

# Social Psychology



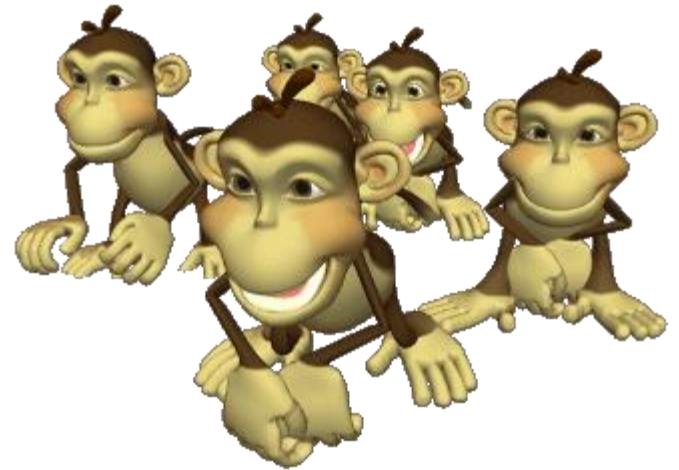
Attitude



Attraction



Aggression

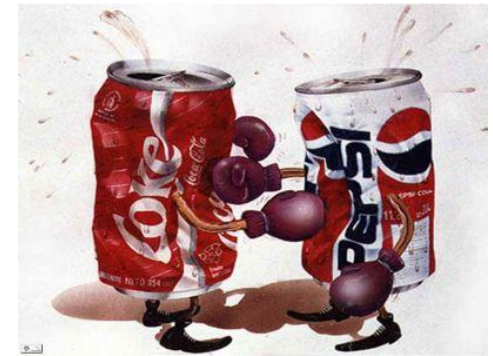
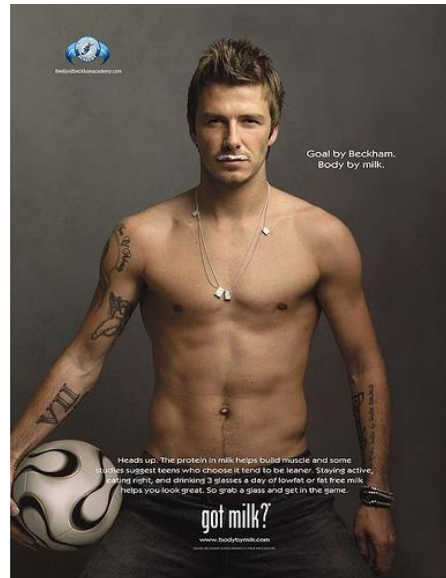
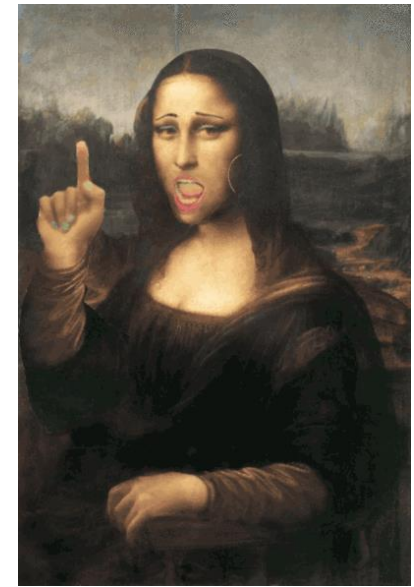


Group Behavior

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.



# 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.



# Is it just race?

NO

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

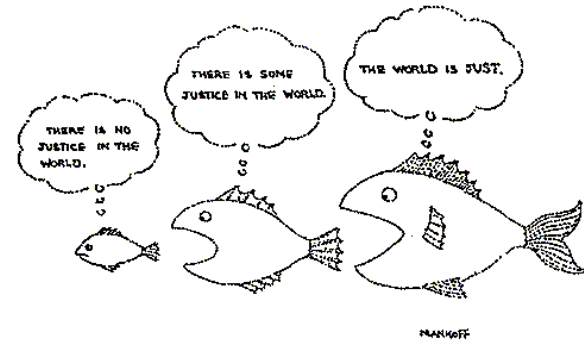


But men have some things going for them like.....

