

Social Psychology



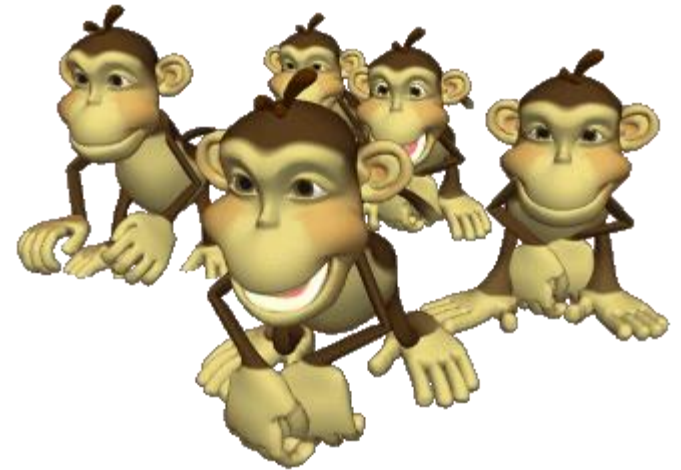
Attitude



Attraction



Aggression



Group Behavior

Studying the way people relate to others.

Today's Topic:

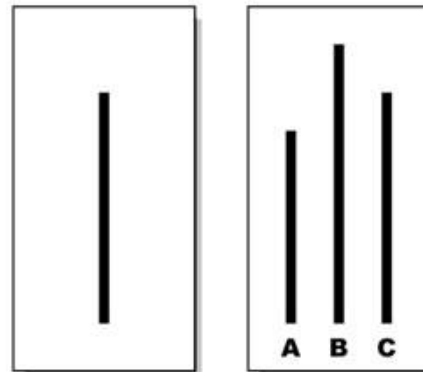
“The Big 3”

– Studies in Social Psychology



Solomon ASCH

- Conducted a famous study of **Conformity (line length)** (1950s)



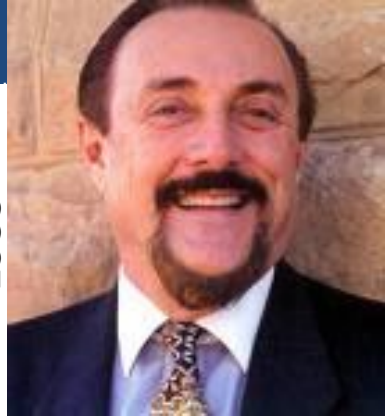
Stanley MILGRAM

- Conducted a famous study of **Obedience** (shock experiment)

(1961)



1933-1984



1933-

Philip ZIMBARDO

- Conducted the **Stanford Prison Study** (1971).
- Results showed that the role someone plays greatly impacts their behavior

Our Perception of Others

Attribution Theory

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

It is either a....

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



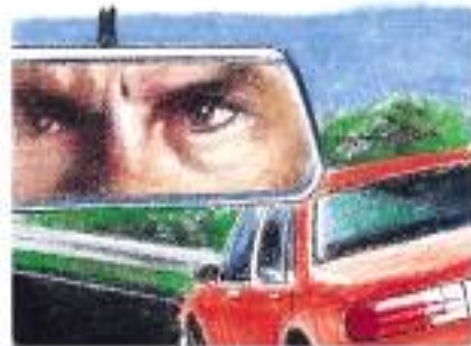
Negative behavior



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?

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



- We tend to overestimate the role of dispositional factors.

Individualistic V. Collectivistic Cultures

False Consensus Effect

Self-Serving Bias

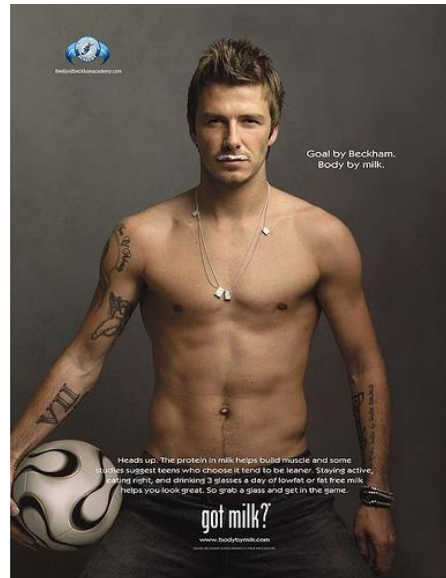
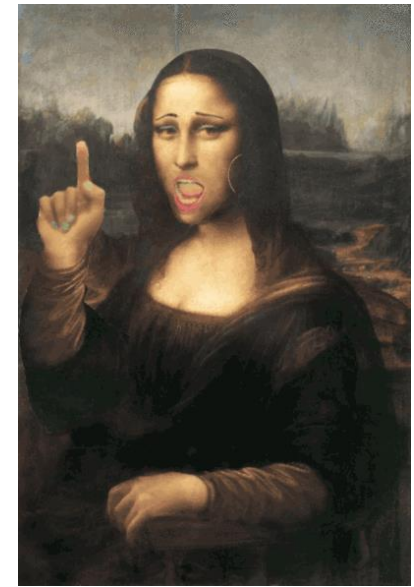


If you win it is because you are awesome...if you lose, it must have been the coach or weather or....



Attitudes

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



Attitudes— how do they develop?

