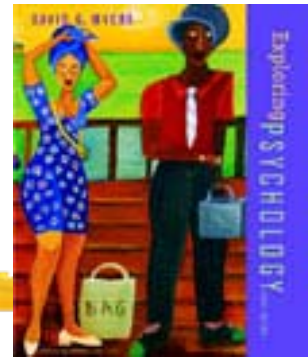


Chapter 15

Social Psychology

Social Thinking



- Social Psychology
 - scientific study of how we think about, influence, and relate to one another
- Attribution Theory
 - tendency to give a causal explanation for someone's behavior, often by crediting either the situation or the person's disposition

Social Thinking



- **Fundamental Attribution Error**
 - tendency for observers, when analyzing another's behavior, to underestimate the impact of the situation and to overestimate the impact of personal disposition
- **Attitude**
 - belief and feeling that predisposes one to respond in a particular way to objects, people and events

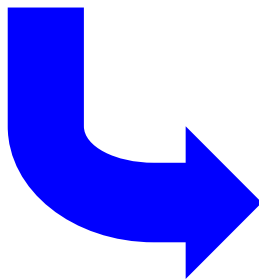
Social Thinking



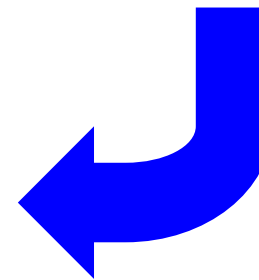
- Our behavior is affected by our inner attitudes as well as by external social influences

Internal attitudes

External influences



Behavior

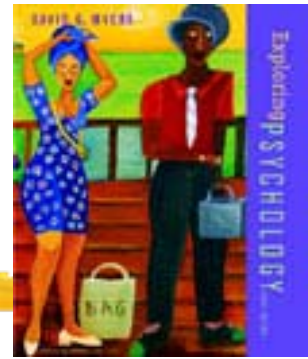


Social Thinking



- 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
- **Role**
 - set of expectations about a social position
 - defines how those in the position ought to behave

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 Thinking



Fiona's attitude:



- Cognitive dissonance

Dissonance resolved



Cognitive dissonance
(awareness that attitude and behavior are inconsistent)

Fiona's behavior:



