



Social Psychology



Attitude



Attraction



Aggression



Group behavior



- • Apply attribution theory to explain motives (e.g., fundamental attribution error, self-serving bias).
- • Describe the structure and function of different kinds of group behavior (e.g. deindividuation, group polarization).
- Explain how individuals respond to expectations of others, including groupthink, conformity, and obedience to authority.
- • Discuss attitudes and how they change (e.g., central route to persuasion).
- • Predict the impact of the presence of others on individual behavior (e.g., bystander effect, social facilitation).
- • Describe processes that contribute to differential treatment of group members (e.g., in-group/out-group dynamics, ethnocentrism, prejudice).
- • Articulate the impact of social and cultural categories (e.g., gender, race, ethnicity) on self-concept and relations with others.
- • Anticipate the impact of behavior on a self-fulfilling prophecy.
- • Describe the variables that contribute to altruism, aggression, and attraction.
- • Discuss attitude formation and change, including persuasion strategies and cognitive dissonance.
- • Identify important figures in social psychology (e.g., Solomon Asch, Leon Festinger, Stanley Milgram, Philip Zimbardo).

A Question

- We have learned about a number of different fields within psychology. What do you think *social psychology* is?



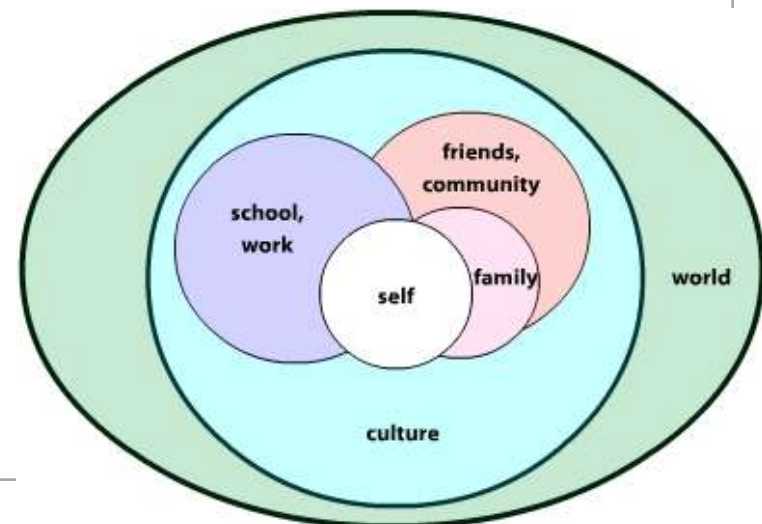
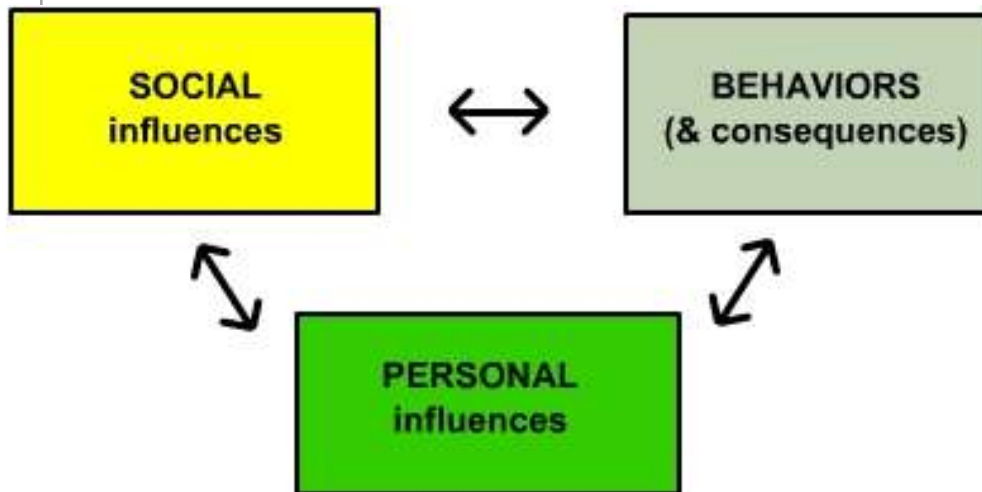
Social Psychology

- **Social psychology:** Psychology that studies the effects of social variables and cognitions on individual behavior and social interaction.
 - Social psychology looks at how people's thoughts, feelings, perceptions, motives and behavior are influenced by other people.
 - It tries to understand behavior and mental processes within its *social context*.



Social Context

- **Social context** includes the real, imagined, or symbolic presence of other people; the activities and interactions that take place among people; the settings in which behavior occurs; and the expectations and social norms governing behavior in a given setting (Sherif, 1981).



Major Themes of Social Psychology

- There are three major themes of social psychology that we will look at:
 - 1. The power of social situations
 - 2. Subjective social reality
 - 3. The promotion of human condition



Situationism vs. Dispositionism

■ Situationism:

- A view that says environmental conditions influence people's behavior as much or more than their personal disposition does.



Dispositionism:

- A view that says internal factors (genes, traits, character qualities) influence our behavior more than the situation we are in.



Regardless of your view, people's behavior depends heavily on two factors: **the social roles they play**, and **the social norms of the group**.

Social Standards of Behavior

- **Social Roles:** One of several socially defined patterns of behavior that are expected of persons in a given setting or group.
- The roles people assume may be the result of a person's interests, abilities and goals, or they may be imposed on a person by cultural, economic or biological conditions.