- Operant Conditioning
 - Our attitudes are either reinforced or punished
- Modeling
 - We learn our attitudes by watching our parents and other role models
- Classical Conditioning

Attitudes are not hereditary!

Attitude and Behavior



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

Cognitive Dissonance Theory

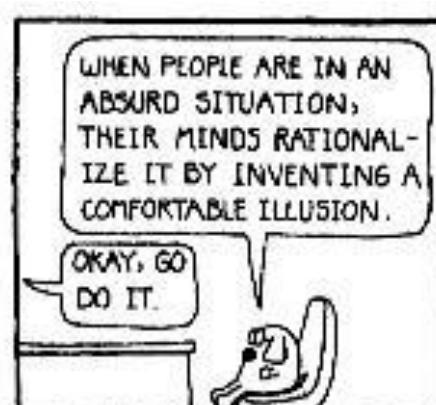
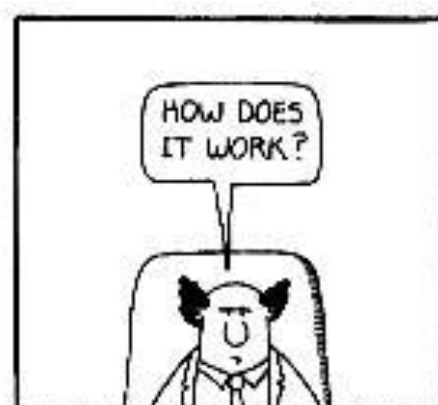
- People want to have consistent attitudes and behaviors...when they are not they experience dissonance (unpleasant tension).
- Usually they will change their attitude.

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



Stereotypes, Prejudice and Discrimination



Stereotype:

- Overgeneralized idea about a group of people.

Prejudice:

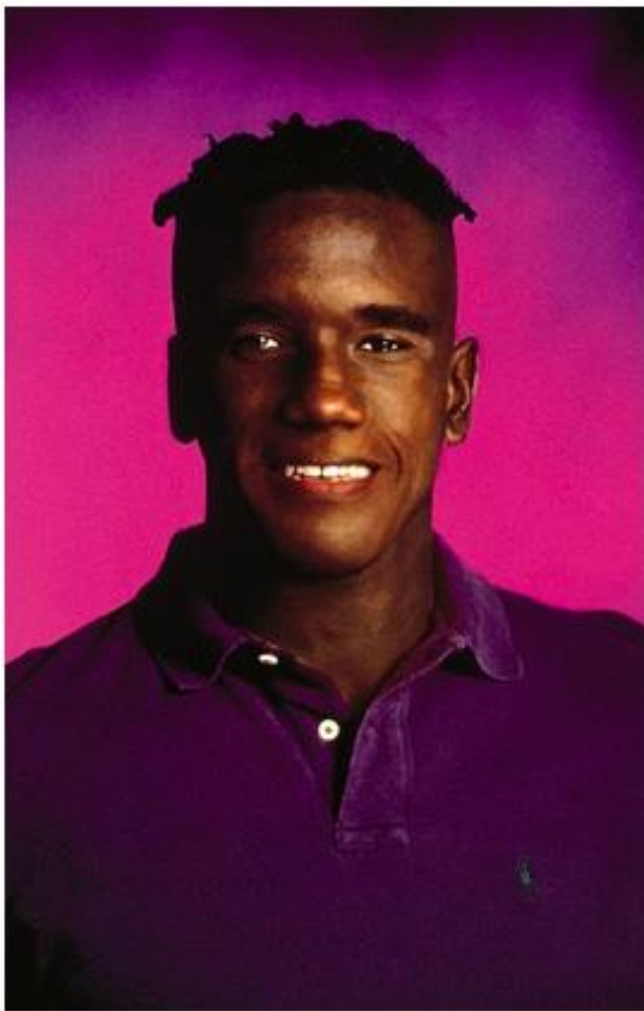
- Undeserved (usually negative) attitude towards a group of people. **Ethnocentrism** is an example of a prejudice.

Discrimination:

- An action based on a prejudice.



Does perception change with race?



Is it just race?

NO

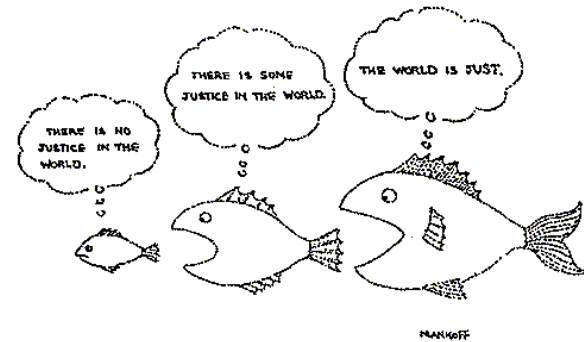
- Palestinians and Jews
- Towners and Lakers
- Men and Women



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.

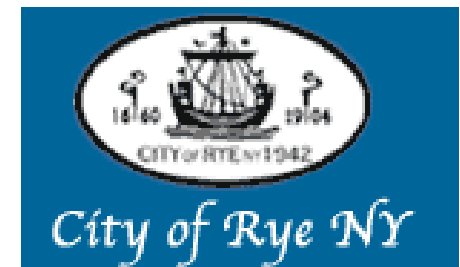


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In-Group versus Out-Groups.

