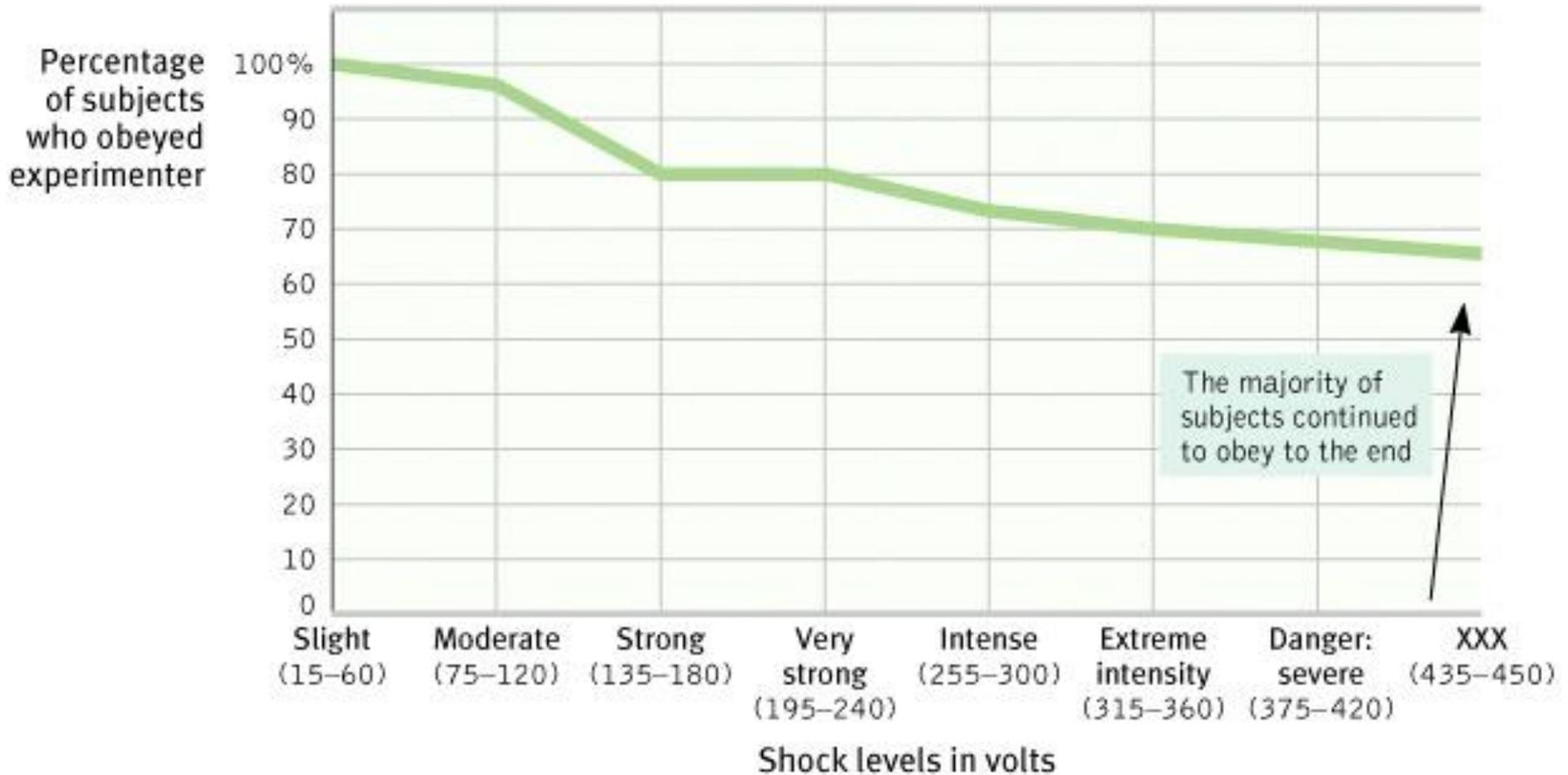
- **The group is unanimous**
- The group is at least three people.
- One admires the group's status
- One had made no prior commitment



Milgram's Study Of Obedience



Results of the Milgram Study



What did we learn from Milgram?

- Ordinary people can do shocking things.
- Ethical issues....
- Would not have received approval from today's **IRB** (Internal Review Board).