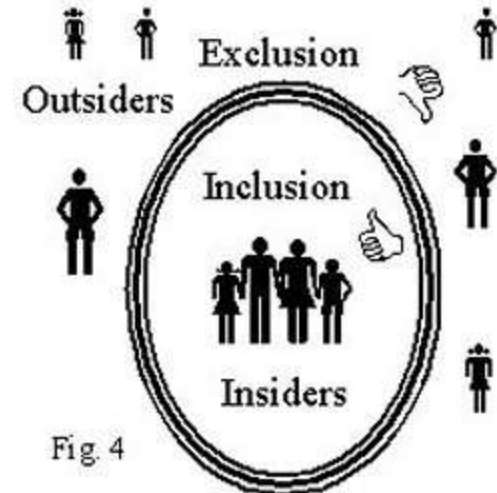


Fig. 4

Social Standards of Behavior

- **Social Norms:** A group's expectations regarding what is appropriate and acceptable for its members' attitudes and behaviors in given situations.



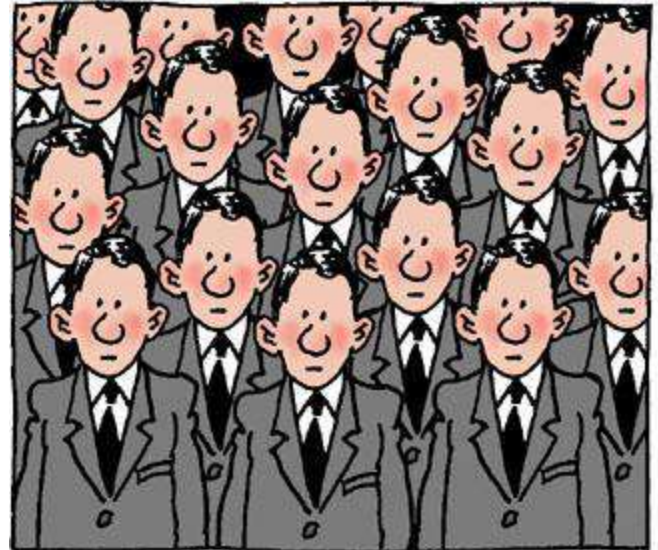
Social Pressure

- Social pressure can create powerful psychological effects such as prejudice, discrimination, blind obedience, and violence.
- Social roles, rules, how we are dressed, competition, or the mere presence of others can profoundly influence how we behave and think.
- **We usually adapt our behavior to the demands of the social situation, and in ambiguous situations, we take our cues from the behavior of others in that setting.**



Conformity

- When people interact in groups, there are specific psychological effects that happen.
- **Conformity:** The tendency for people to adapt their behaviors, attitudes, and opinions to fit the actions of other members of a group.



Normative Social Influence



"And now Edgar's gone. ... Something's going on around here."

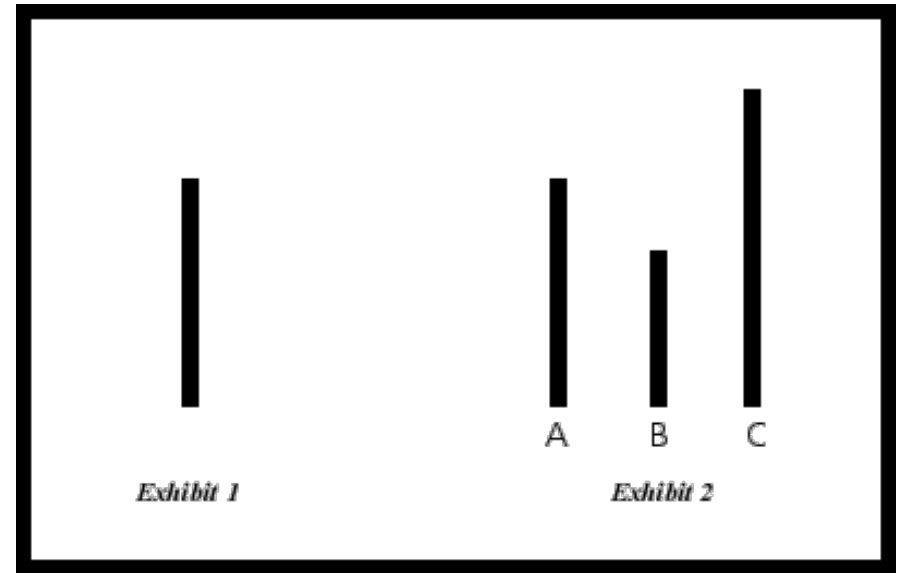
Influence
resulting from a
person's desire to
gain approval or
avoid disapproval

The Asch Effect

Asch's Study

The Asch Effect:

A form of conformity in which a group majority influences individual judgments.



Asch's test had 4 trials. There were groups of 7 people, 6 of whom were aware of the test. They would be shown cards like the one above and asked which of the lines matched exhibit 1. In the first three trials, all 6 of the "knowing" participants answered correctly. The 7th participant followed correctly. On the 4th trial, the first 6 participants intentionally answered incorrectly, in an attempt to see what the 7th participant would do.

Asch's Results

- 75% of those subjected to group pressure conformed to the false judgment of the group one or more times, while only 25% remained completely independent.
 - In related studies, up to 80% conformed with the majority's false estimate at least once, while 33% yielded to the majority on half of the trials or more.



Faced with unanimous agreement by the group on the wrong answer, the test subject (#6) peers at the cards, deciding whether to trust his own eyes and his own confidence, or whether to instead change his mind and trust the group's opinion, or to simply pretend to agree with the group in order to avoid conflict or rejection.

