

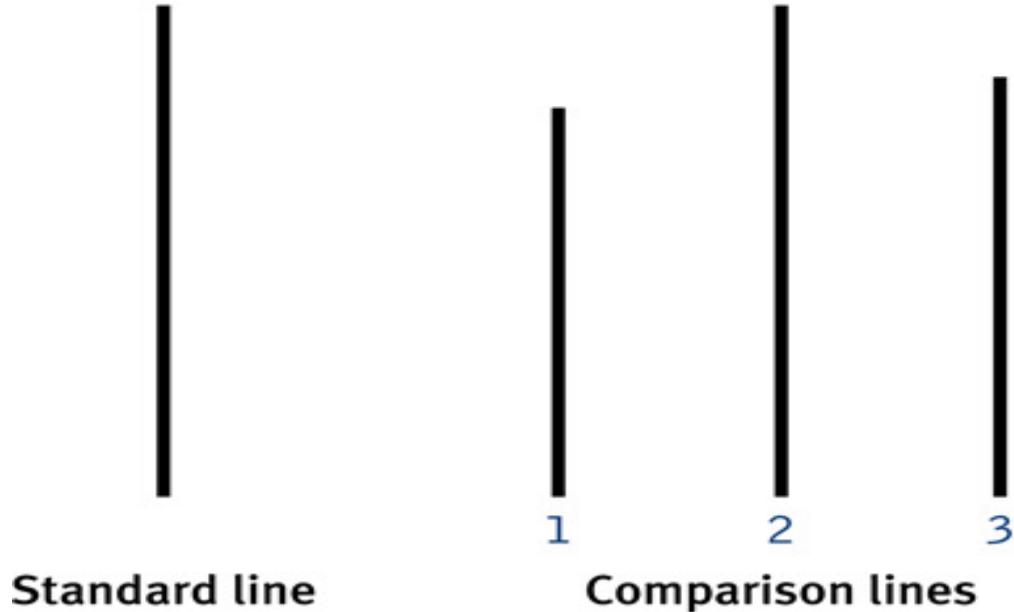
Social Thinking

- Cognitive Dissonance Theory
 - we act to reduce the discomfort (dissonance) we feel when two of our thoughts (cognitions) are inconsistent
 - example- when we become aware that our attitudes and our actions clash, we can reduce the resulting dissonance by changing our attitudes

Social Influence

- 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

Solomon Asch's Conformity Study



Despite the “standard line” obviously being equal to “comparison line 2”, 1/3 of people will answer incorrectly if the rest of the answers before him/her were incorrect as well

70% conformed at least once

Reasons for Conforming

Normative Social Influence

⌘ Influence resulting from a person's desire to gain approval or avoid disappointment



Informational Social Influence

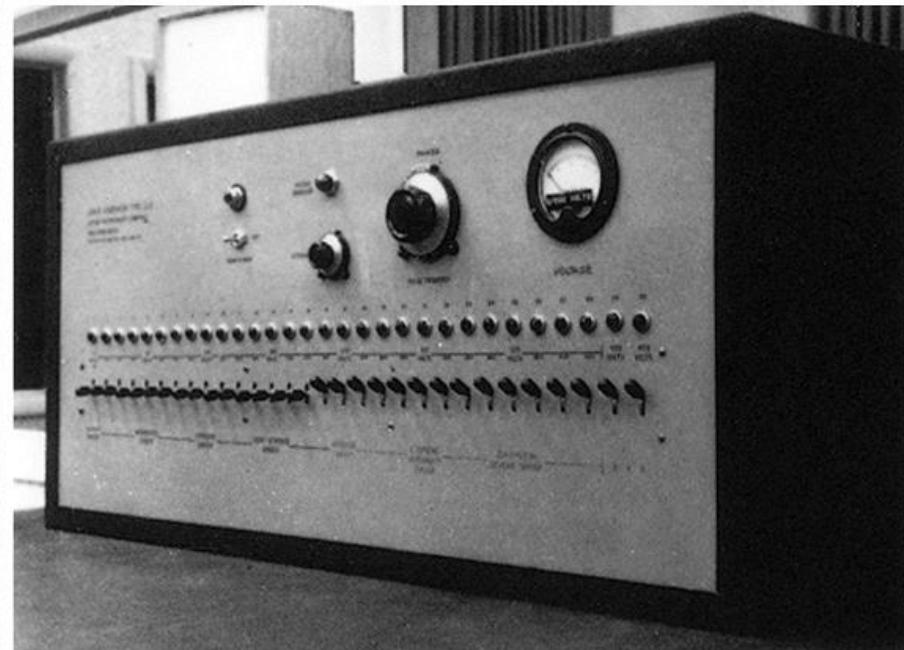
⌘ Influence resulting from one's willingness to accept others' opinions about reality



OBEDIENCE

occurs when you change your opinions, judgments, or actions because someone in a position of authority told you to

Milgram's Experiments



“I was only following orders.” – Adolf Eichmann,
Director of Nazi deportation of Jews to concentration camps

Social Facilitation



⌘ when an individual's skill performance gets better in the presence of others



Expert pool players who made 71% of shots when alone made 80% when four people came to watch them. (DO GOOD, DO

Social Inhibition



⌘ when an individual's skill performance gets worse in the presence of others



Poor pool shooters who made 36% of their shots when alone made only 25% when watched. (DO BAD, DO WORSE)

Social Loafing



⌘ the reduced effort of each member in a group; the larger the group, the less effort each member puts forth



During a group tug-of-war, the force pulled by the team is only half of what each individual's pull added together would be!



Groupthink



"All those in favor say 'Aye.'"

"Aye."

"Aye."

"Aye."

"Aye."

"Aye."

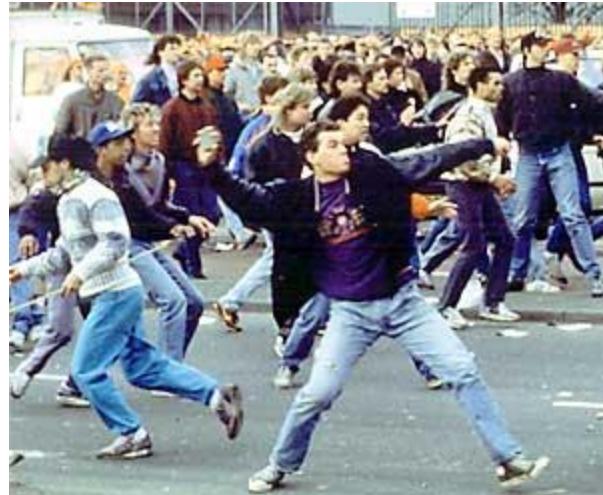
"Aye."

⌘ when desire for harmony in decision-making overrides a realistic solution to the problem



Deindividuation

- ⌘ the loss of self-awareness and self-restraint in group situations; brings about feelings of excitement and anonymity; “mob mentality”
- ⌘ *feel anonymous and aroused*
- ⌘ *explains rioting behaviors*





Group Polarization

⌘ the enhancement of a group's prevailing inclinations through discussion within the group