# 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.

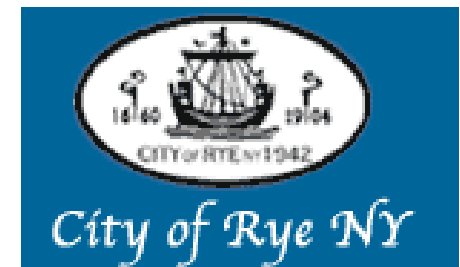
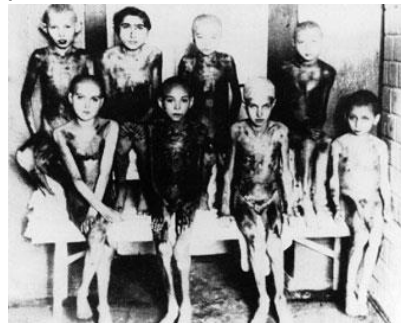


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## In-Group versus Out-Groups.

- 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



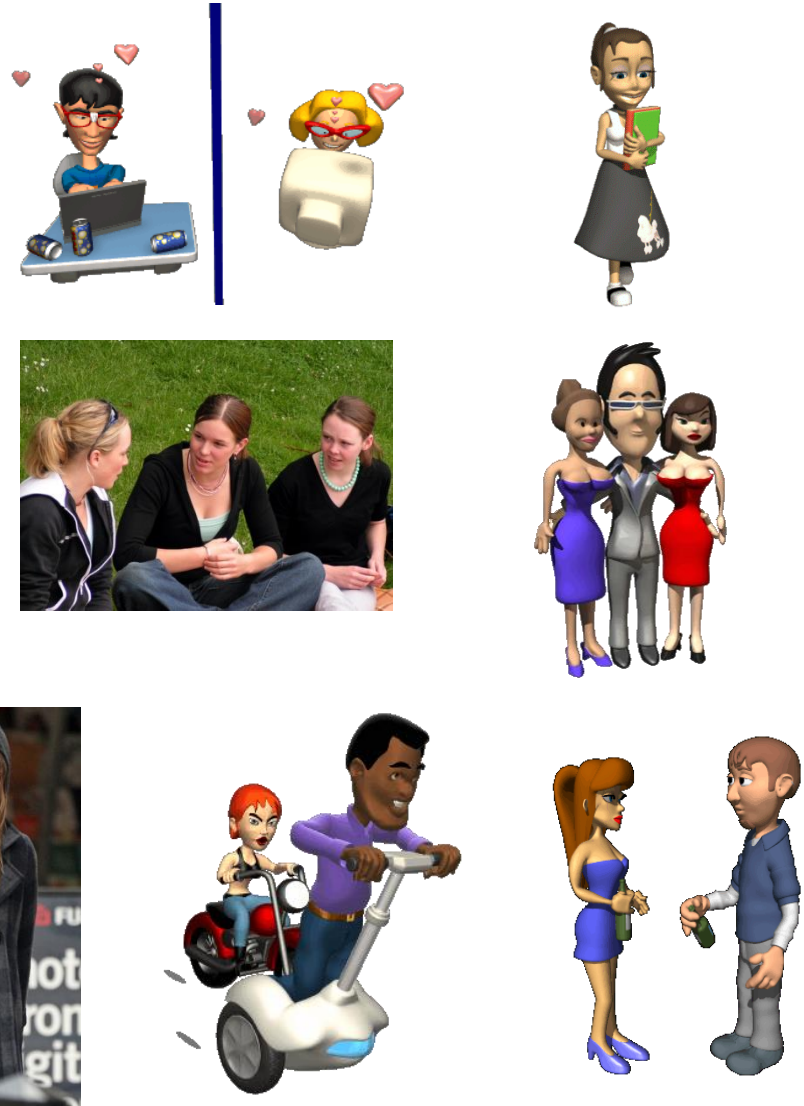
# Prejudices can often lead to a....