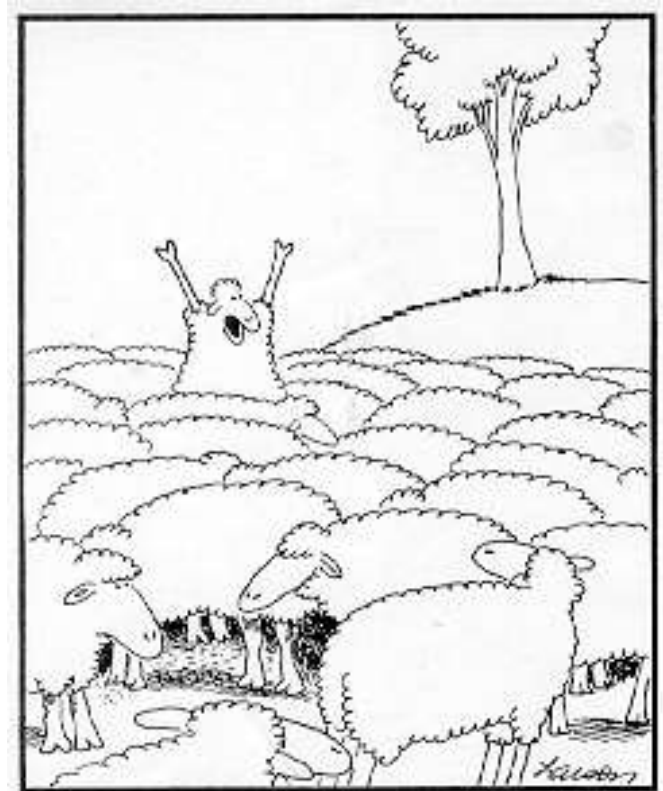
Characteristics that Promote Conformity

- Asch identified 3 factors that influence whether a person will yield to group pressure:
 - 1. The size of the majority
 - 2. The presence of a partner who dissented from the majority
 - 3. The size of the discrepancy between the correct answer and the majority's opinion.



Conformity

- Conformity increases when...
 - You feel incompetent or insecure.
 - You are in a group of 3 or more.
 - You are impressed by the status of the group.
 - You have made no prior commitment to a response.
 - You are being observed by the others in the group.
 - Your culture strongly encourages respect for social standards.



"Wait! Wait! Listen to me! . . . We don't have to be just sheep!"

Informational Social Influence



- Influence resulting from one's willingness to accept others' opinions about reality
- Often results in *internalization* or *private acceptance*, where a person genuinely believes that the information is right
- Sherif 1935

Video: <http://www.youtube.com/watch?v=5F8mgkwM1E0>

Sherif (1935)

Autokinetic Effect Experiment

Aim: Sherif (1935) conducted an experiment with the aim of demonstrating that people conform to group norms when they are put in an ambiguous (i.e. unclear) situation.

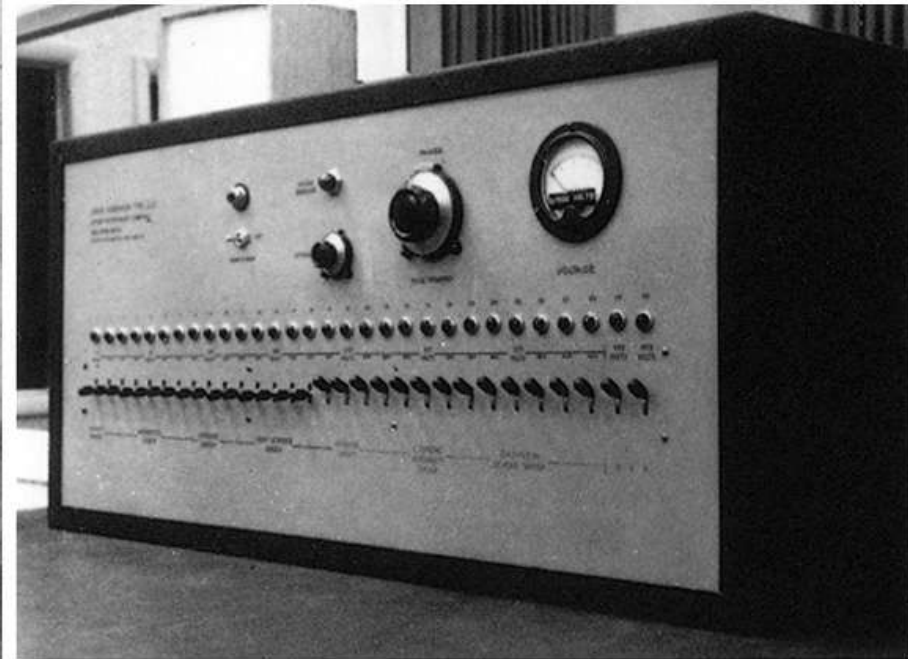
- **Method** : Sherif used a lab experiment to study conformity.
- He used the autokinetic effect – this is where a small spot of light (projected onto a screen) in a dark room will appear to move, even though it is still (i.e. it is a visual illusion).
- When participants were individually tested their estimates on how far the light moved varied considerably (e.g. from 20cm to 80cm).
- The participants were then tested in groups of three.
- Sherif manipulated the composition of the group by putting together two people whose estimate of the light movement when alone was very similar, and one person whose estimate was very different.
- Each person in the group had to say aloud how far they thought the light had moved.

Sherif (1935) Autokinetic Effect Experiment

- **Results:** Sherif found that over numerous estimates (trials) of the movement of light, the group converged to a common estimate. The person whose estimate of movement was greatly different to the other two in the group conformed to the view of the other two.
- Sherif said that this showed that people would always tend to conform. Rather than make individual judgments they tend to come to a group agreement.
- **Conclusion:** The results show that when in an ambiguous situation (such as the autokinetic effect), a person will look to others (who know more / better) for guidance (i.e. adopt the group norm). They want to do the right thing but may lack the appropriate information. Observing others can provide this information. This is known as **informational conformity**.