- 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.



Mirror Image Perceptions

- Reciprocal view of one-another often held by people in conflict
- I.e. when you are fighting with someone, you see yourself as the moral and rational one, and the other as the aggressor



Group and Individual Behavior

How groups affect our behavior?



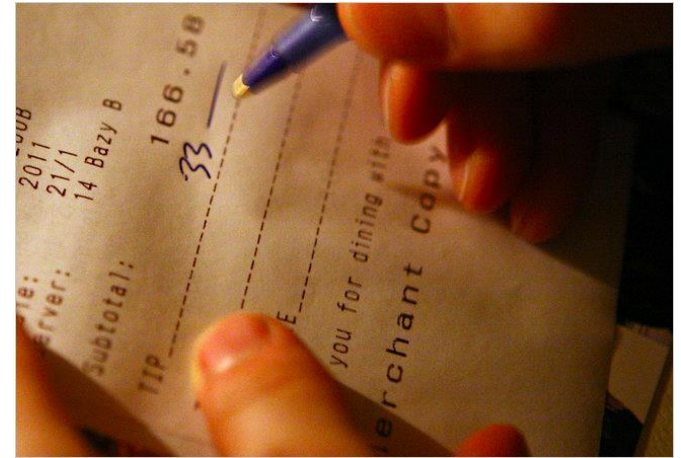
jill higgins
PHOTOGRAPHY

Social Norms

How we are supposed to act
In social situations

Differ by culture

Examples?



Farting in public is wrong!

However, farting right
before you exit an
elevator is hilarious.....



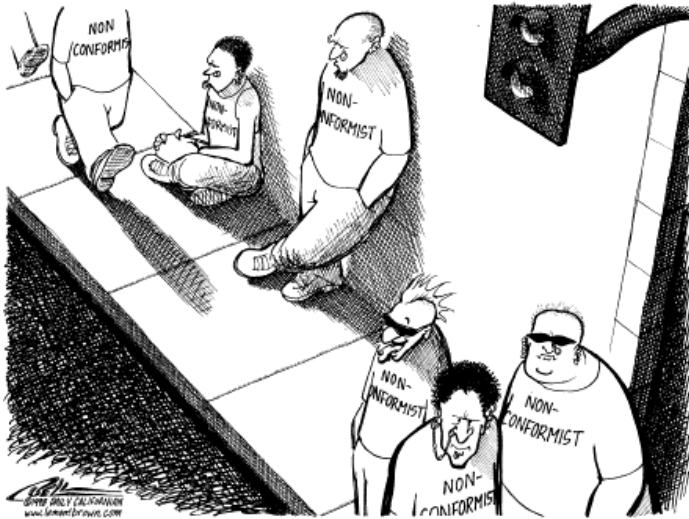
someecards
user card

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**)