## Self-Fulfilling Prophecy

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



Click on teacher to read about the "*Pygmalion in the Classroom*" experiment



# Psychology of Aggression

Two types of aggression

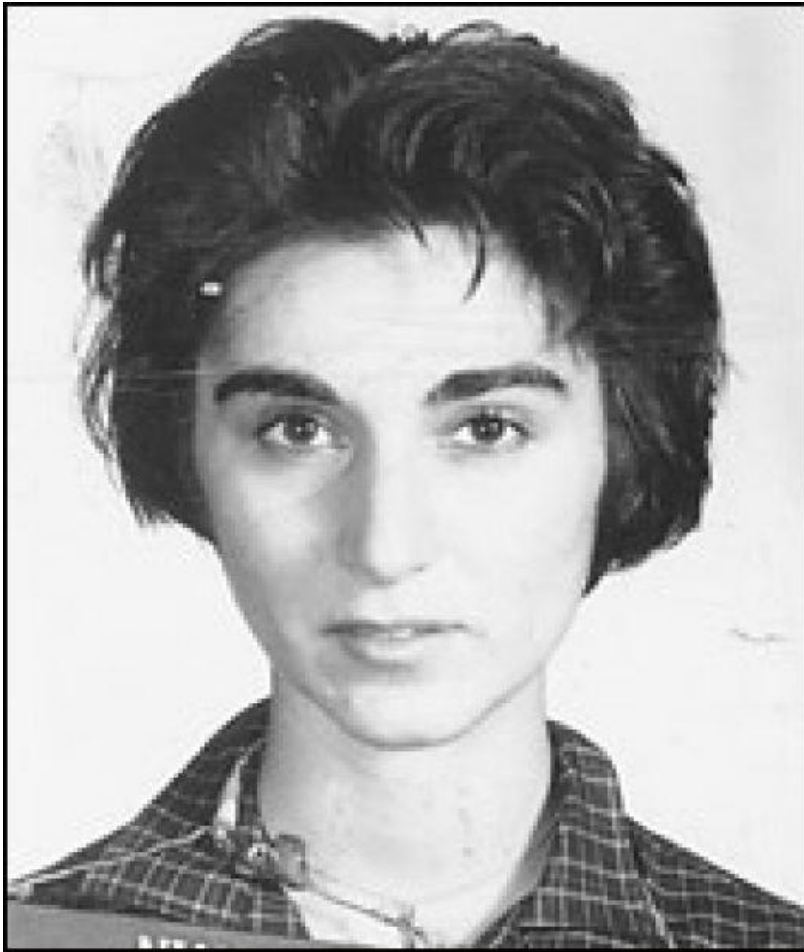
1. Instrumental Aggression
2. Hostile Aggression



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.

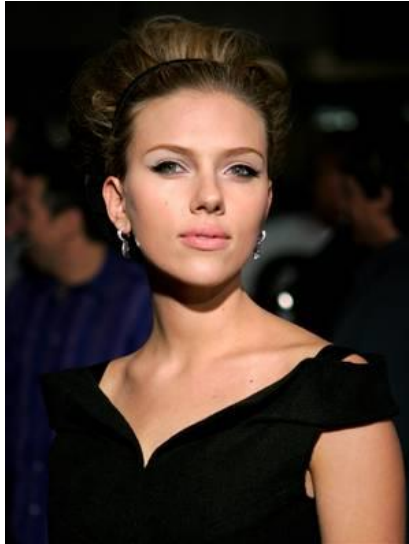
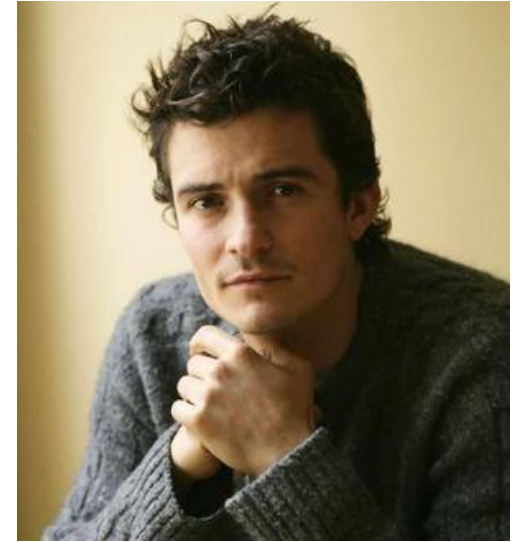
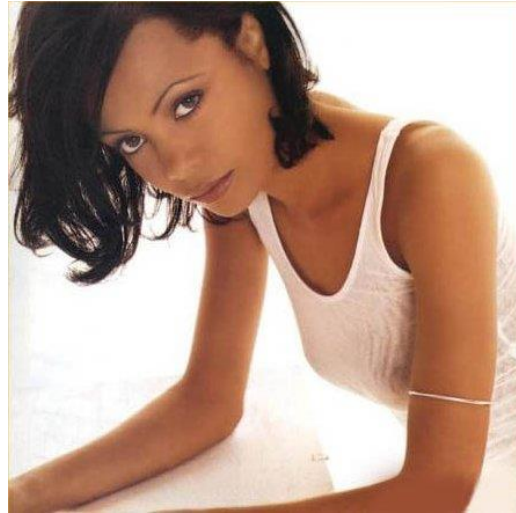
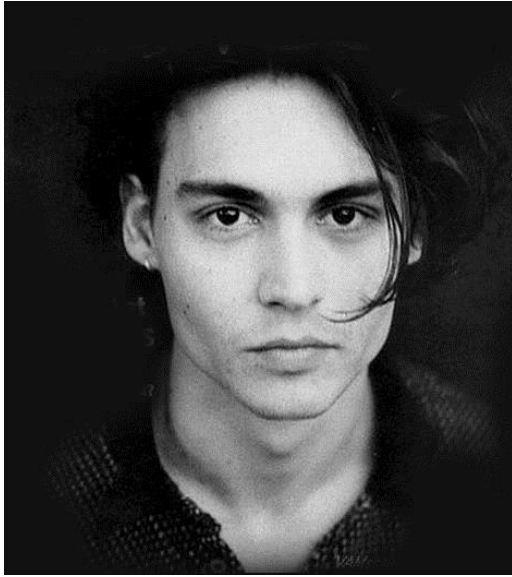