Obedience

Milgram's Experiments



Milgram's Obedience Study



Non Conformity

- Not everyone conform to social pressure.
- **Smith and Bond (1998)** discovered cultural differences in conformity between western and eastern countries.
- People from western cultures (such as America and the UK) are more likely to be individualistic and don't want to be seen as being the same as everyone else.
 - They value being independent & self sufficient (the individual is more important than the group), & as such are more likely to participate in non conformity.
- In contrast eastern cultures (such as Asian countries) are more likely to value the needs of the family and other social groups before their own.
 - They are known as collectivist cultures and are more likely to conform.

Groupthink

- **Groupthink:** The mode of thinking that occurs when the desire for harmony in a decision-making group overrides a realistic view of the alternatives.
- **Factors that promote groupthink:**
 - Isolation of the group
 - High group cohesiveness
 - Directive leadership
 - Lack of norms requiring methodical procedures
 - Homogeneity of members' social background
 - High stress from external threats

Group Polarization

- **Group Polarization:** When members of a group have similar, though not identical, views about a topic and discuss them, their opinions become more extreme and pronounced.



Polarizing Figures



Other Group Behaviors

- **Social Facilitation:** Tendency for improved performance of tasks in the presence of others.
 - This is generally because of a heightened state of awareness.
 - The exception is new skills- **SOCIAL IMPAIRMENT-** If it is a difficult task or you are not very good at it...you will perform WORSE in front of a group

Social Loafing: Tendency for people in a group to exert less effort when pooling their efforts towards a common goal.



Deindividuation: Loss of self-awareness and self-restraint occurring in group situations that foster action and anonymity.



Zimbardo's Prison Study



- Showed how we deindividuate AND become the roles we are given.
- Philip Zimbardo has students at Stanford University 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?

What Makes up a Group

- Generally, groups are characterized by three features:
 - *Roles*- an expected set of behaviors for the group members
 - *Norms*- rules of conduct
 - *Cohesiveness*- force that pulls group members together and forms bonds that last.

- All of these are subject to social reality.



Social Reality

- **Social reality:** An individual's subjective interpretation of other people and of relationships with them.
 - Determines who we find: attractive or threatening; who we are drawn to or avoid...
- The judgments we make about others depend on their behavior and our interpretations of their action.



Interpersonal Attraction

- **Reward theory of attraction:** The theory that says we like those who give us maximum rewards or benefit at minimum costs.
 - According to this theory, attraction is a form of social learning.
- Psychologists have identified four especially strong sources of reward that predict interpersonal attraction.

Exceptions to the Rule

- Although the reward theory of attraction seems to make sense, it fails to explain a few situations:
 - A woman in an abusive relationship
 - Joining a frat/hazing
- Why might someone engage in these relationships?



Four Sources of Attraction

- **1. Proximity:** The idea is that people will work harder to make friends with those to whom they are closest (physically).
- **2. Similarity:** People usually find it more rewarding to have a relationship with someone who shares the same attitudes, interests, values and experiences as they do.

Four Sources of Attraction

- **3. Self-Disclosure:** It takes time to develop the trust necessary to share intimate details about oneself.
 - Generally we want to spend time around those who know us best.
- **4. Physical Attractiveness:** Yes it is vain, but it is reality. People are generally attracted to those who are more physically attractive.
 - Average=attractive
 - Beautiful=unapproachable



Other Theories of Attraction

- Reward theory of attraction is not the only theory about why we are attracted to who we are.
- **Matching Hypothesis:** A prediction that most people will find friends and mates that are perceived to be about their same level of attractiveness.



Other Theories of Attraction

- **Expectancy-Value Theory:** The theory that people decide to pursue a relationship by weighing the potential value of the relationship against their chances of succeeding in that relationship.
 - We try to have relationships with the most attractive people we think will probably like us in return, while minimizing the risk of failure

I am guessing that Jay-Z would not give up his relationship with Beyonce for one with Lady Gaga.





Making Cognitive Attributions

Explaining to ourselves why people act the way they do.



Cognitive Dissonance

- **Cognitive Dissonance:** A highly motivating state in which people have conflicting cognitions (thoughts), especially when their voluntary actions conflict with their attitudes.
- Marines in boot camp



MARINES
THE FEW. THE PROUD.

Cognitive Dissonance Theory

- *Cognitive dissonance theory* says that when people's cognitions and actions are in conflict (a state of dissonance) they often reduce the conflict by changing their thinking to fit their behavior.
- “Pain is just weakness leaving the body.”
 - Examples of cognitive dissonance theory in action?



Theory

Fiona's attitude:



The tuition here is too high

Cognitive dissonance
(awareness that attitude and behavior are inconsistent)

Fiona's behavior:



THE SCHOOL NEEDS THE MONEY!

Dissonance resolved



Maybe the school has a point

Example of Cognitive Dissonance

- Smokers tend to experience cognitive dissonance because it is widely accepted that cigarettes cause lung cancer, yet virtually everyone wants to live a long and healthy life. In terms of the theory, the desire to live a long life is dissonant with the activity of doing something that will most likely shorten one's life.
- The tension produced by these contradictory ideas can be reduced by quitting smoking, denying the evidence of lung cancer, or justifying one's smoking.
- For example, a smoker could rationalize his or her behavior by concluding that everyone dies and so cigarettes do not actually change anything. Or a person could believe that smoking keeps one from gaining weight, which would also be unhealthy.

Attribution Theory

- The idea that we give a casual explanation for someone's behavior.
- We credit that behavior either:
 - To the situation or....
 - To the person's disposition.



Was my friend mean because he/she had a bad day or is just a bad person?



Class Activity



- Now you guys have a unique opportunity. We are taking a break from notes because I want your feedback about me.
- Please describe me.
 - What do you think of me? Be honest.