Social Influence

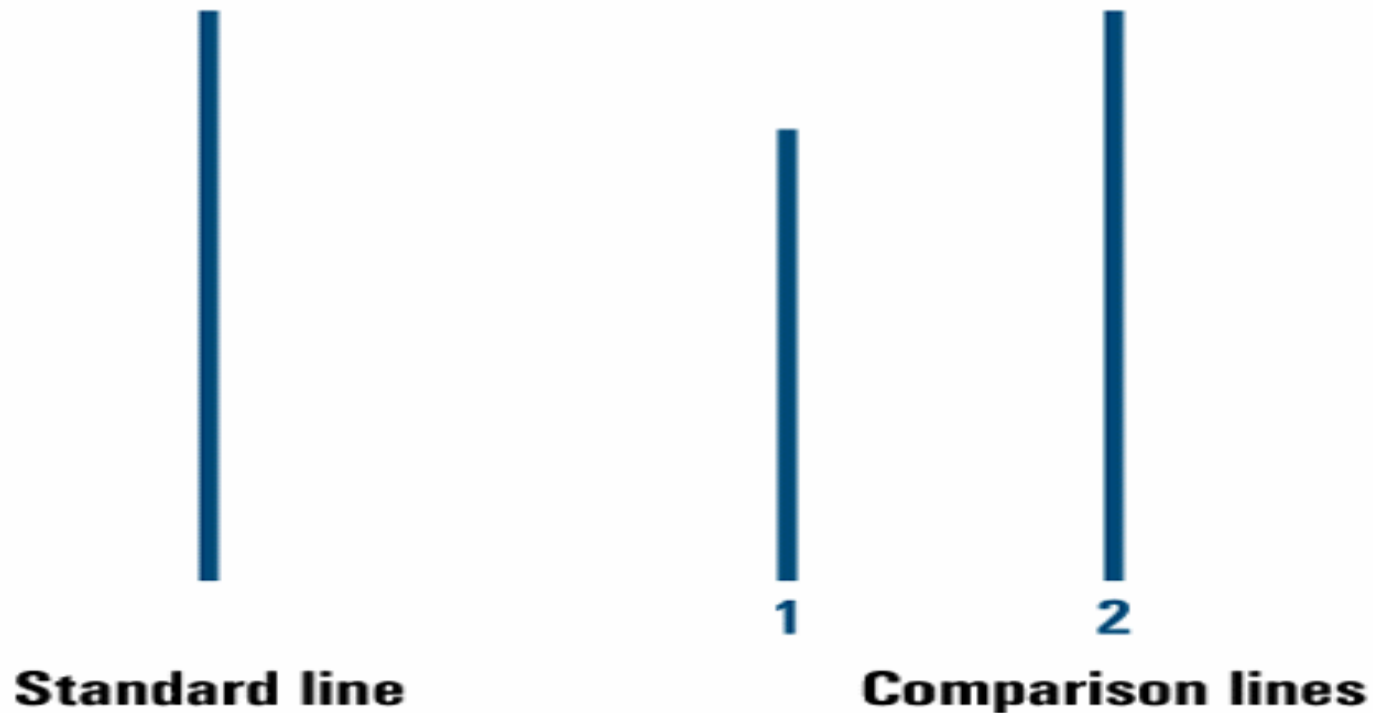


- Conformity
 - adjusting one's behavior or thinking to coincide with a group standard
- Normative Social Influence
 - influence resulting from a person's desire to gain approval or avoid disapproval

Social Influence



- Asch's conformity experiments



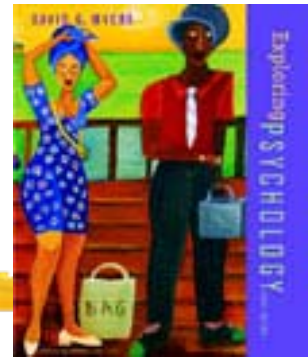
Social Influence



- Informational Social Influence
 - influence resulting from one's willingness to accept others' opinions about reality