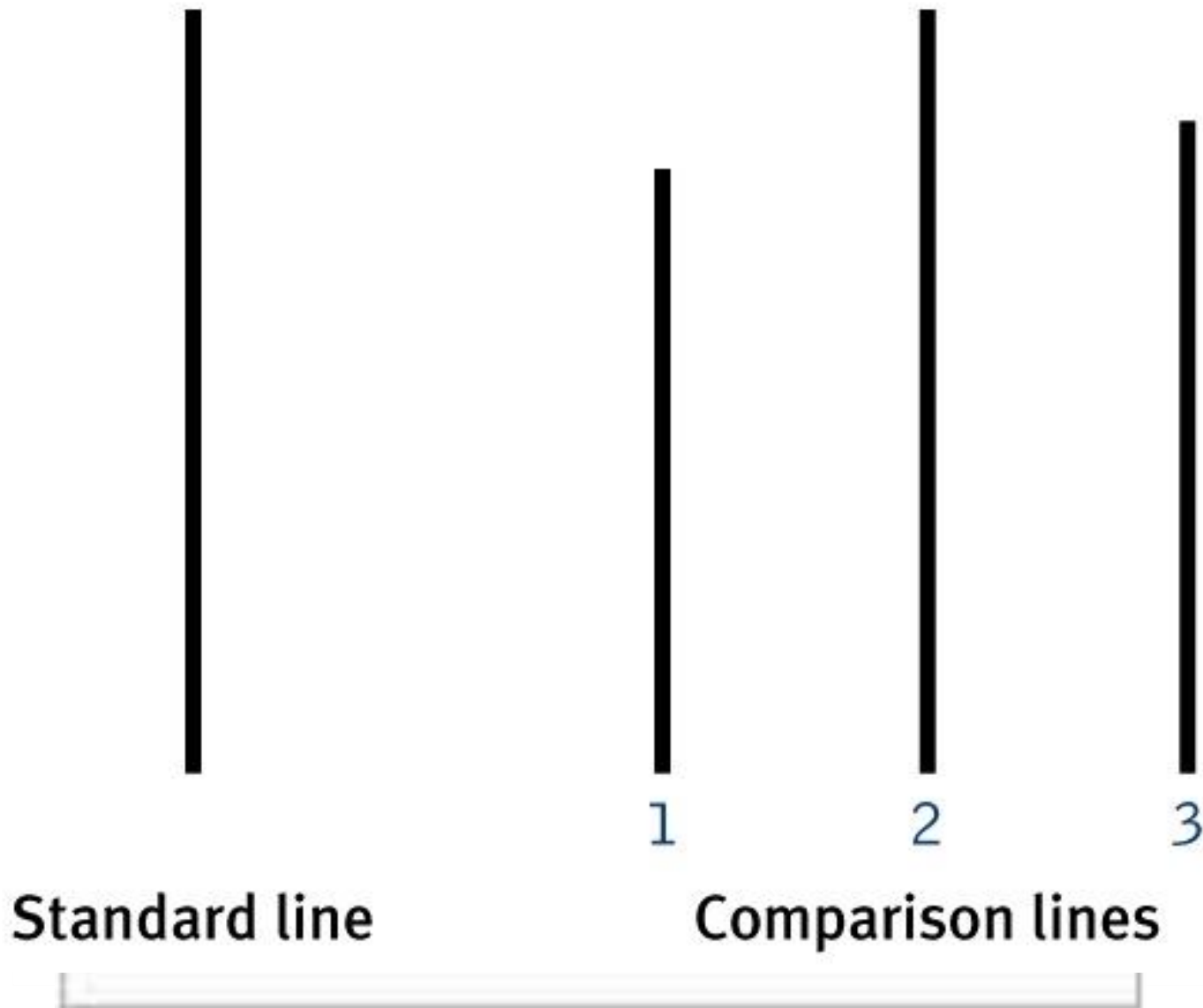
Conformity Studies



- Adjusting one's behavior or thinking to coincide with a group standard.
 - Desire to be liked or accepted by the group (normative social influence)
 - Desire to be correct about something (informational social influence) → lots of conforming when there is a difficult decision (the group is never wrong!!)