# Liking through Association



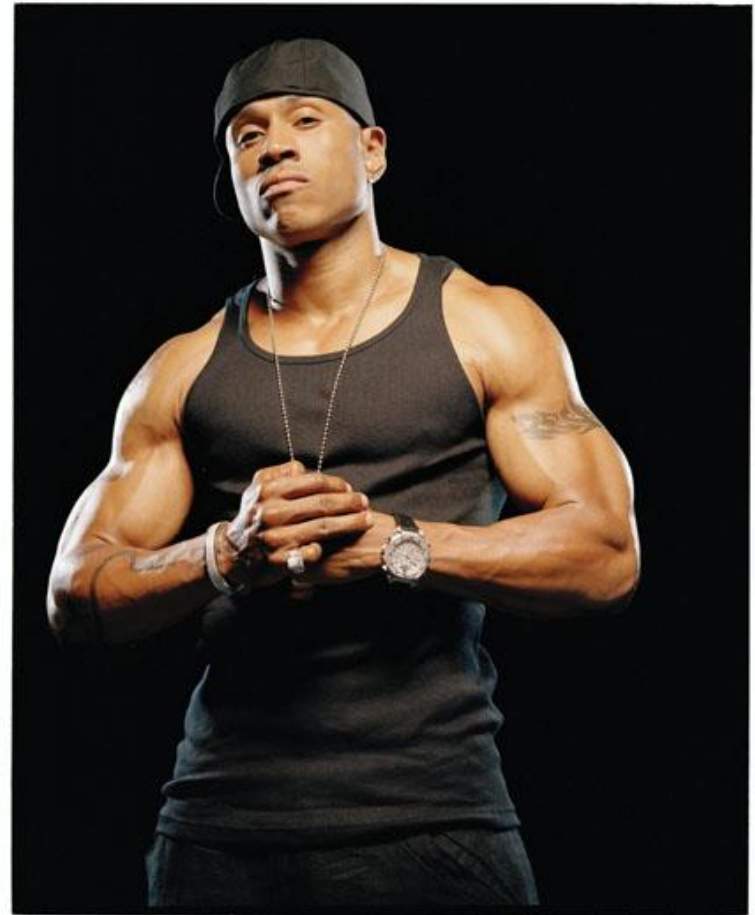
- Classical Conditioning can play a part in attraction.
- I love Theo's Wings. If I see the same waitress every time I go there, I may begin to associate that waitress with the good feelings I get from Theo's.

# 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.

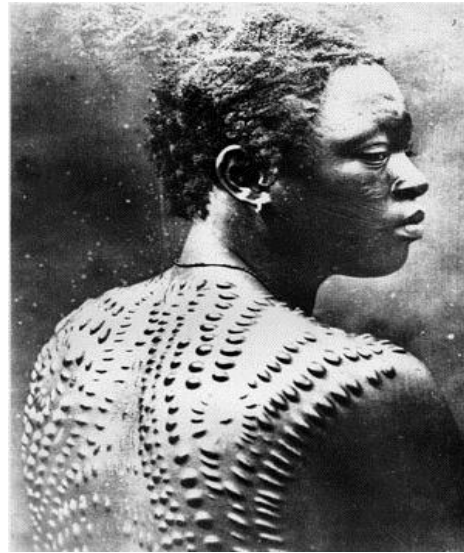


# Beauty and Culture



**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?



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# How groups affect our behavior?



