

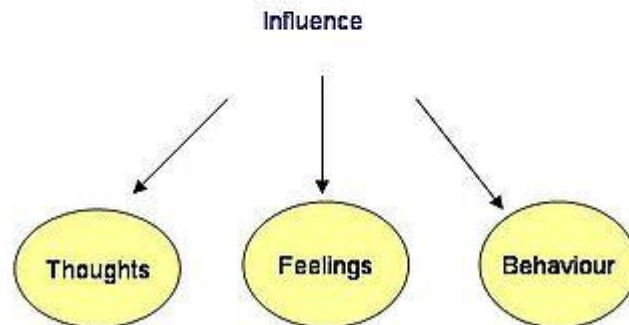
# Social Psychology

# Social Psychology

- The study of how we think about influence, and relate to one another

## What is Social Psychology?

Actual, imagined or implied presence of other human beings



It's simple—you can't have an in-crowd unless you leave somebody out of it—without uncool, there is no cool. So basically, you're nothing without me. HA!



Suzie would later win a Nobel Prize for her Theory of Special Social Relativity.

# Social Cognition



The study of how information about people is processed and stored.

Thoughts, perceptions, and beliefs about people are influenced by the context in which we interact with people.

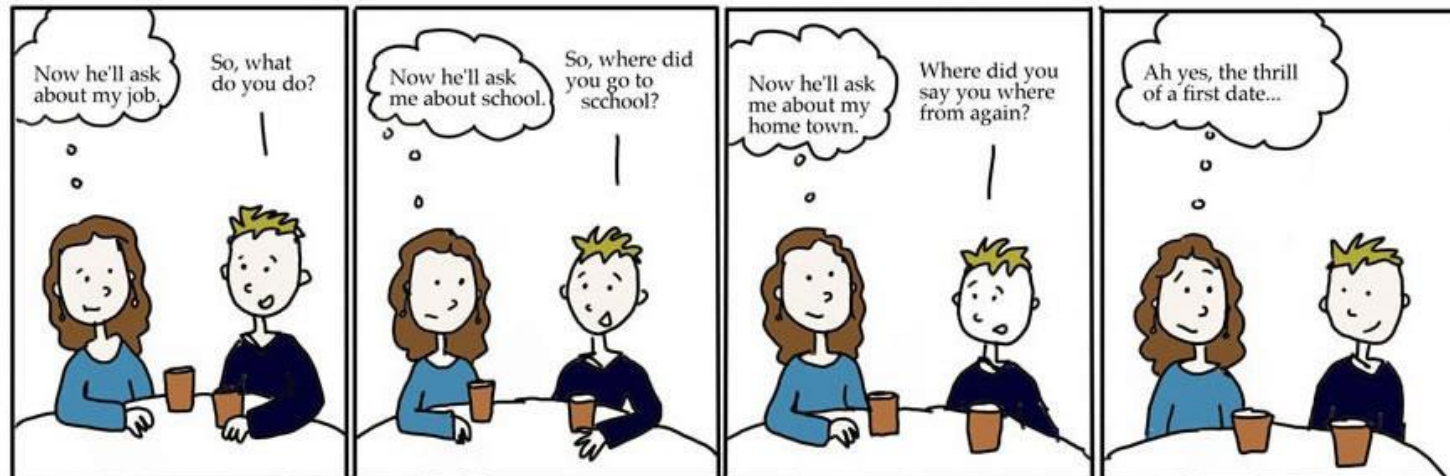
# Perceptions of People

## ◦ Schema

- AKA concepts
- We focus on people who fit our schemas
- We also remember things that fit our schemas better
- Ex. Students with learning disabilities cannot be gifted

## ◦ Scripts

- Expectation about how a certain event/situation should go
- Ex. First dates and job interviews

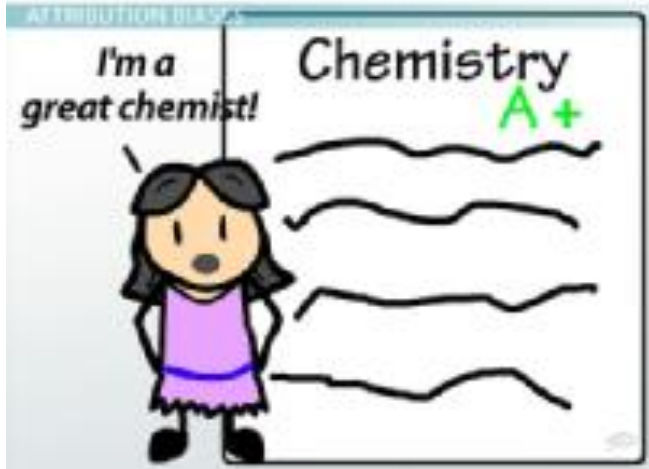


# Self-Fulfilling Prophecy

- Occurs when our expectations cause us to act in a way to bring about behaviors that fit our expectations
- Occurs unconsciously
- Self-fulfilling prophecies can shape others as well as ourselves!
- Ex. Students who say they will fail, don't study as hard, and thus are more likely to fail.