Fundamental Attribution Error

- We tend to attribute people's behavior and misfortunes to their personal traits rather than situational forces.
- **The Fundamental Attribution Error (FAE)** is the tendency to overemphasize personal traits while minimizing situational influences.
 - Assigning the causality to personal characteristics when causality actually lies with the situation.

An Example...

- Think about the last time you were driving and were cut off by another car. Did you think:
 - a) “what an idiot – that guy is a terrible driver;” or
 - b) “That guy must have a good reason to be in such a hurry.”



Attribution At Work

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)



Self-Serving Bias

- Self-serving bias is a error in the way we look at and interpret ourselves and the situations we find ourselves in.
- Self-Serving Bias is the tendency for us to judge ourselves by a double standard:
 - a) When things go well, the success is a result of our own internal factors like motivation, talent or skill.
 - b) When things go poorly it was the result of some uncontrollable external factor.



Attitude

§ Belief and feeling that predisposes one to respond in a particular way to objects, people and events

Do our attitudes guide our actions?

Only if....

- External pressure is minimal.
- We are aware of our attitudes.
- The attitude is relevant to the behavior.

Attitudes

**Internal
attitudes**

**External
influences**



Behavior

Social Thinking



Attitudes follow behavior

Cooperative actions feed mutual liking

Social Thinking

- **Foot-in-the-Door Phenomenon**
 - tendency for people who have first agreed to a small request to comply later with a larger request



Example: If I give out an answer on a quiz, what happens next?



Self-Fulfilling Prophecies

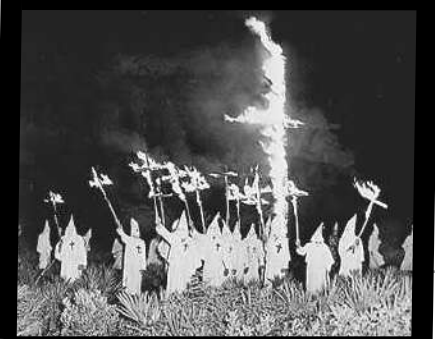
- Occurs when one person's belief about others leads one to act in ways that induce the others to appear to confirm the belief.



If you think someone finds you attractive, they more likely will!!!

Prejudice and Discrimination

- Our judgments about people can be both positive and negative, but prejudice is always a negative judgment.
- **Prejudice** is having negative thoughts, emotions, attitudes or feelings towards an individual solely based on his membership in a particular group.
 - Can lead to self-fulfilling prophecy
 - Rosenthal and Jacobson's "*Pygmalion in the Classroom*" experiment.
- Where prejudice is an attitude, **discrimination** is a negative action taken against a person because of his membership in a group.



Jane Elliot (1968) - "Blue eye/brown eye"

Aim: To emphasize the effects of discrimination and group bias on personal traits and self-esteem.

Method: Segregated primary school class into two groups based on eye color.

- Told blue eyes meant you were smarter, quicker and more successful.
- Brown eyes meant you were lazy, untruthful, and stupid. Blue eyed children were given privileges.

A few days later the roles were reversed.



-Results: Blue eyed children became bossy, arrogant, and smarter + showed discriminatory behavior towards brown eyes.

Brown eyes became timid, submissive and performed less well academically.

-The same thing happened when roles were reversed.

-This was despite any personal traits that may have been present previously

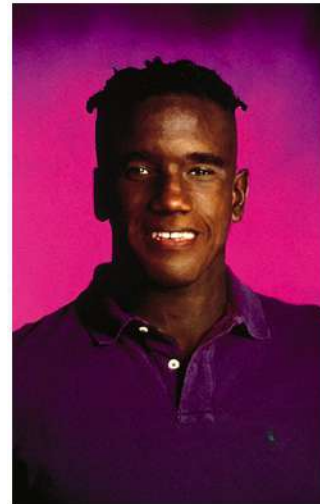
-Conclusion: Being part of a group affects how you view yourself, and your behavior towards out groups.

5 Causes of Discrimination

- 1. Dissimilarity and Social Distance:** The perceived difference between two people-usually culturally based
- 2. Economic Competition:** When one group wins economic benefits at the expense of another group
Ex: old growth logging: jobs vs. environment
- 3. Scapegoating:** Blaming an innocent person for one's own troubles
Jewish people during Nazi Germany
- 4. Conformity to Social Norms:** An “unthinking tendency” to keep things the way they are, even if they may be wrong
- 5. Media Stereotypes:** Images, words or ideas used to project groups in a certain, over-generalized way.