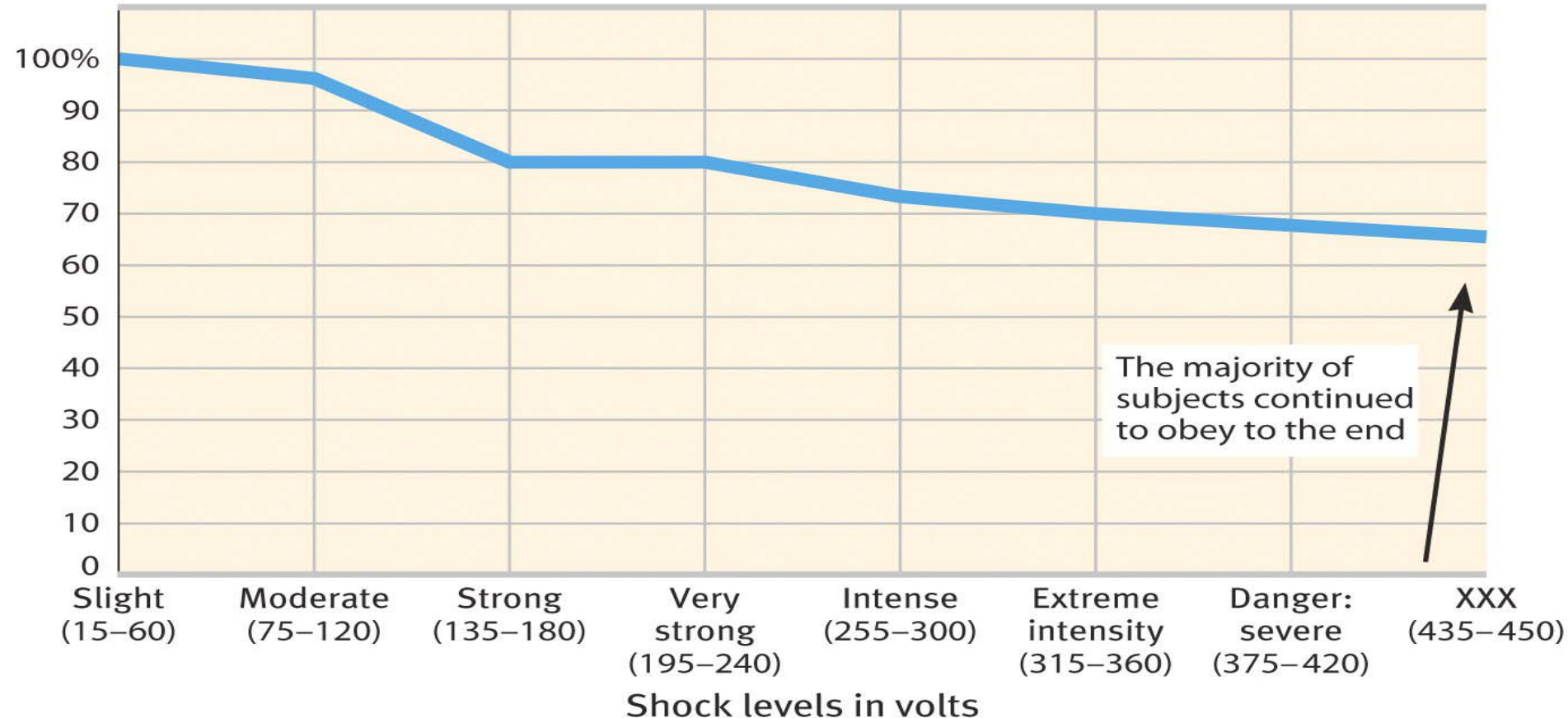


Social Influence



- Milgram's follow-up obedience experiment

Percentage of subjects who obeyed experimenter



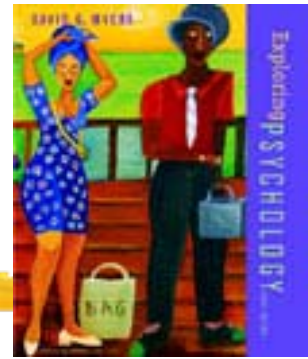
Social Influence



- Some individuals resist social coercion



Social Influence



■ Social Facilitation

- improved performance of tasks in the presence of others
- occurs with simple or well-learned tasks but not with tasks that are difficult or not yet mastered

■ Social Loafing

- tendency for people in a group to exert less effort when pooling their efforts toward attaining a common goal than when individually accountable

Social Facilitation



HOME ADVANTAGE IN MAJOR TEAM SPORTS

Sport	Games Studied	Home Team Winning Percentage
Baseball	23,034	53.5%
Football	2,592	57.3
Ice hockey	4,322	61.1
Basketball	13,596	64.4
Soccer	37,202	69.0

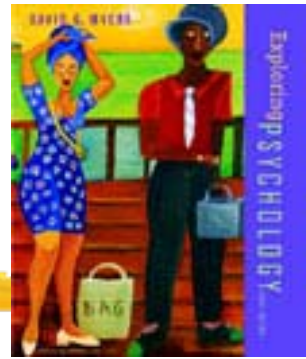
From Courneya & Carron, 1992

Social Influence



- Deindividuation
 - loss of self-awareness and self-restraint in group situations that foster arousal and anonymity