# Attribution Theory



- People tend to explain behavior as a product of internal behavior or external situations

- Ex. Student acts out why?

- Behavior is either a product of stress or is he an aggressive student

- Internal Attribution: Product of the individual

- External Attributions: Product of the environment



# Attribution Errors

## ◦ Fundamental Attribution Error

- The tendency to overestimate disposition and underestimate situation when explaining other's behaviors

## ◦ Actor–observer bias

- We explain our behavior in terms of external causes, but other's due to internal causes

## ◦ Self–serving Bias

- We explain our behaviors to internal factors and failures to external factors

## ◦ Just World Hypothesis

- People get what they deserve
- Leads to blaming the victim: “she deserved to be assaulted because of her clothing choice”
- Why do we do this?

# Application of Attribution

- Understanding of behavior contributes to individuals' relationships
  - Marriages: it is the fault of the person versus the situation
  - Politics: do they collect unemployment because they are lazy versus fallen on hard times
  - Employers: did they perform poorly because they have low ability or impossible demands
- How does attribution affect our response?





# Cognitive Dissonance



- Cognitive Dissonance: tension created when there is contradiction between actions and thoughts (or two actions/two thoughts)
- Offers one explanation as to why we adjust our beliefs to fit actions
- Ex. Iraq War, torture, etc.
- Provides evidence for the “fake it until you become it” school



# COGNITIVE DISSONANCE

THAT SUBTLE, CREEPY FEELING THAT WE'RE NOT  
QUITE DONE TWEAKING OUR BELIEF SYSTEM.

PARODYFILES.COM

Cognitive  
Dissonance >>>

◦ Can you explain  
the cognitive  
dissonance?



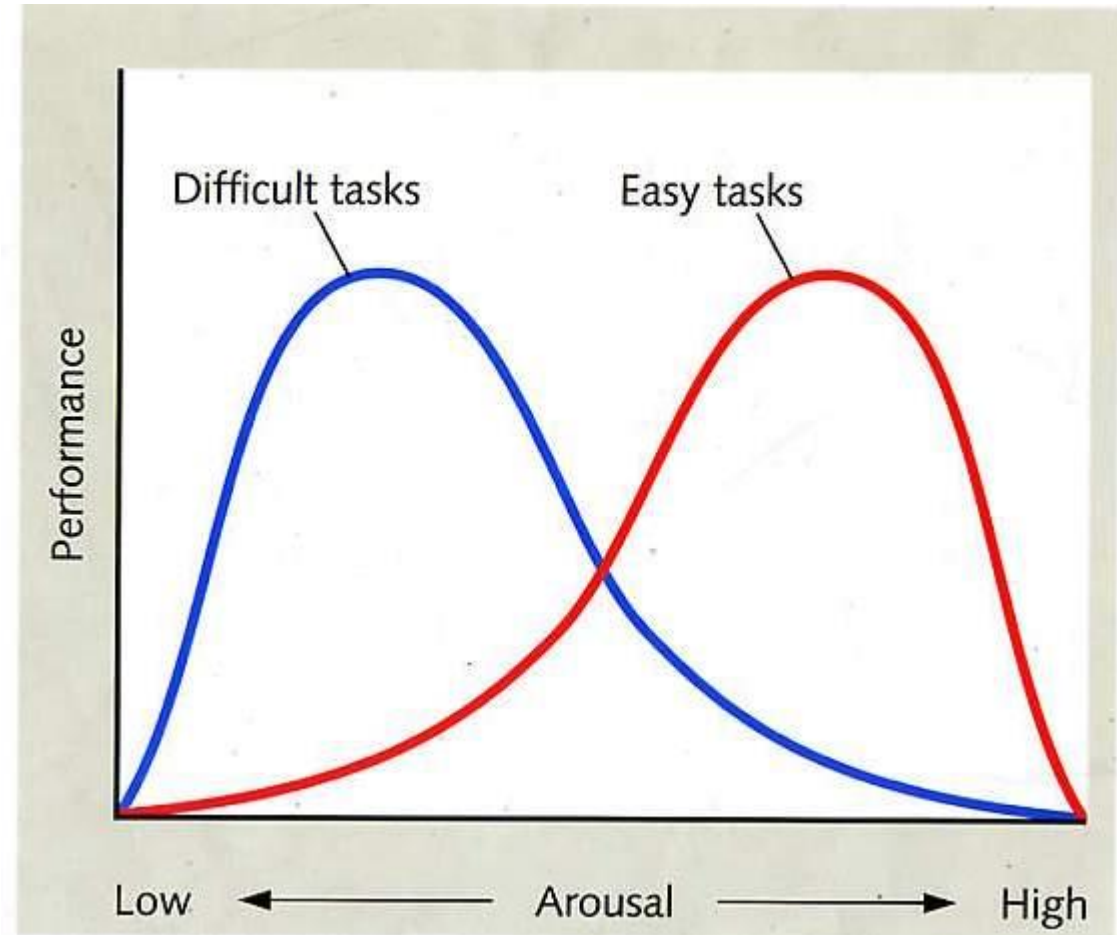
# Group Process

- Groups are 2+ people
- How do groups operate?