Social Relations

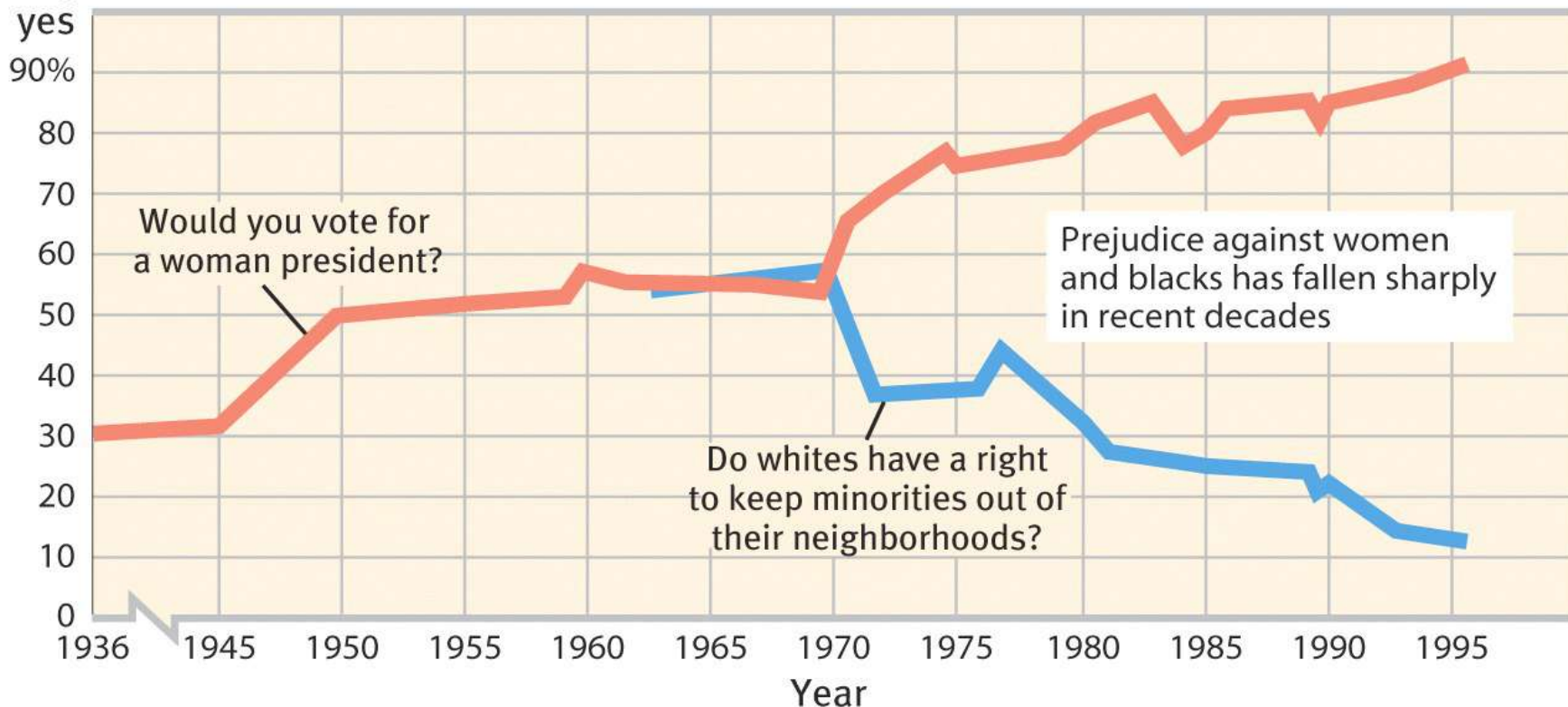
- **Stereotype**
 - a generalized (sometimes accurate, but often overgeneralized) belief about a group of people
 - Does perception change with race?



Social Relations

- Americans today express much less racial and gender prejudice

Percentage answering yes



Social Relations

- **Ingroup**
 - “Us”- people with whom one shares a common identity
- **Outgroup**
 - “Them”- those perceived as different or apart from one’s ingroup



Social Relations

Just-World Phenomenon

- tendency of people to believe the world is just
- people get what they deserve and deserve what they get

Door in the Face Phenomenon

- The tendency for people who say no to a huge request, to comply with a smaller one.



Social Relations

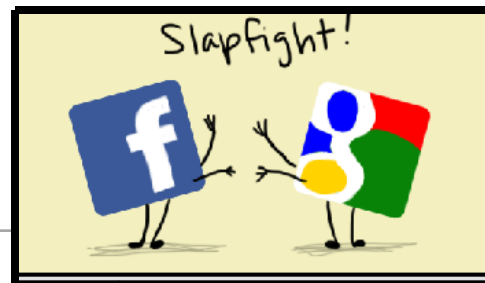
- **Aggression**

- any physical or verbal behavior intended to hurt or destroy



- **Frustration-Aggression Principle**

- Principle that frustration – the blocking of an attempt to achieve some goal – creates anger, which can generate aggression



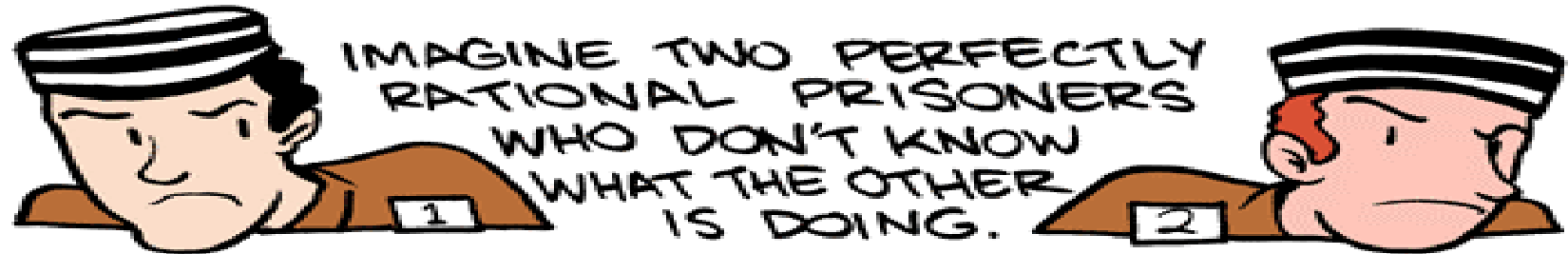
Social Relations

- Conflict
 - perceived incompatibility of actions, goals, or ideas
- Social Trap or Prisoner's Dilemma
 - Axelrod & Hamilton (1981)
 - a situation in which the conflicting parties, by each rationally pursuing their self-interest, become caught in mutually destructive behavior
 - Video: <http://www.youtube.com/watch?v=ED9gaAb2BEw>

Axelrod and Hamilton (1981)

- Tested reciprocal altruism.
- Tested humans using a game called "prisoner's dilemma", where players interact in pairs.
- Individuals can choose either to cooperate or defect. If they both cooperate they gain a reward and if they both defect they don't gain anything.
- Viewed in evolutionary terms, there is no chance that cooperative behavior can evolve, so natural selection will favor the defectors, and a cooperator will eventually be eliminated from the population.
- If two players meet each other many times, they can adjust their strategy so that it works with their last opponent's move.
- Axelrod and Hamilton argue that cooperation of this nature is an evolutionary stable strategy.