Social Influence

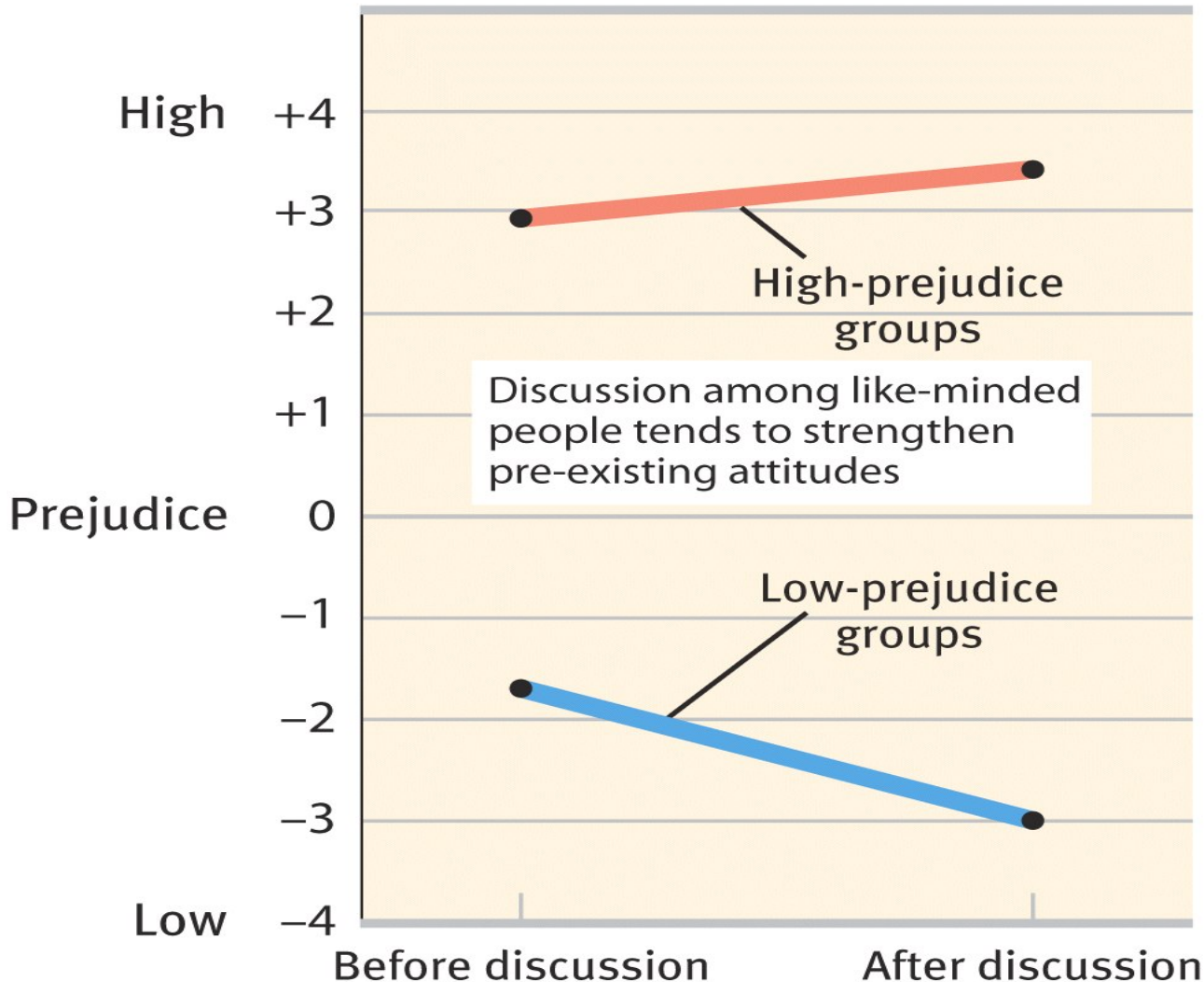


- **Group Polarization**
 - enhancement of a group's prevailing attitudes through discussion within the group
- **Groupthink**
 - mode of thinking that occurs when the desire for harmony in a decision-making group overrides realistic appraisal of alternatives

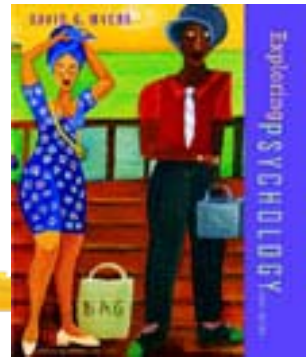
Social Influence



- If a group is like-minded, discussion strengthens its prevailing opinions



Social Relations



- Prejudice
 - an unjustifiable (and usually negative) attitude toward a group and its members
 - involves stereotyped beliefs, negative feelings, and a predisposition to discriminatory action

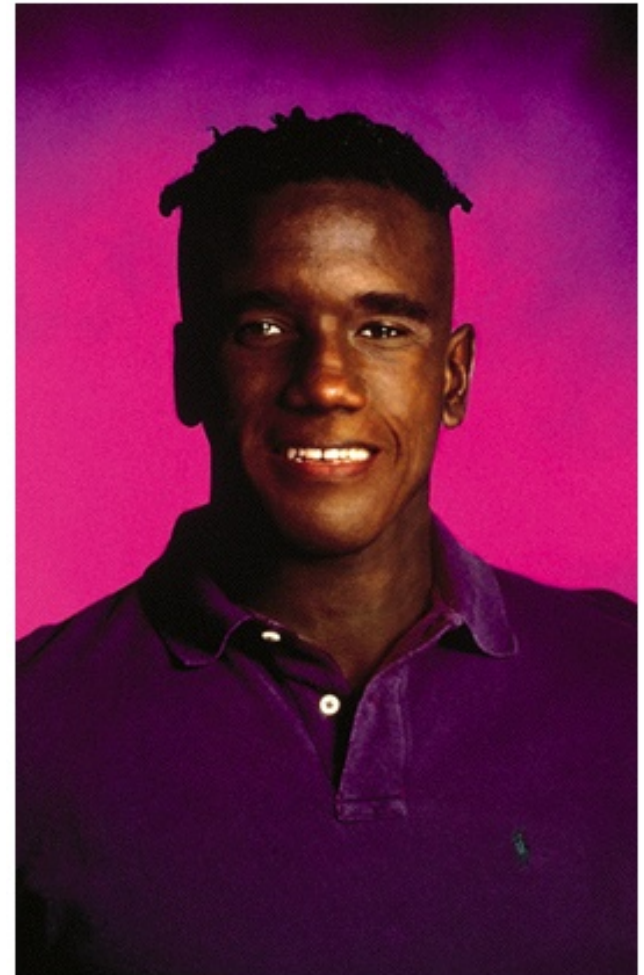
Social Relations



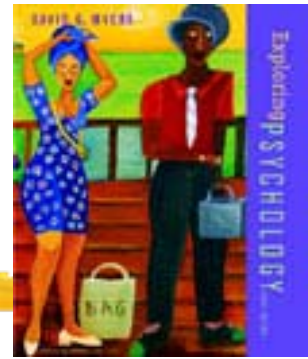
- **Stereotype**
 - a generalized (sometimes accurate, but often overgeneralized) belief about a group of people
- **Discrimination**
 - unjustifiable negative behavior toward a group or its members

Social Relations

- Does perception change with race?