# Groups can help us!

## ◦ Social Facilitation

- We exhibit stronger responses on simple or well-learned tasks in the presence of others
  - E.g. Running
- On tougher tasks we do worse with others around
- Same concept as arousal theory
- Proximity maximizes experience: comedy, friendliness
- Social inhibition
  - We do worse in front of others on harder tasks or tasks we aren't very good at



# Groups can also hurt us



## ◦ Social Loafing

- We use less effort in a group task versus an individual task
- Most common among men in individualist cultures
- Why
  - We are less accountable, face less judgment, and feel less important

## ◦ Deindividuation

- Loss of self-awareness and self-restraint in group situations that foster arousal and anonymity
- Lessens inhibitions and increases responsiveness to cues and group norms.
- E.g. Food fight!
- Affect of attire?



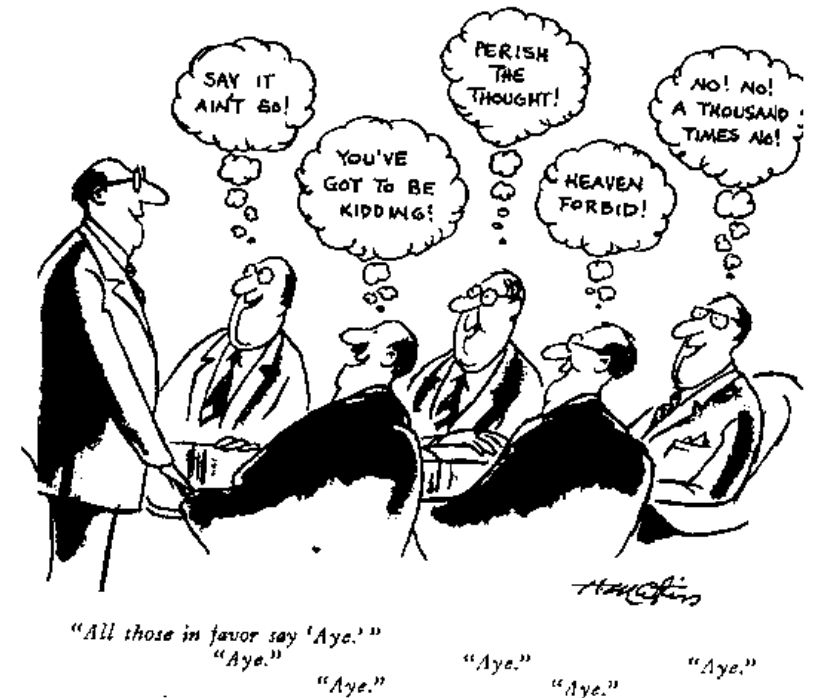
# Groupthink

## ◦ Brainstorming

- <http://www.upworthy.com/why-brainstorming-is-a-no-good-very-bad-thing-that-we-should-all-stop-doing-immediately-5>

## ◦ Groupthink Phenomenon

- Desire for harmony in a decision-making → group overrides considering alternatives
- Results in good or bad decisions?
- Factors which make groupthink more likely
  - Group is cohesive
  - Clear and authoritative leader
  - Group is isolated
  - High stress/time pressure
  - Leader already made up their mind
- E.g. Kennedy and the Bay of Pigs