Asch's Study of Conformity

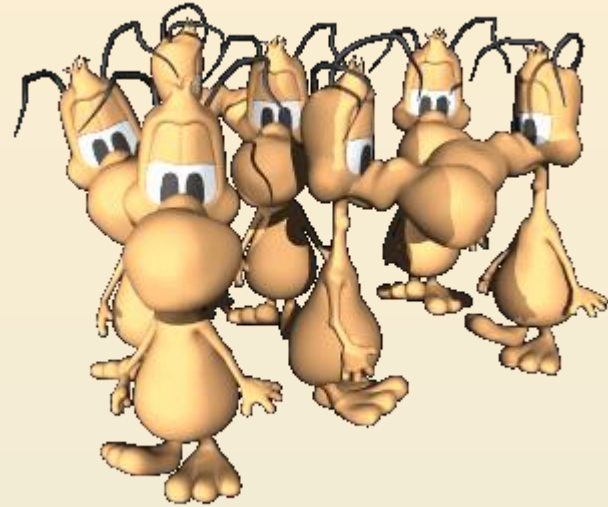


Asch's Results

- 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



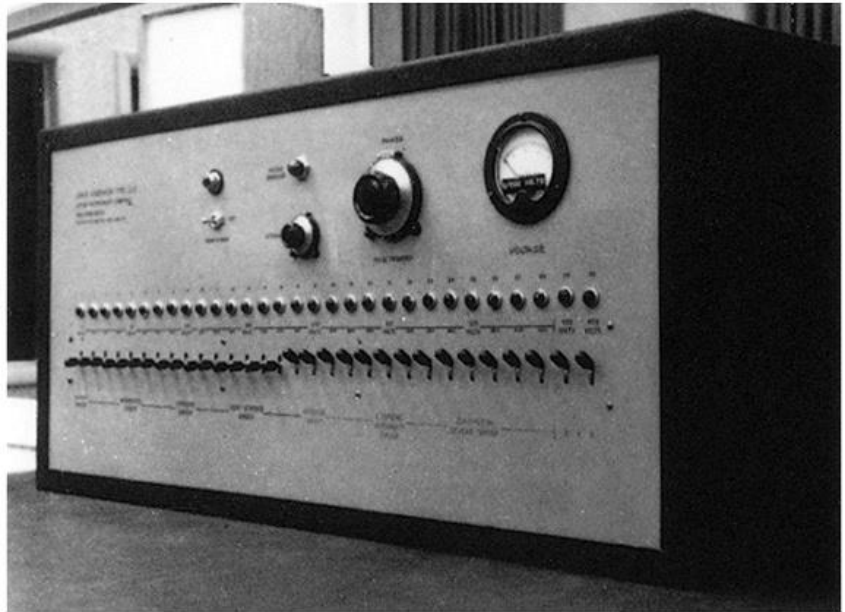
Obedience



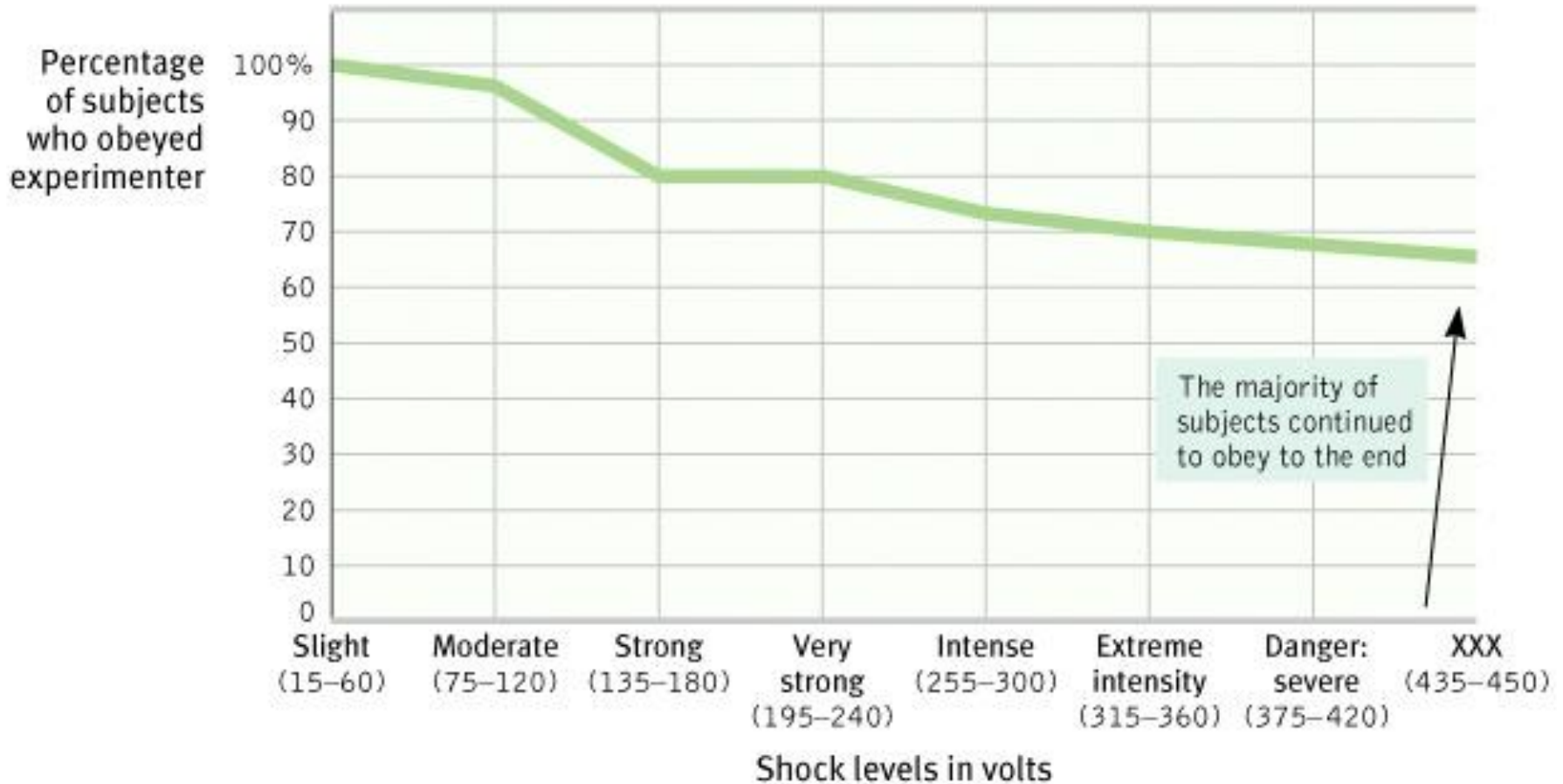
- Tendency to comply with orders from someone perceived as an authority



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).
- What conclusions can we draw from Milgram's experiment?



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.