"THE PRISONER'S DILEMMA" IS A CONCEPT FROM THE FIELD OF GAME THEORY.



IMAGINE TWO PERFECTLY RATIONAL PRISONERS WHO DON'T KNOW WHAT THE OTHER IS DOING.

EACH CAN RAT OUT THE OTHER OR REMAIN SILENT, RESULTING IN 4 POSSIBLE OUTCOMES:

		2	
		RAT OUT	REMAIN SILENT
1	RAT OUT	Both get 1 year. A	1 goes free. 2 gets 5 years. B
	REMAIN SILENT	2 goes free. 1 gets 5 years. C	Both get six months. D

IF YOU SQUEAL, YOU GET EITHER 1 OR 0 YEARS.
IF YOU KEEP MUM, IT'S 5 OR 0.5 YEARS.

SO EVEN THOUGH **D** IS THE BEST CHOICE, THE "PERFECTLY RATIONAL" PEOPLE PICK **A** !

Social Relations

- 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



Evolutionary explanations of altruism

- **Kin selection theory** predicts that the degree of altruism depends on the number of genes shared by individuals.
- Sime (1983)
 - Analyzed accounts of how people fled from a burning building. Found that when individuals were with unrelated group members before exit, they tended to become separated; those with family members before exit tended to stay together. (Evidence for group survival and Kin Selection Theory.)



Evolutionary explanations of altruism

- **Dawkins (1976)** proposed the selfish gene theory, arguing that there is an innate drive for the survival and propagation of one's own genes.
- Since animals living in social groups share many genes altruistic behavior is seen as a way to guarantee the one's own genes will be passed on the future generations.
- Although this theory is supported by extensive observations and documentation of altruistic occurrences, it does not explain why a small number of people will help a complete stranger.

Bystander Effect

- Refers to cases in which individuals do not offer any means of help to a victim when other people are present.
- The greater the number of bystanders, the less likely it is that any one of them will help
- Several variables help to explain why the bystander effect occurs, such as:
 - Ambiguity
 - Cohesiveness
 - Diffusion of responsibility



Bystander Effect

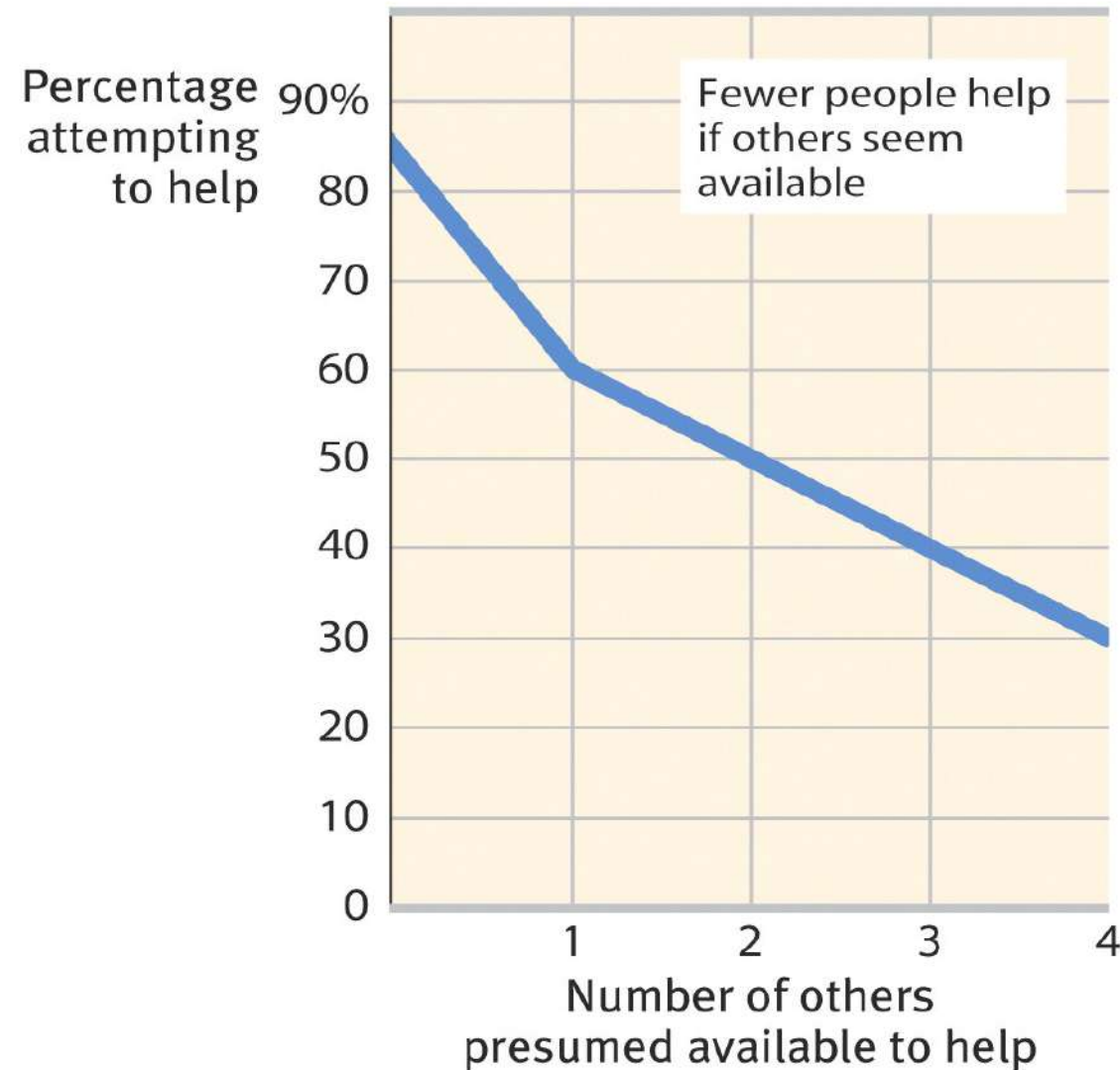
Video: Kitty Genovese

<http://www.youtube.com/watch?v=JozmWS6xYEw&feature=youtu.be>

Video: Smoke Filled Room (Bystander/Diffusion of responsibility)