# Cooperation and Competition



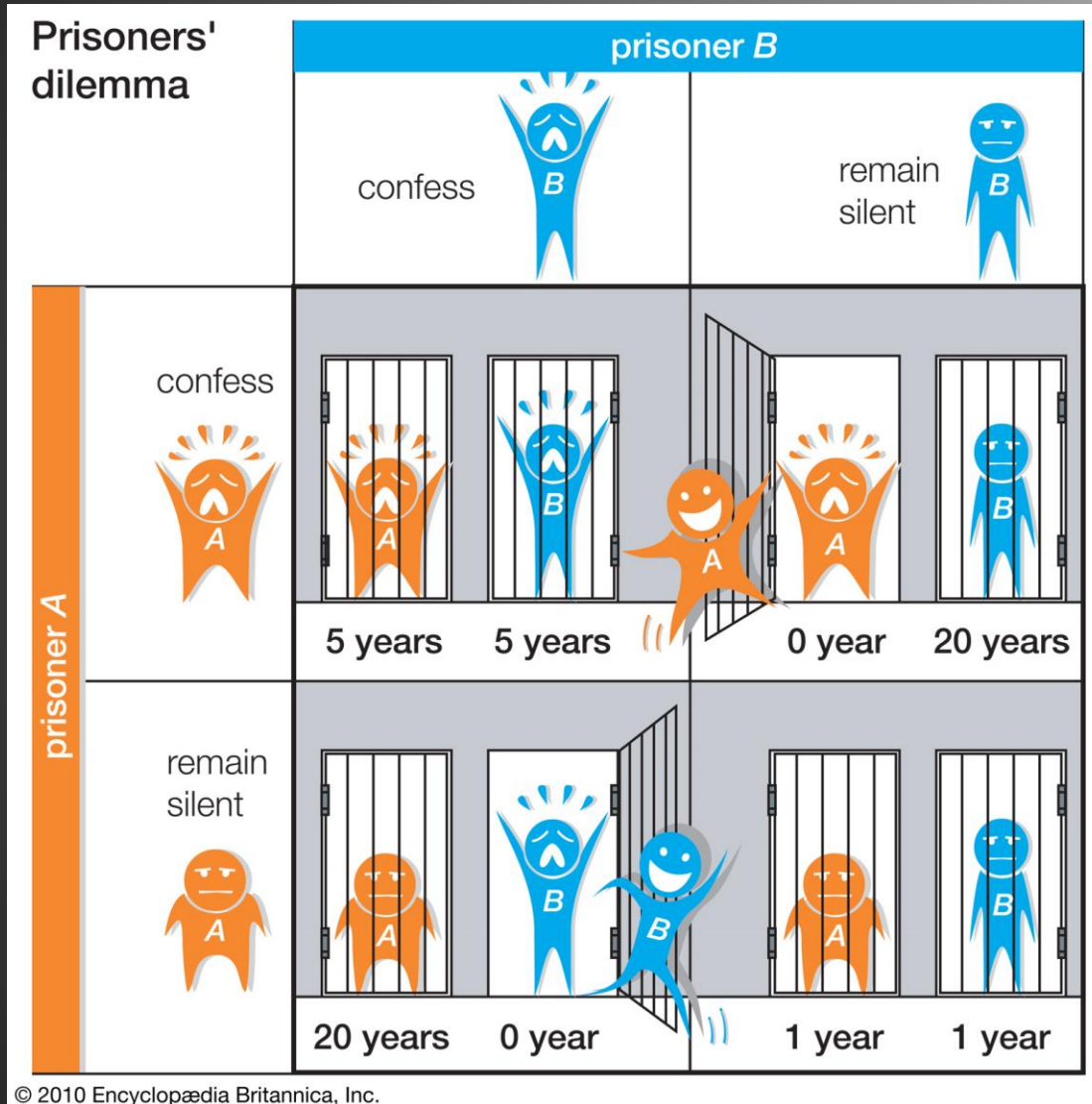
Cooperation=people working together to reach a goal

Competition=working towards a goal where there is a clear winner and clear loser

# Social Dilemmas

- ▶ What happens when the short-term gain to the individual leads to disaster for the group in the long run?
- ▶ Prisoner's Dilemma
  - Two people are separated immediately after being arrested for a serious crime.
  - They are believed to be guilty, but the evidence to convict them is lacking.
  - Each prisoner can confess or not confess to committing the crime.
    - Neither prisoner confesses = 1 year jail time each
    - Both prisoners confess = 5 years jail time each
    - If one confesses and the other doesn't = 0 years for confessor, 10 years for the silent
- ▶ Common Dilemma: when there is a desired common resource and it is limited, sometimes people take more than their share





## Prisoners' Dilemma >>

What would you pick? What would you wish the other guy picked?

# Interpersonal Conflict

- ▶ One person stands in front of another for a desired resource
- ▶ Causes
  - Competition for a scarce resource
  - Revenge
  - Attribution of selfish/unfriendly motives to others
  - Misperceptions or faulty communication
- ▶ Examples for each?



# Managing Conflict and Making Peace

## ▶ Communication

- Bargaining: counteroffers until there is a mutually agreeable solution
- Third-Party Intervention: arbitration/mediation

## ▶ Superordinate Goals: shared goals, that can only be achieved through cooperation

- Proven to decrease biases! Requires parties are of an equal status in a non-competitive environment

## ▶ Conciliation

- GRIT: Graduated and Reciprocated Initiatives in Tension-Reduction

1. Announces its recognition of mutual interests and interest to reduce tension
2. Initiates one+ small conciliatory acts
3. Reciprocate

- Improves trust and cooperation

- Act can be of any size (e.g. smile) → climb down the ladder



# Attraction

- Dyadic relationships are relationships between two individuals

# Attraction: Psychology of Attraction

- ▶ Proximity: Geographic nearness
  - Most powerful predictor
  - Why?
    - Availability
    - Mere exposure effect: familiarity breeds fondness
      - Seen in our preference for ourselves (or those who look like us)
      - In-group v. out-group