Deindividuation

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



Deindividuation

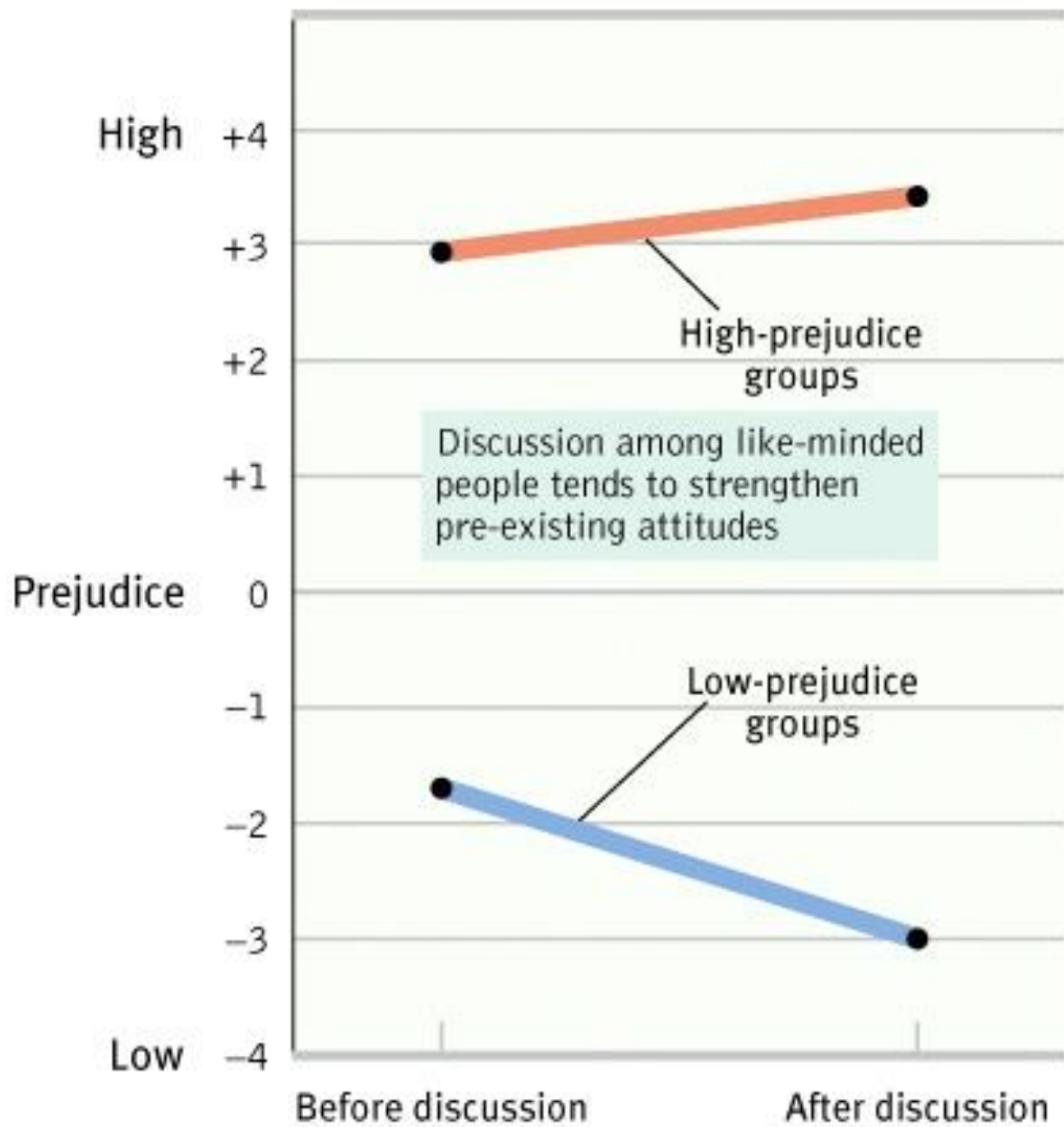
Real life example: Jedwabne, Poland, July, 1941

The town of 3,200 Poles murdered half its population, 1,600 Jews.

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.



How Role Affects Attitude

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.

Psychology of Aggression

Two types of aggression

1. Instrumental Aggression

2. Hostile Aggression



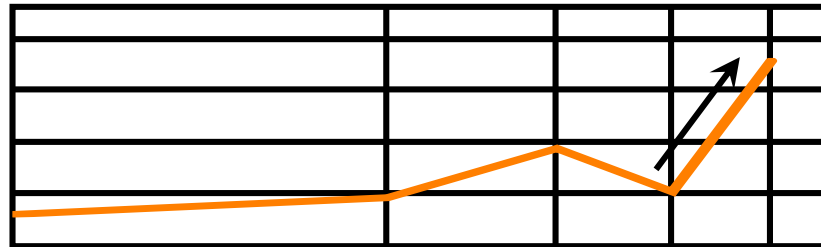
Theories of Aggression:
Bandura's Modeling
Frustration-Aggression Hypothesis



Causes of Aggression

- **Frustration-Aggression Principle**: the principle that frustration---the blocking of an attempt to achieve some goal---creates anger, which can generate aggression.
 - Aversive stimuli also increases aggression...ex: more spousal abuse in hotter years and months.

Murders
and rapes
per day in
Houston, Texas

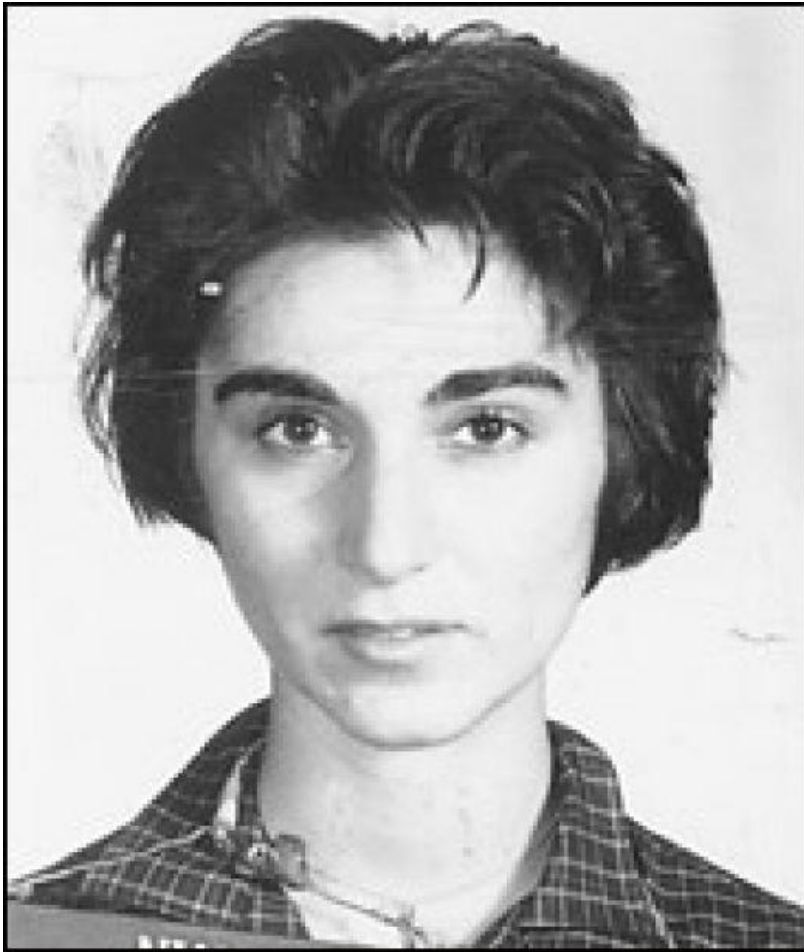


Temperature in degrees Fahrenheit

Altruism

- **Bystander effect**
- **Diffusion of Responsibility**

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.