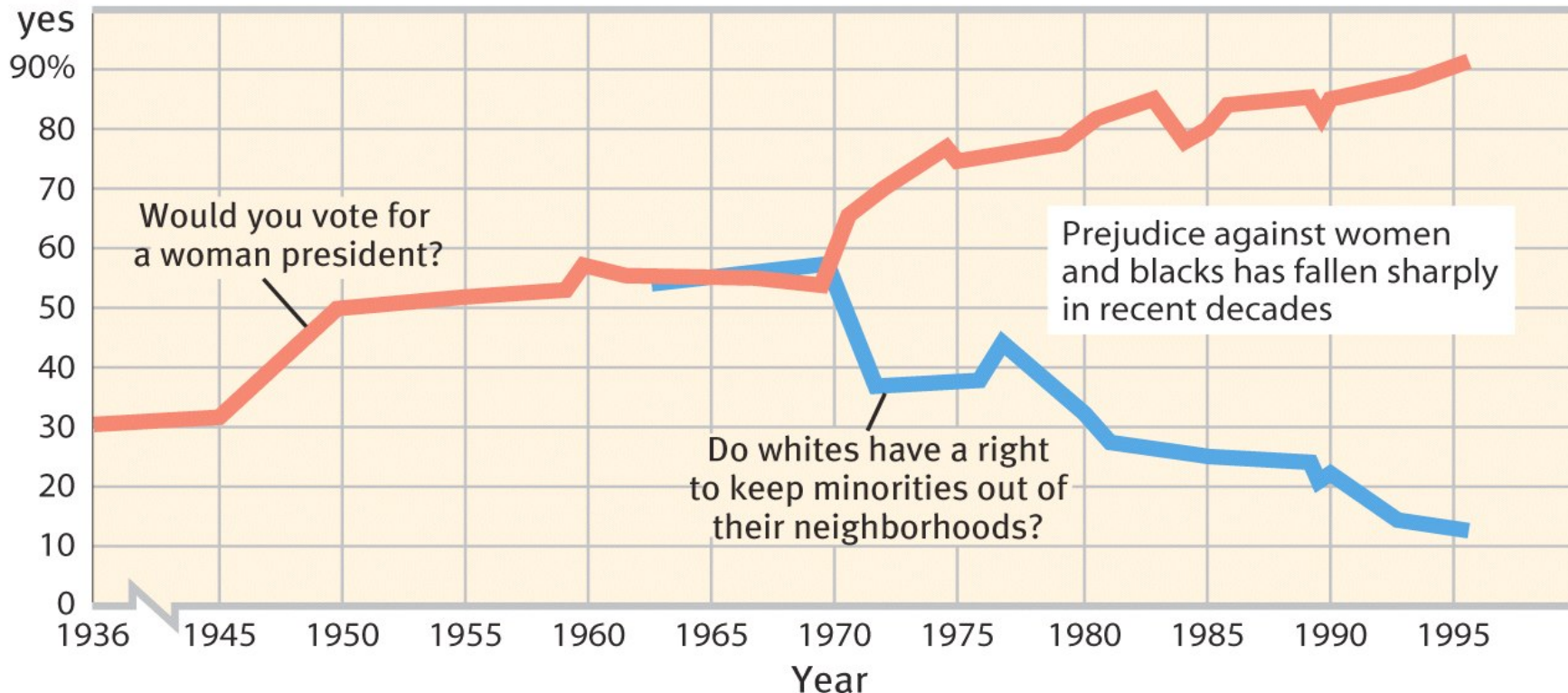


Social Relations



- 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

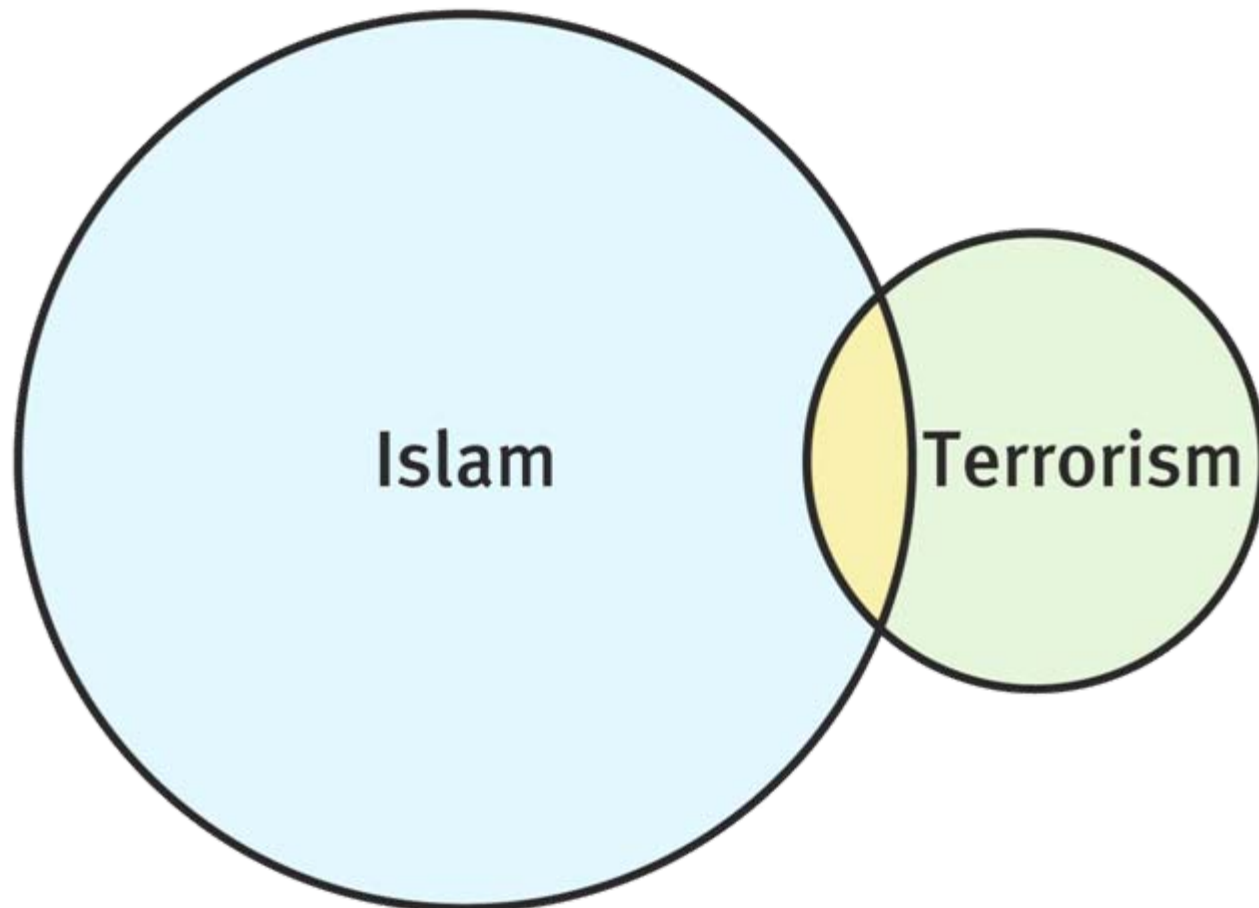


- Ingroup Bias
 - tendency to favor one's own group
- Scapegoat Theory
 - theory that prejudice provides an outlet for anger by providing someone to blame
- Just-World Phenomenon
 - tendency of people to believe the world is just
 - people get what they deserve and deserve what they get