# Psychology of Attraction

## ▶ Physical Attractiveness

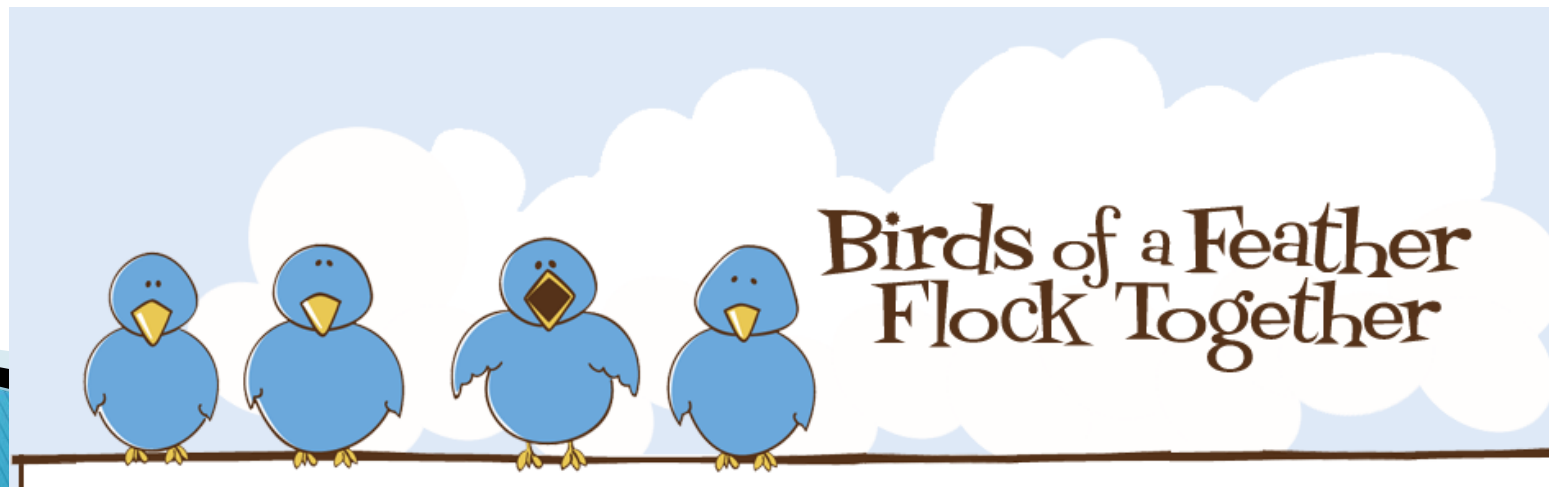
- We perceive a lot about attractive people: health, happiness, successful, sensitive, social, etc. (less honest and compassionate)
- Correlation between income and attractiveness
- In media pretty people are the good guys, bad people are the bad guys
- Attractiveness is subjective and doesn't relate to self esteem
- Universal components of attractiveness: moderately sized features and symmetrical features
- Chicken or the egg: are you beautiful to me because I love you or do I love you because you're beautiful



Which face is prettier? >>>

# Psychology of Attraction

- ▶ Similarity
  - Typically we like people who are also like us
  - The greater the similarity the more enduring the attraction
  - In group versus out group
- Other factors
  - We like people who like us





# Romance

## ▶ Sternberg Triarchic Theory

- Passionate love
  - Intense emotions and sexual arousal
  - Physical arousal+cognitive appraisal
    - Any arousal can enhance an emotion
- Commitment
  - Desire to maintain relationship in spite of hardship
- Intimacy
  - Warmth and closeness



# Triarchic Theory of Romance

- ▶ Three components combine into types of love
  - Romantic
    - High passion and intimacy, low in commitment
  - Compassionate
    - High in intimacy and commitment, low in passion
  - Fatuous
    - High in passion and commitment, low in intimacy
  - Consummate
    - High in all three!



# Hatfield's Two Types of Romance

- ▶ Only passion and compassion
  - Compassionate love
    - Passion fades and deeper and affectionate attachment grows
    - Evolutionary purpose: Passion breeds children, how do we keep parents together to raise kids?
    - Keys
      - Equity: freely give and receive from each other
      - Self-disclosure: sharing intimate details about ourselves




# Marriage

- Most people marry
  - Predicts happiness, health, sexual satisfaction, income, and lower crime
- Lower rates of divorce among people who marry post 20 and are well educated
  - Higher rates among those who cohabitate
  - Behaviors are important: 5:1 positive: negative ratio
- BUT divorce rates have historically increased (US and Canada @ 50%)
  - Women economically dependent
  - Rising expectations
- Children can negatively affect marriage success