What is the optimum number of witnesses?

Attraction



5 Factors of Attraction

Proximity

- Geographic nearness
- Mere exposure effect:*
- Repeated exposure to something breeds liking.
 - Does absence actually make the heart grow fonder?



Reciprocal Liking



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



First Impressions

TRUST is Built on



FIRST IMPRESSIONS

- Do they matter?



Similarity

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



Liking through Association



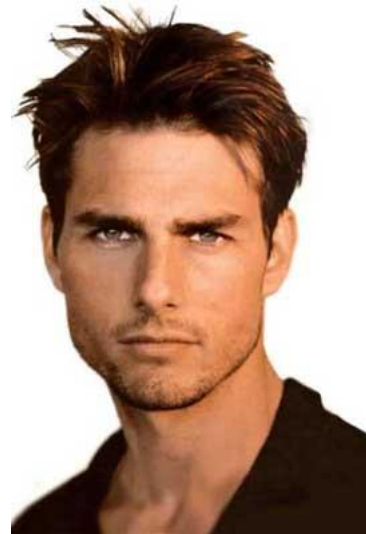
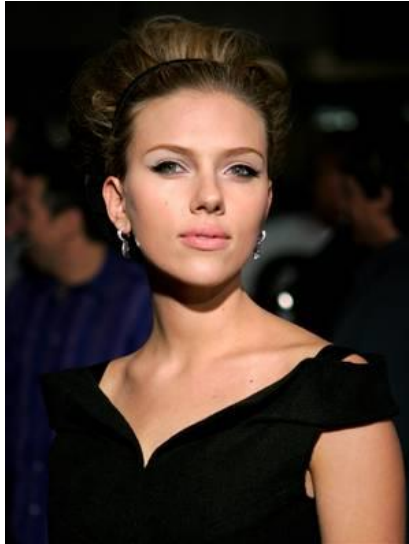
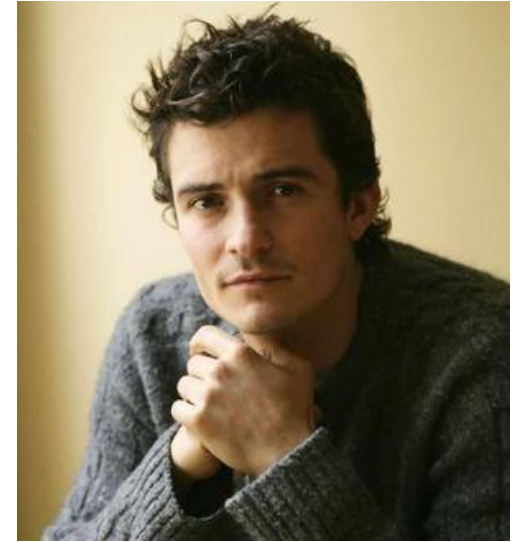
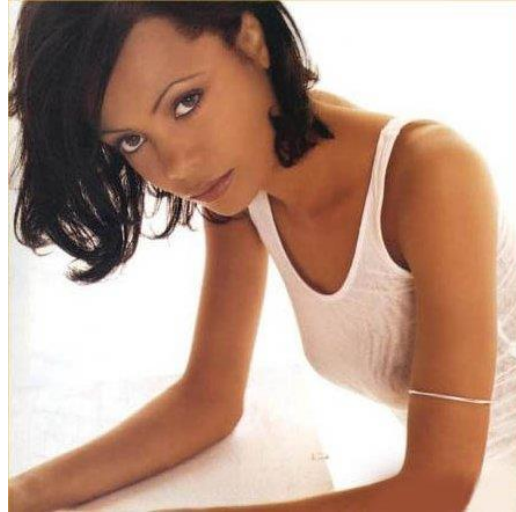
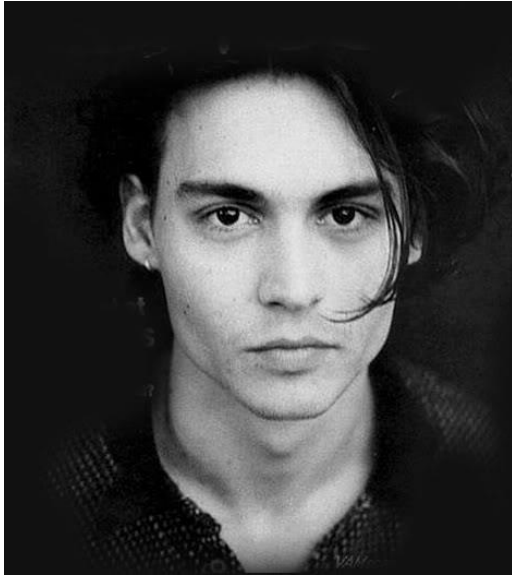
- Classical Conditioning can play a part in attraction.
- I love Cabo Fish Taco. If I see the same waitress every time I go there, I may begin to associate that waitress with the good feelings I get from Cabo