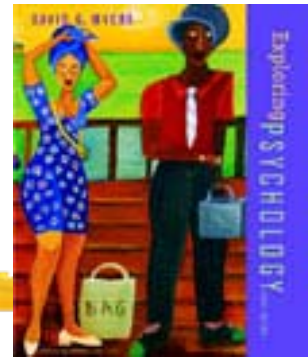
Social Relations



- Vivid cases (9/11 terrorists) feed stereotypes



Social Relations



- Aggression

- any physical or verbal behavior intended to hurt or destroy

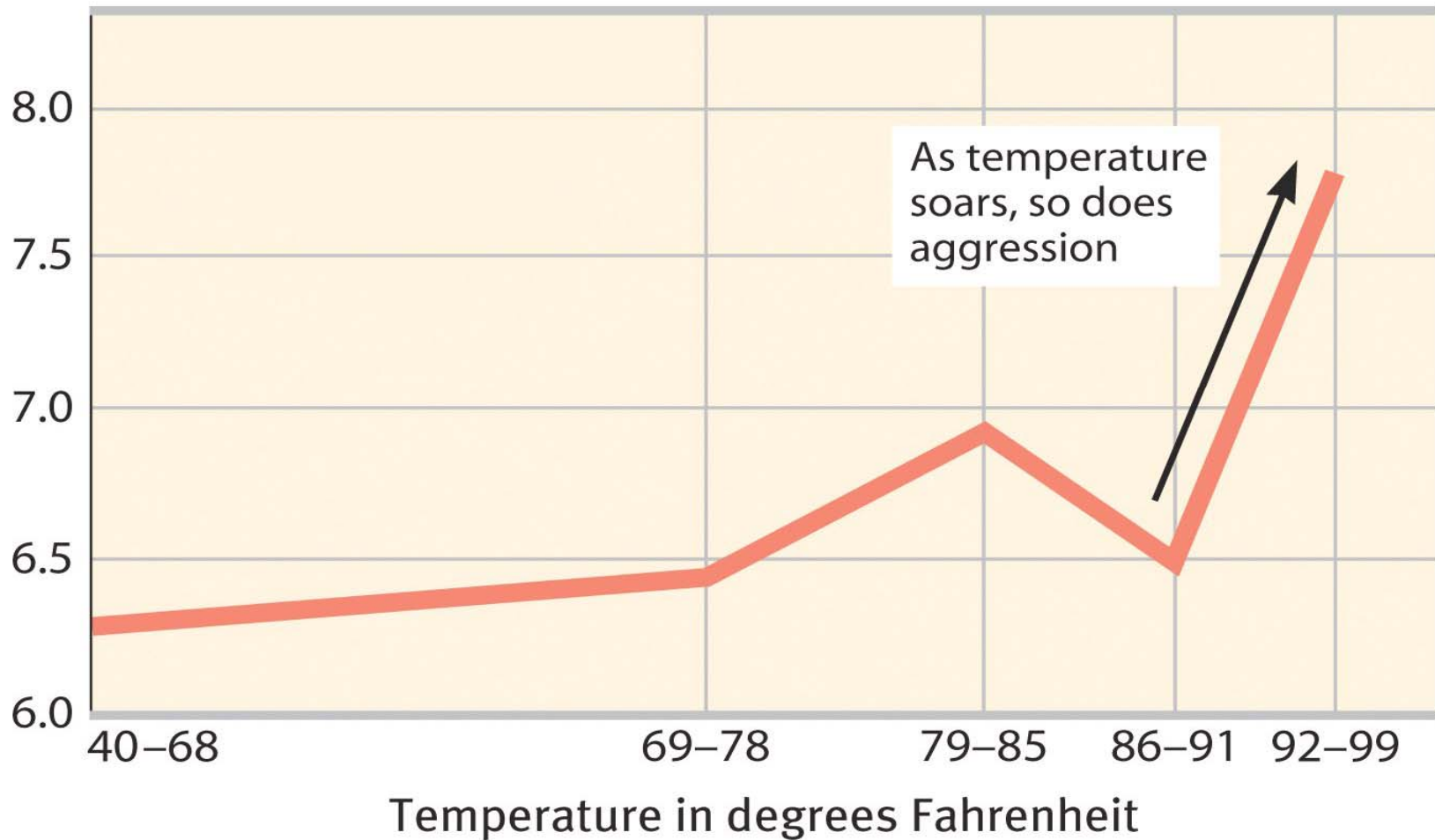
- Frustration-Aggression Principle

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

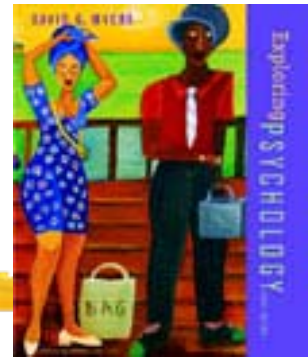
Social Relations



Murders and rapes per day in Houston, Texas



Social Relations



**Sexual
promiscuity**



**Coerciveness
against
women**

**Hostile
masculinity**



- Men who sexually coerce women

Social Relations



- Conflict

- perceived incompatibility of actions, goals, or ideas

- Social Trap

- a situation in which the conflicting parties, by each rationally pursuing their self-interest, become caught in mutually destructive behavior

Social Relations



		Person 1	
		Choose A	Choose B
Person 2	Choose A	Optimal outcome +\$5 / +\$5	+\$10 / -\$5
	Choose B	+\$10 / -\$5	Probable outcome 0 / 0

- Social trap
 - by pursuing our self-interest and not trusting others, we can end up losers