# Attitudes, Conformity, and Obedience



# Attitudes and Actions

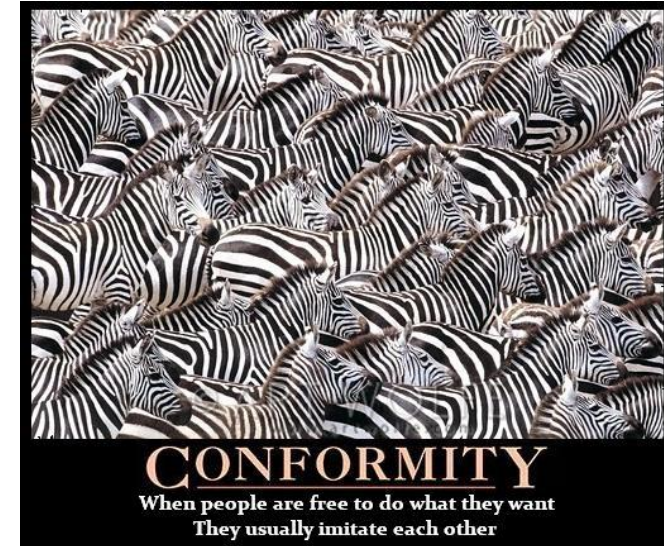
- ▶ Attitudes: feelings that predispose us to respond in a certain way to objects, people, events, etc.
    - Attitudes affect how we perceive our surroundings
  - ▶ Purpose of attitudes
    - Help us make quick evaluations
    - Express values
  - ▶ Attitudes can be implicit or explicit
    - Explicit: consciously reported
    - Implicit: unconsciously reported
- 

# Attitude–Behavior Link

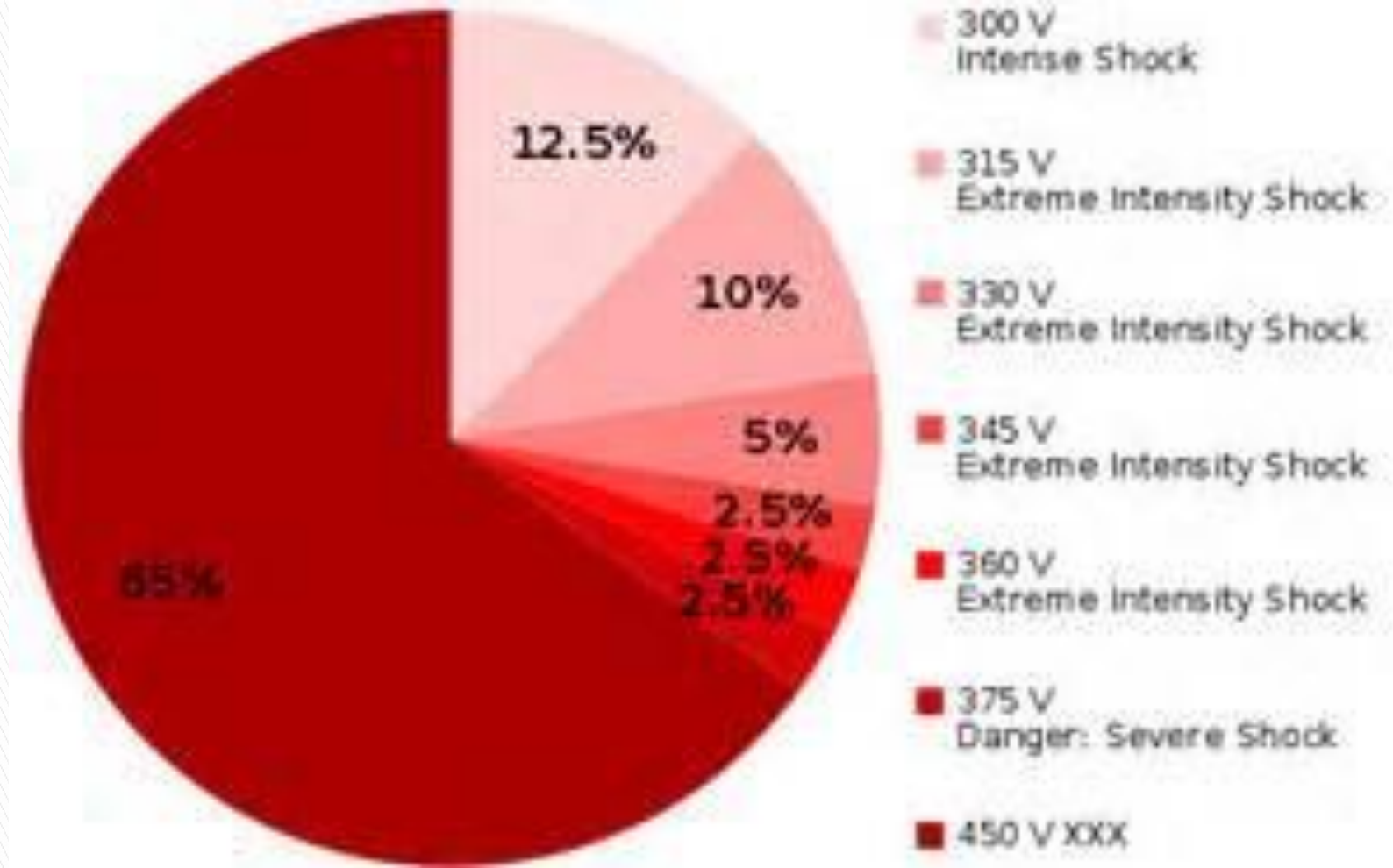
- ▶ Foot–in–the–door phenomenon: if you get people to agree to a small action then they are more likely to agree with a larger one later
- ▶ Door–in–the–face: start with something large, and people are more likely to comply with a later smaller request
- ▶ Free Gift Technique: Give someone a small gift and they will more likely agree to a later request
- ▶ Low Ball Technique: Offering something at one price and increasing after agreement has been made
- ▶ Scarcity Technique: Make something attractive by limiting the availability
- ▶ Liking Technique: If you are more likeable people are more likely to agree with your request