Psychology of Love

2 Types of Love:

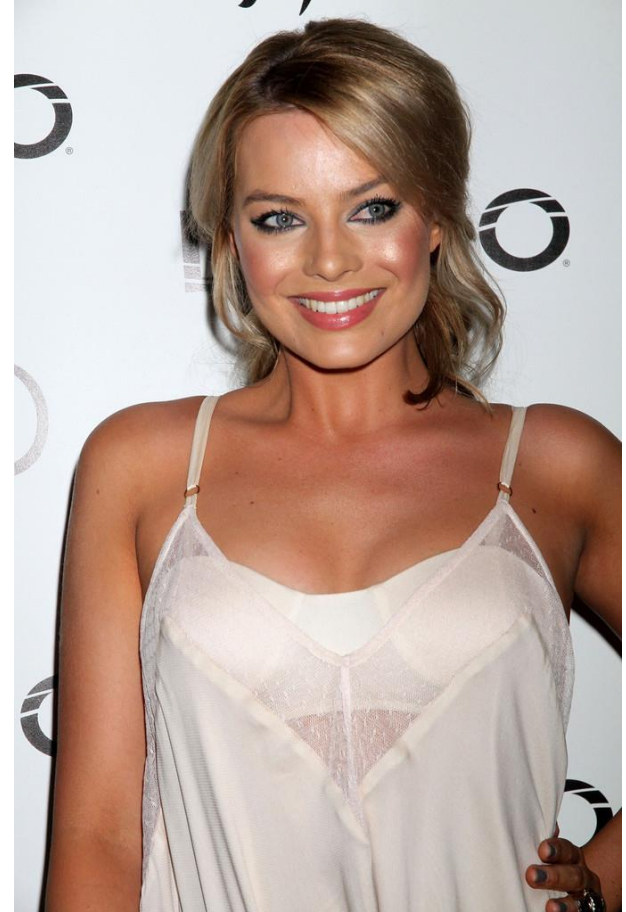
- Passionate Love: an aroused state of intense positive absorption in another, usually present at the beginning of a love relationship.
- Companionate Love: the deep affectionate attachment we feel for those whom our lives are intertwined.

Physical Attractiveness

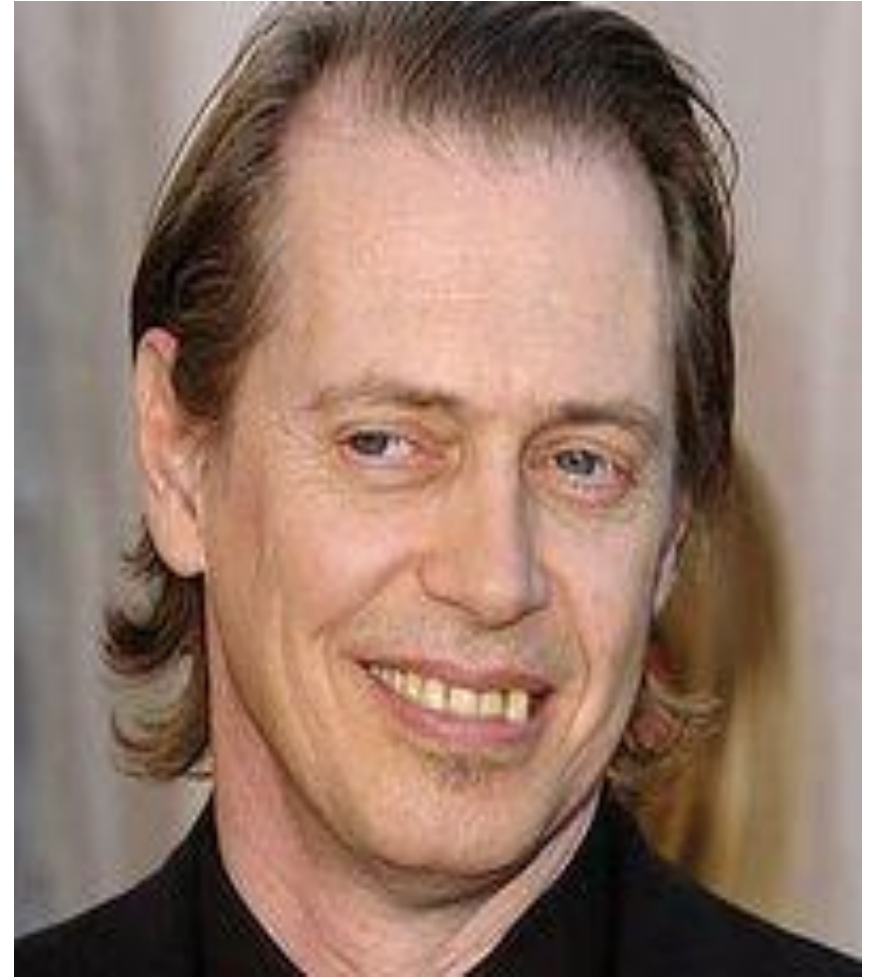


The Hotty Factor

- 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?