Group Dynamics



Social Loafing



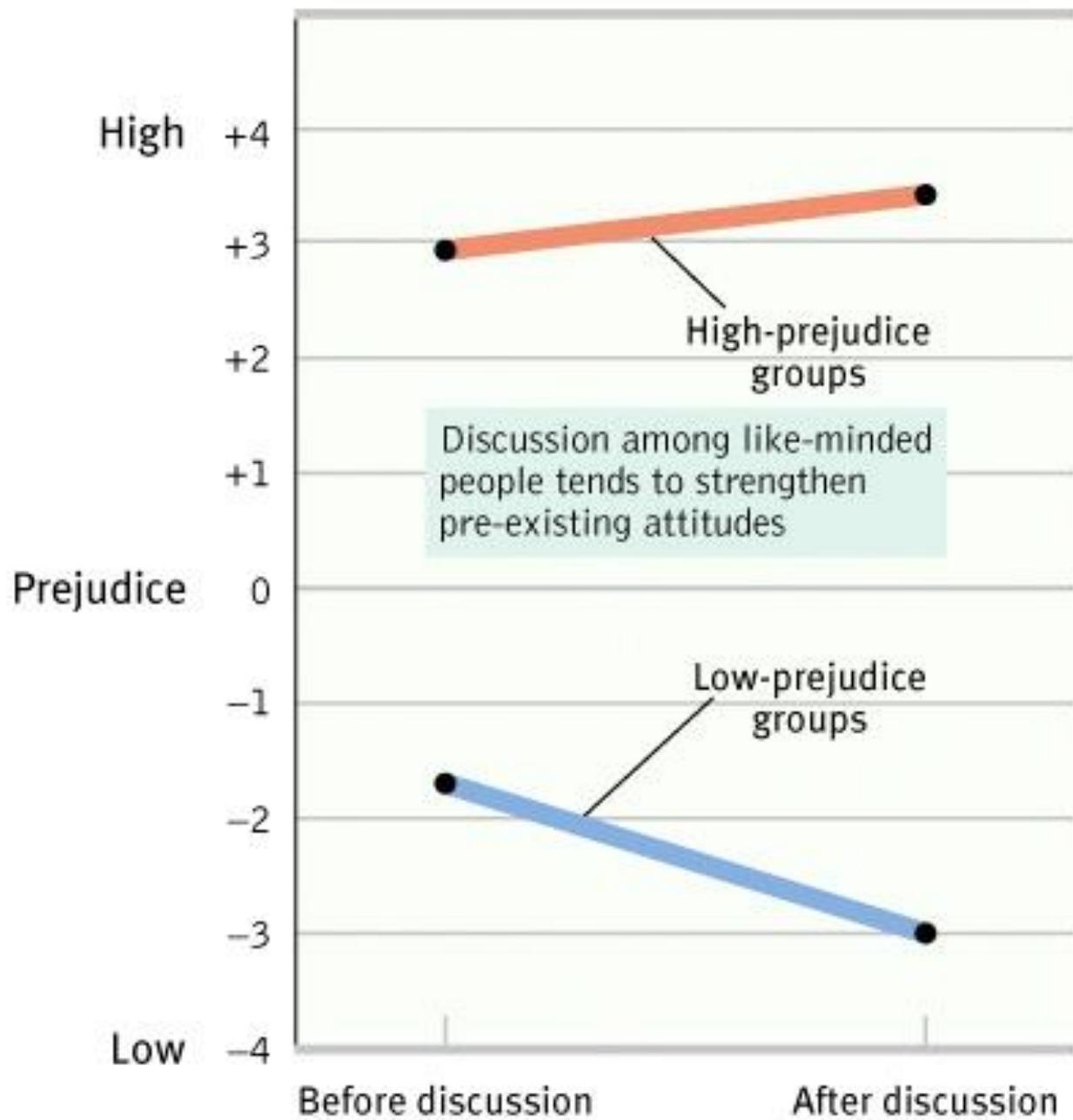
- The tendency for people in a group to exert less effort when pooling efforts toward a common goal than if they were individually accountable.



Group Polarization

- Groups tend to make more extreme decisions than the individual.





Groupthink

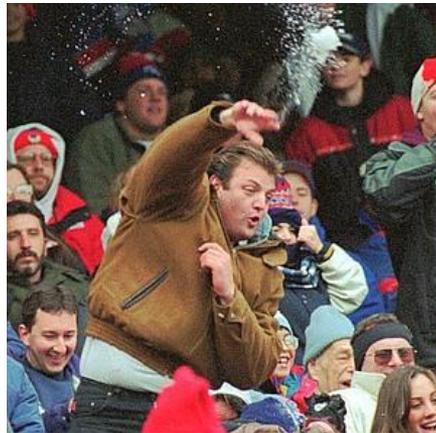


- Group members suppress their reservations about the ideas supported by the group.
- They are more concerned with group harmony.
- Worse in highly cohesive groups.



Deindividuation

- People get swept up in a group and lose sense of self.
- Feel anonymous and aroused.
- Explains rioting behaviors.



Zimbardo's Prison Study



- Showed how we deindividuate AND become the roles we are given.
- Philip Zimbardo has students at Stanford U play the roles of prisoner and prison guards in the basement of psychology building.
- They were given uniforms and numbers for each prisoner.
- What do you think happened?