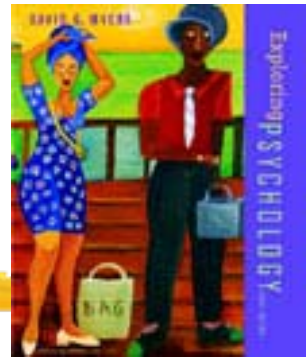
Social Relations- Attractiveness



- 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



- **Equity**

- a condition in which people receive from a relationship in proportion to what they give to it

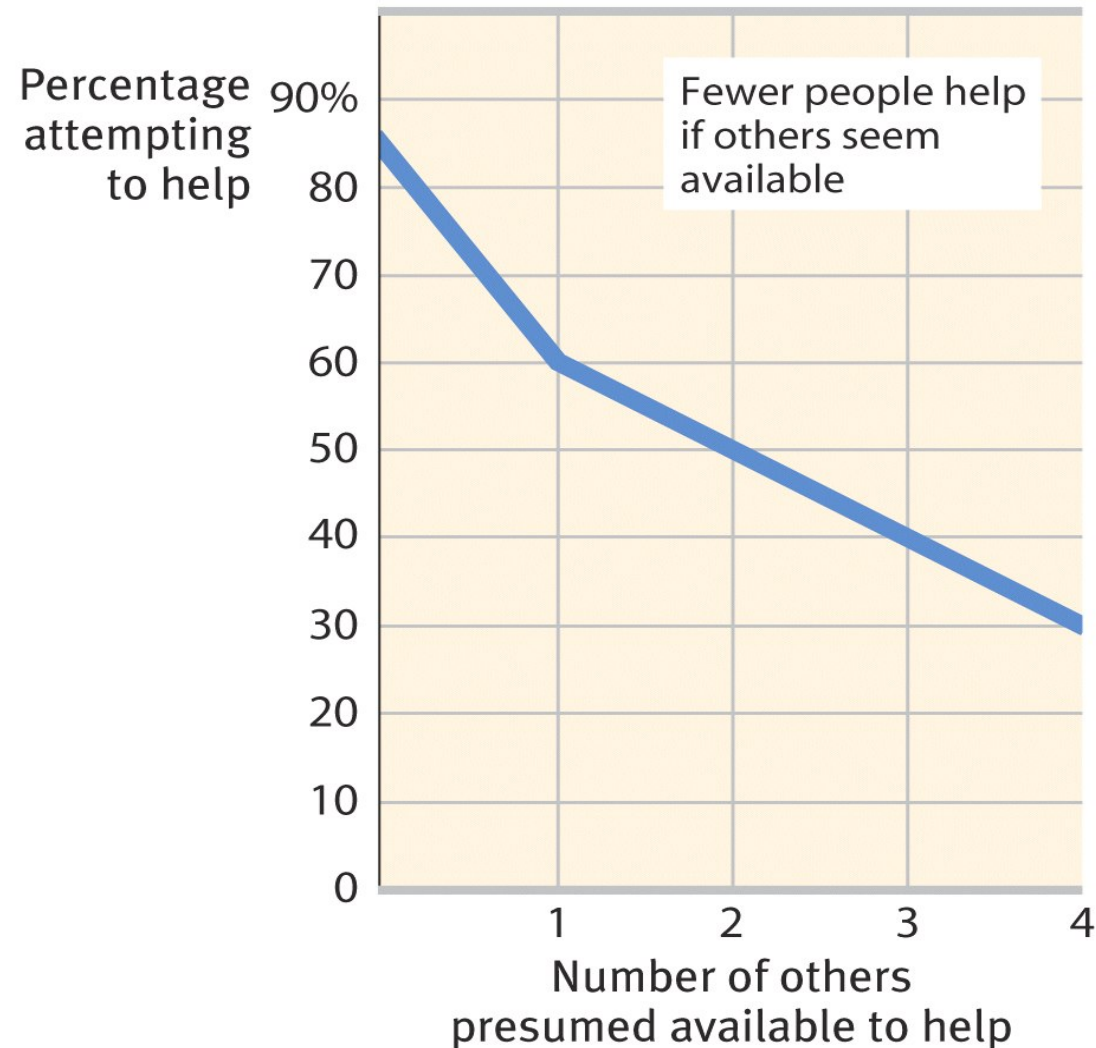
- **Self-Disclosure**

- revealing intimate aspects of oneself to others

- **Altruism**

- unselfish regard for the welfare of others

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

Notices
incident?

Yes →

Interprets
incident as
emergency?

Yes →

Assumes
responsibility

Yes →

Attempts
to help

No ↓

No
help

No ↓

No
help

No ↓

No
help

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

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