# Conformity and Obedience

- ▶ Chameleon Effect: humans unconsciously mimic others
  - Explains mood linkage (sharing up and down moods) and suicidal clusters
  - Those who want to fit in with the group tend to exhibit this more
- ▶ Conformity: adjusting behavior to match a group standard
  - Solomon Asch: line length conformity



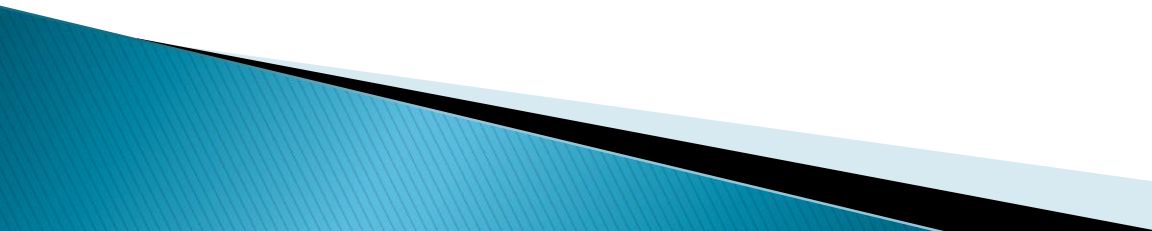




Approximately 60–65% of people went all the way!

Milgram's Obedience Study Results

# Why Conformity

- ▶ Reasons behind conformity
    - Normative social influence: influence from desire to gain approval/avoid disapproval
    - Informational social influence: influence from one's willingness to accept others opinions
  - ▶ Factors that strengthen conformity
    - Group  $\geq$  3 people
    - Subject feels incompetent/insecure
    - Group is unanimous
    - Group is admired
    - Open observation
    - Cultural respect for social standards
- 

# Obedience



- ▶ People generally follow what they are told to do
  - Milgram's Pain Experiment: Majority of participants obeyed until the end (see graph on page 735)
    - Debated ethics: heavily utilized stress and deception, but no participants illustrated any long term affects
    - Foot in the door
- ▶ Factors that influence obedience
  - Authority is legit, male, and close
  - Authority is affiliated with a prestigious institution
  - Victim was depersonalized or distant
  - No role model for defiance

# Power of Individuals

- ▶ Social and personal control interact
- ▶ People do say no
- ▶ Minority Influence: power of one to sway majorities
  - Important to be resolute
  - Privately people develop sympathy for the minority
- ▶ Why do some people say no?



# Social Impact Theory

## ▶ Prosocial Behavior

- Helping: casual helping, emergency helping, substantial personal helping, emotional helping
- Reasons for helping: egoistic motivation and altruistic motivation
  - Altruism: unselfish regard for others' welfare

## ▶ Why do people help?

- Perception of the need to help
- Cost
- Decision to take responsibility
- Allies
- Competence
- Empathy
- Modeling
- Personality



# Bystander Effect

- ▶ People are less likely to provide needed help when there are others present than when they are alone.
- ▶ More people available to help, fewer people actually do
- ▶ Social loafing
- ▶ Diffusion of responsibility



[https://www.youtube.com/watch?feature=player\\_embedded&v=KlvGlwLcluw](https://www.youtube.com/watch?feature=player_embedded&v=KlvGlwLcluw)

# In-groups and Prejudice

- Positive or negative attitude formed about others because of their membership in a group.