<http://www.youtube.com/watch?v=KE5YwN4NW5o&feature=youtu.be>

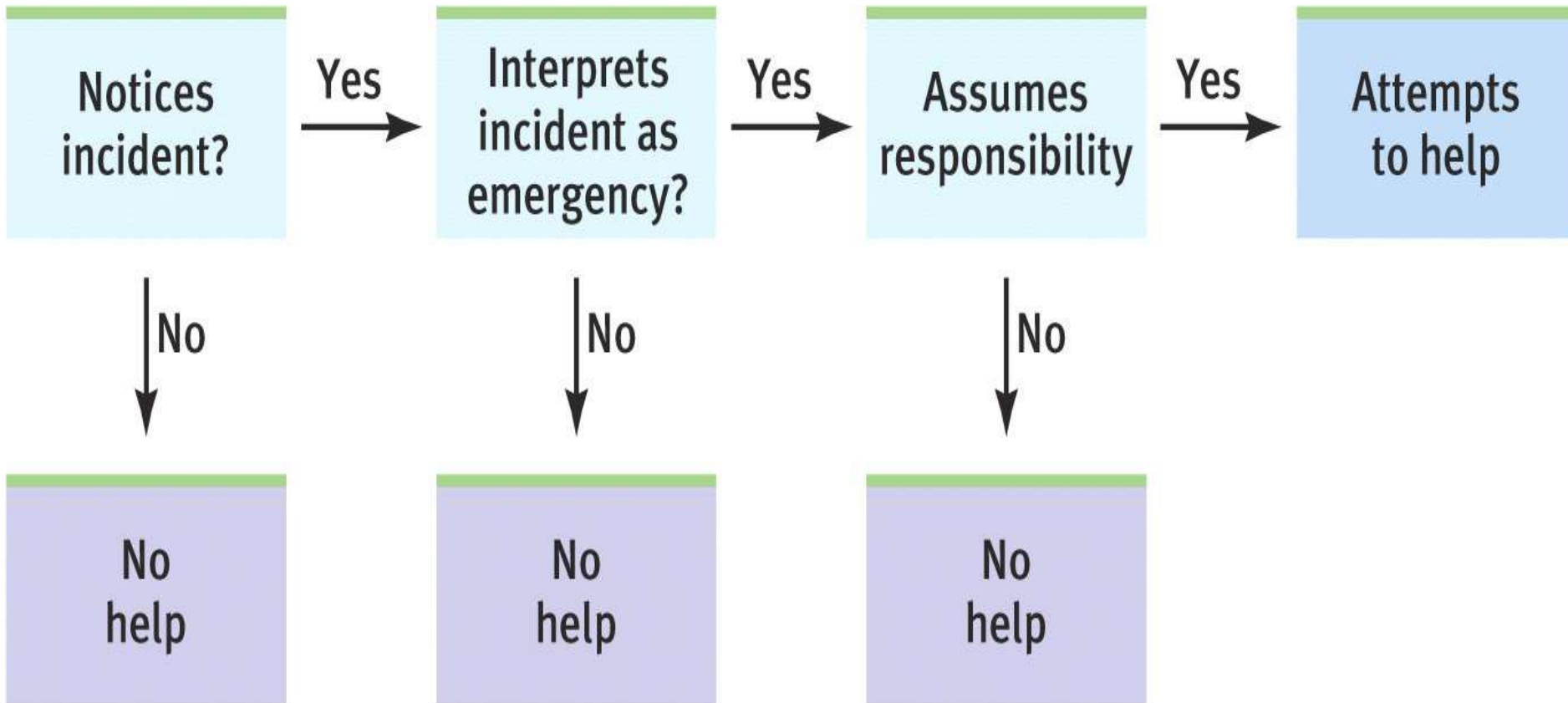
Social Relations



- **Bystander Effect**
 - tendency for any given bystander to be less likely to give aid if other bystanders are present

Social Relations

- The decision-making process for bystander intervention



Social Relations-Attractiveness

- Mere Exposure Effect
 - repeated exposure to novel stimuli increases liking of them
- Conceptions of attractiveness vary by culture



Social Relations

- **Passionate Love**

- an aroused state of intense positive absorption in another
- usually present at the beginning of a love relationship

- **Companionate Love**

- deep affectionate attachment we feel for those with whom our lives are intertwined



Social Relations

- **Social Exchange Theory**

- the theory that our social behavior is an exchange process, the aim of which is to maximize benefits and minimize costs

- **Superordinate Goals**

- shared goals that override differences among people and require their cooperation
 - E.g. Two groups of people that dislike each other are lost in the forest and now they have to work together in order to be successful (survive)
 - Contact Theory



Social Relations

- Graduated and Reciprocated Initiatives in Tension-reduction (GRIT)
 - a strategy designed to decrease international tensions
 - one side announces recognition of mutual interests and initiates a small conciliatory act
 - opens door for reciprocation by other party