*jill higgins*  
PHOTOGRAPHY



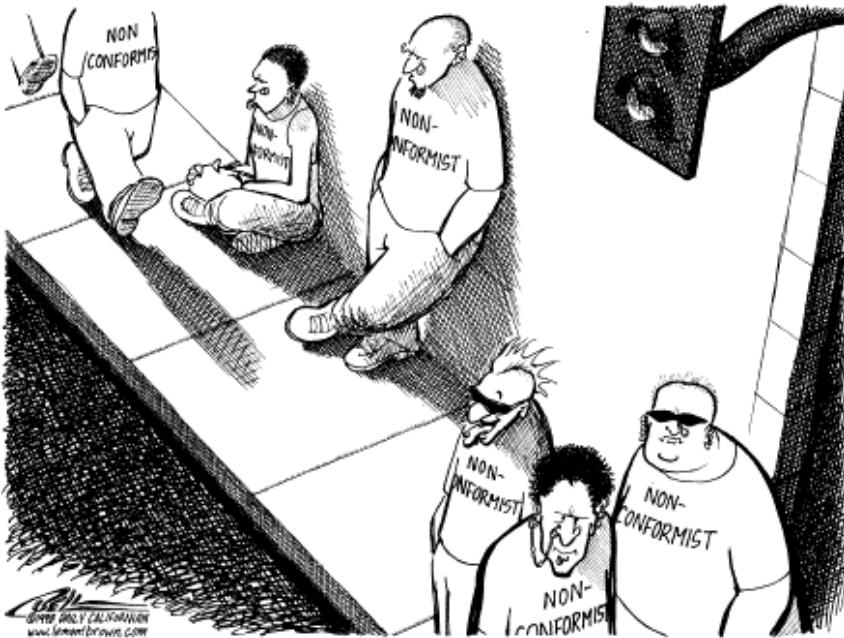


# Social Facilitation Theory

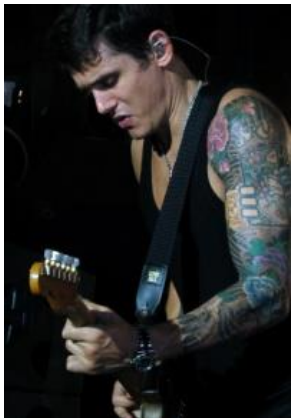
- If you are really good at something....or it is an easy task...you will perform **BETTER** in front of a group.
- If it is a difficult task or you are not very good at it...you will perform **WORSE** in front of a group (**social impairment**).