# Prejudice

- ▶ Unjustifiable (usually negative) attitude toward a group and its members
- ▶ Mixture of beliefs, emotions, and predispositions to action
- ▶ Discrimination is a negative behavior
- ▶ Outward, obvious prejudice has declined
  - In less public settings people still tend to cling to prejudice practices
  - We claim factors other than prejudice for prejudice behaviors
- ▶ Certain prejudice still exists
  - Immigration
  - Homosexuality
  - Race
  - Gender



# Origins of Prejudice

- ▶ Social Inequality
  - The “haves” justify their status (think cognitive dissonance)
  - Prejudice rationalize inequality
  - Blame-the-victim feed forward cycle:  
poverty→crime→more discrimination against the poor
- ▶ In-group versus out-group
  - Founded in evolution: belongingness
  - Who you aren't is tied up in who you are
  - We favor the ingroup: ingroup bias versus outgroup bias→prejudice against the other and strangers

# Emotional and Cognitive Origins

## ▶ Emotional Roots

- When in danger us/them phenomenon grows
- Anger→prejudice: we like having someone to blame
  - Scapegoat theory: we feel better about ourselves when someone is brought down

## ▶ Cognitive Roots

- Desire to simplify→categorization→stereotypes
- Vivid Cases: we are more likely to remember extremes and thus base assumptions off of them
- Just-World Phenomenon: people get what they deserve
  - Hindsight bias: who's at fault in cases of rape...she should have known not to get into the car!
  - This helps reassure us that it can't happen to us too.



# Aggression

➤➤ Any behavior, whether physical or verbal, intended to hurt another.

Hostility: results from frustration and is not necessarily intended to produce benefits (instrumental aggression is used for benefit)

# Why are people aggressive?

## ▶ Biomedical explanations

- Genetics
  - Identical twins often share violent tempers
  - Gene on the Y-chromosome connected to violence
- Brain Anatomy
  - Amygdala stimulation → more aggression (effect of damage)
  - Lower frontal lobe control → more aggression
- Hormones
  - Testosterone → aggression (effect of castration) for both males and females
    - Feedforward: testosterone → dominance → more testosterone
  - Violent individuals tend to have lower levels of serotonin
- Drugs
  - Alcohol

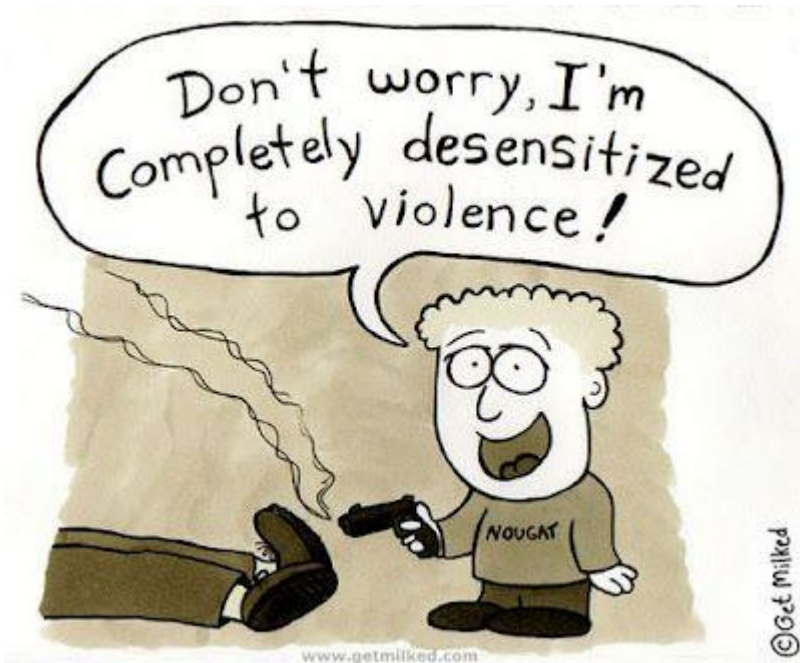


# Why are people aggressive?

- ▶ Learning explanations
  - Modeling: Albert Bandura
    - Parent Training
    - Media is a whole separate ball game
  - Reinforcement
    - Children learn aggression scares others, repeat aggression
- ▶ Environmental conditions
  - Frustration–aggression principle
    - Frustration→aggression (especially in the presence of aggression symbols/cues)
  - Rejection–induced aggression
  - Culture
  - Pain, insults, foul odors, heat, cigarette smoke, etc. evoke aggression
    - Geography? Global Warming?



# Why are people aggressive?



## ▶ Media

- Social learning
- Video games, movies, pornography
  - Correlation between these activities and violence does exist
  - Social scripts

## ▶ Generalized Arousal

- Excitation transfer
  - When you are pumped up and some aggression provoking stimulus emerges, one is more likely to act out aggressively

# How do we control aggression?

- ▶ Venting/Catharsis
  - Video games?
  - Mediation
  - Exercise?
- ▶ Alternatives
  - Communication
- ▶ Reducing aversive environments
  - Examples?