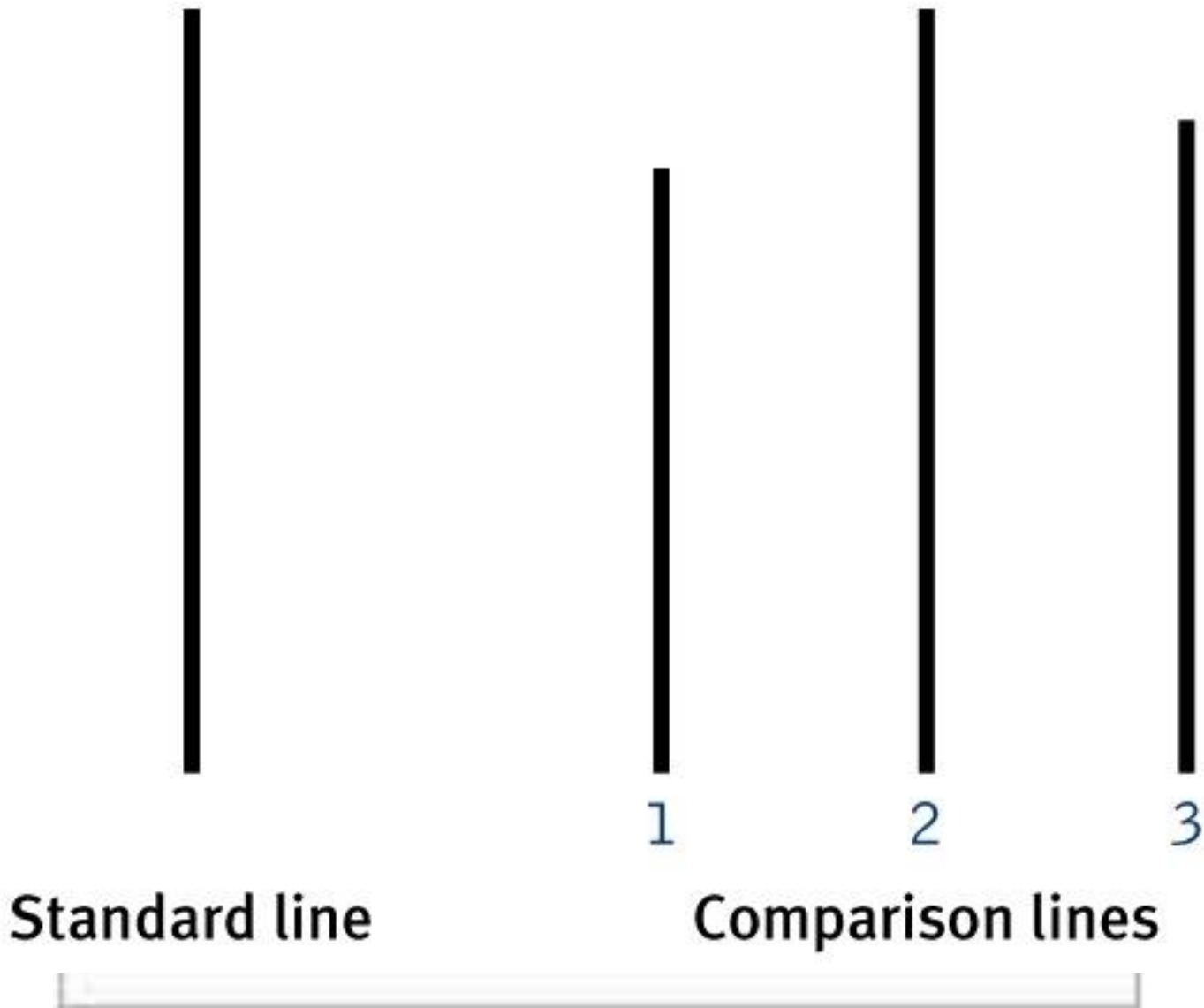
# Conformity Studies



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



# Asch's Study of Conformity

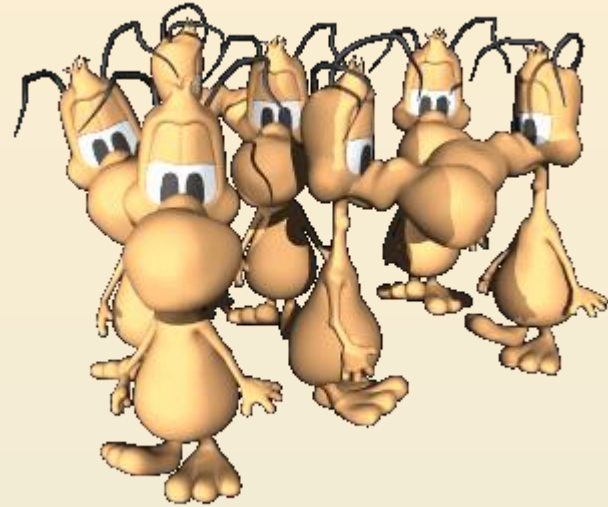


# Asch's Results

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

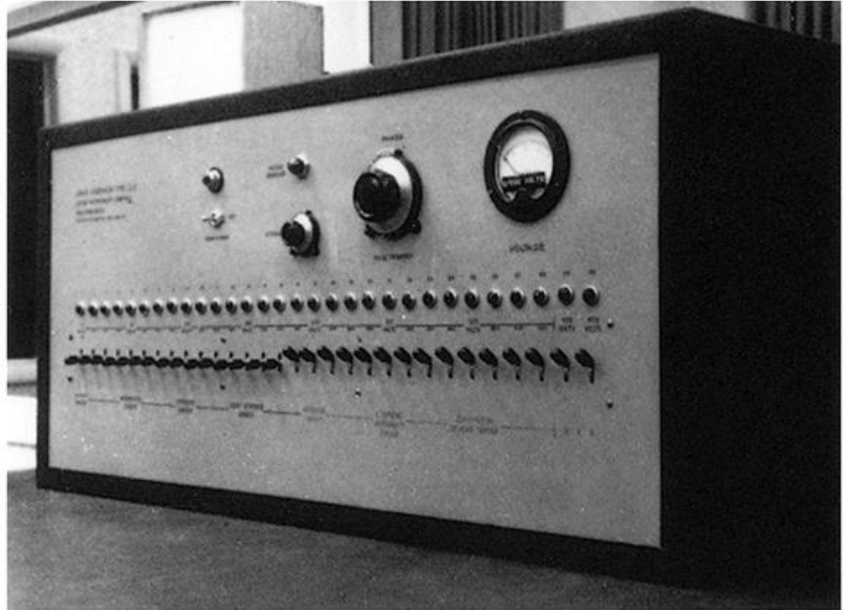
To strengthen conformity:

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

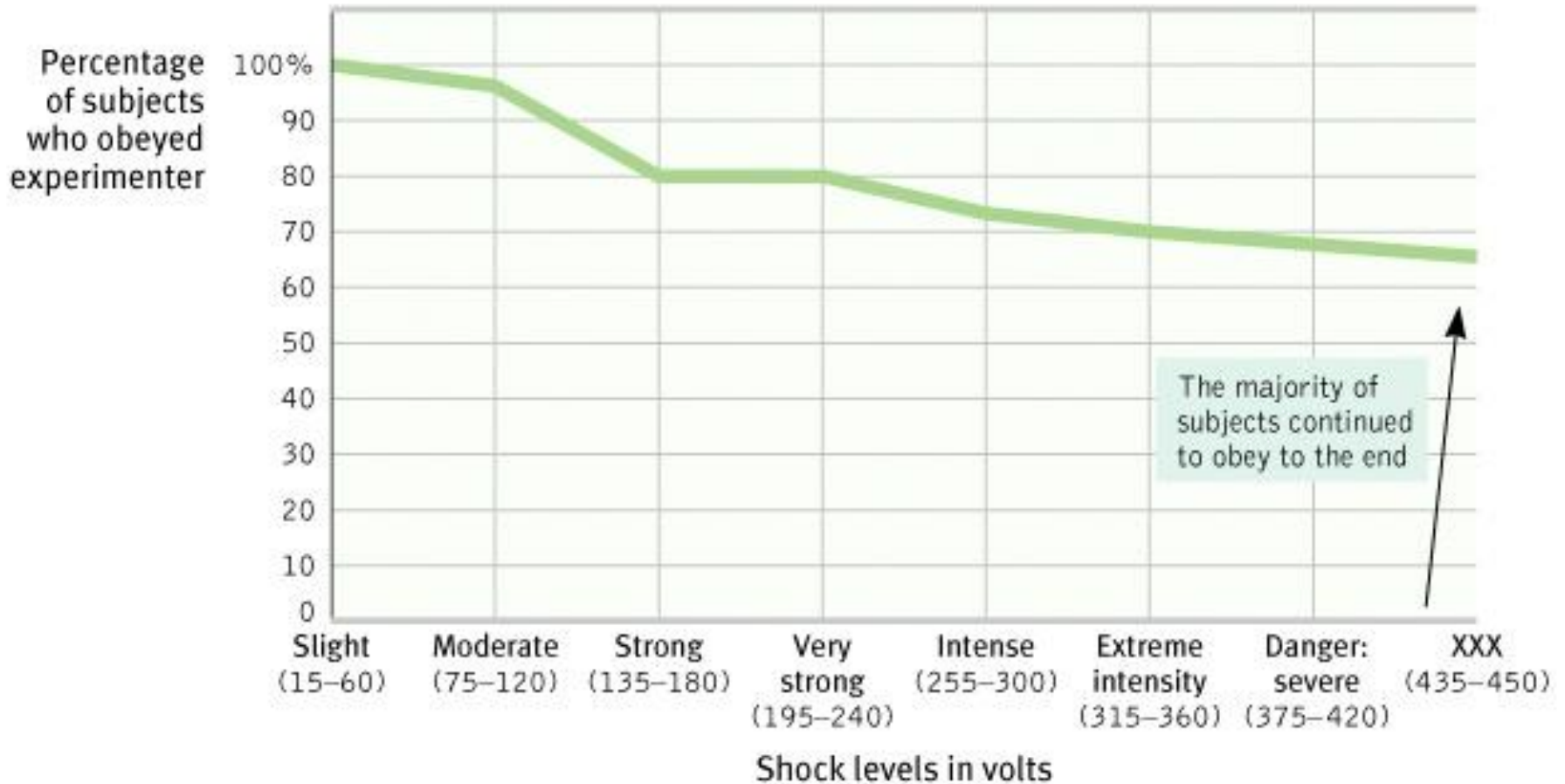


Click on the mean girls to read about Solomon Asch's study of conformity

# 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



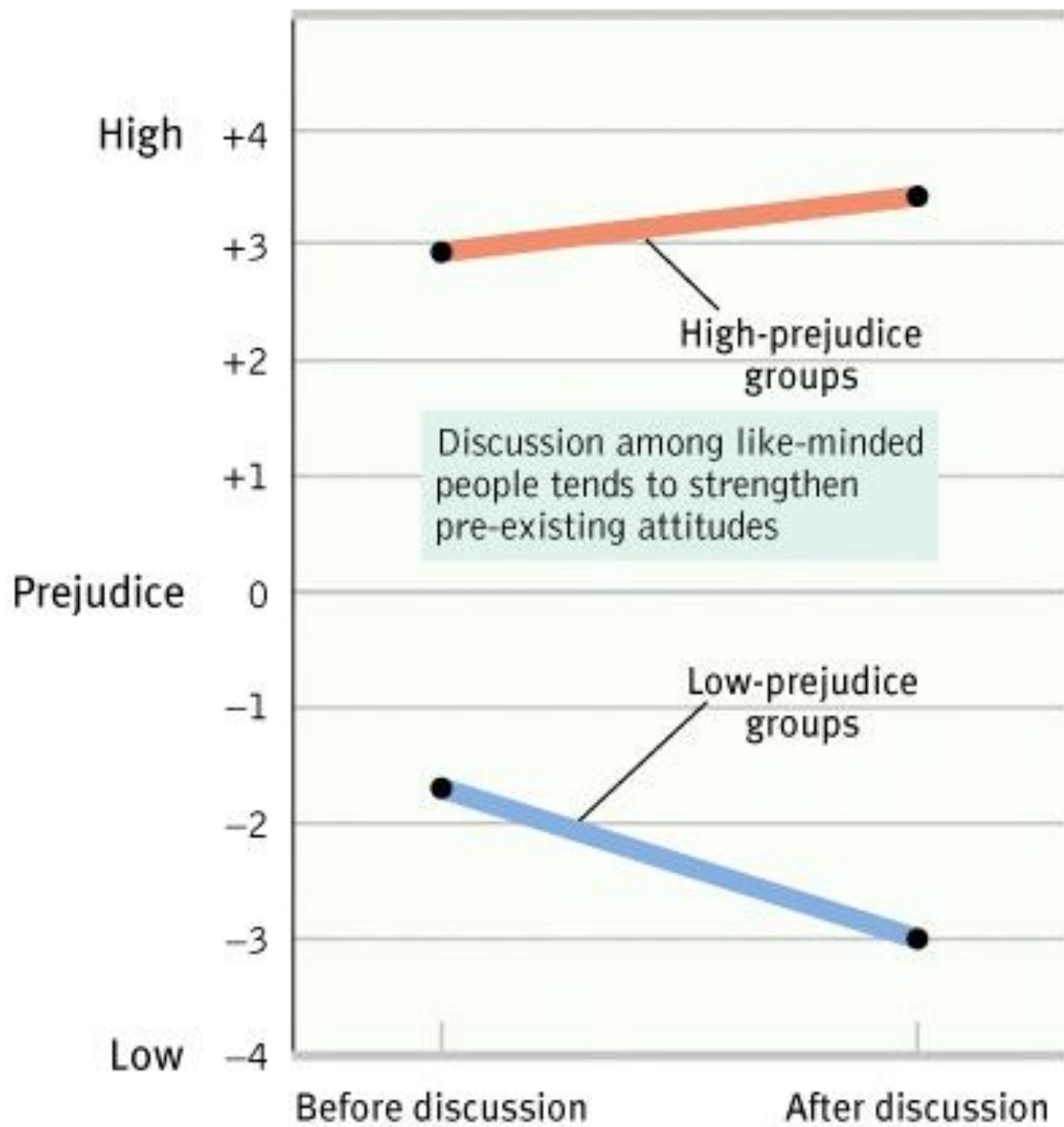
- The tendency for people in a group to exert less effort when pooling efforts toward a common goal than if they were individually accountable.



# 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



Click on prisoner for the Stanford prison experiment

- 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?

Then click on this [box](#) to see a conversation on the psychology of evil. Some slight nudity – you can leave room if uncomfortable