

## Social Psychology

Attitude = set of beliefs and feelings

Mere exposure effect = phenomenon where people tend to develop a preference for things merely because they are familiar with them

### Persuasion

- Attractive people have more persuasive effect
- More educated people are less likely to be persuaded
- Fear can be effective in persuasion
  - Central route to persuasion = deep processing based on the arguments or the content of the message
  - Peripheral route to persuasion = processing based on other aspects of the message, including the characteristics of the person imparting the message

### Cognitive Dissonance Theory

- People tend to seek consistency in their cognitions (beliefs, opinions), and when there is inconsistency between attitude or behavior, something must change to eliminate this dissonance
- Developed and experimented by *Leon Festinger* and *James Carlsmith*
- Changes in dissonance can occur in one of 3 ways:
  - a) Change one or more of the attitudes, behaviors or cognitions to make the relationship a consonant one
  - b) Acquire new information that outweighs the dissonant beliefs.
  - c) Reduce the importance of the cognitions

### Compliance Strategies

- Tactics used to get others to comply with one's wishes
- Foot-in-the-door phenomenon = getting people to agree to larger requests by first getting them to agree with smaller requests
- Door-in-the-face phenomenon = start with large request then moving to smaller, more reasonable requests
- Norms of reciprocity = "I help you, so you help me" method

### Attribution Theory

- Studies how people determine the source of what they observe
  - Dispositional/Person Attribution = places source at individual characteristics
  - Situation Attribution = places source to specific event
  - Stable Attribution = places source to chance or recurrence

- Harold Kelly = 3 kinds of information people use to make attributions:
  - Consistency = how often an individual acts similarly in the same situations
  - Distinctiveness = how similar situation is to another situation
  - Consensus = how others in the same situation would respond
- Self-fulfilling prophecy = phenomenon where expectations on others influences their behaviors

### **Attributional Biases**

- Fundamental attribution error = overestimating the importance of dispositional factors and underestimating the role of situational factors (occurs more in individualistic societies)
- False-Consensus effect = tendency for people to overestimate the number of people that agree with them
- Self-Serving Bias = tendency to take more credit for good outcomes than bad ones
- Just-World Bias = misfortunes occur to those who deserve them

### **Stereotypes, Prejudice, Discrimination**

- Stereotypes = ideas about what members of other groups are like (these expectations may influence the interaction with said members)
- Prejudice = undeserved, negative attitude toward a group of people
- Discrimination = actions based on prejudice
- Ethnocentrism = the belief that one's culture is superior to others'
- In-Group = Members of one's own group
- Out-Group = Members of a different group
- Out-group homogeneity = tendency to see in-group as more diverse than out-group
- In-group bias = preference for members of one's own group

### **Origin and Combating Stereotypes and Prejudice**

- Some psychologists theorize that people naturally and inevitably magnify differences between groups as a cognitive process of categorization
- Some other theorists believe that stereotypes and prejudice are learned through modelling, where children are exposed to parents who express prejudice
- Contact Theory = contact between hostile groups will reduce animosity, but only if the groups are made to work toward a goal (called a *superordinate goal*) that benefits and necessitates the participation of all parties

## **Aggression and Antisocial Behavior**

- Instrumental aggression = used with intention to secure a particular end
- Hostile aggression = aggression with no clear purpose
- Freud = linked aggression to Thanatos (death instinct)
- Sociobiologists = aggression is adaptive under certain circumstances
- Bandura = aggressive models make people aggressive
- Frustration-aggression hypothesis = feeling frustrated makes aggression likely

## **Prosocial Behavior**

- Bystander Effect = phenomenon where people who witness an emergency situation are less likely to intervene or help out if there are more people around
- Diffusion of Responsibility = in a larger group, people feel less responsibility as an individual
- Pluralistic Ignorance = a situation in which a majority of group members privately reject a norm, but incorrectly assume that most others accept it, and therefore go along with it

## **Attraction**

- Similarity = how alike people are with one another
- Proximity = how close and exposed people are to each other physically
- Reciprocal Liking = people like those who like them
- Self-Disclosure = sharing personal information with others in a form of intimacy

## **Influence of Others on an Individual's Behavior**

- Social Facilitation = situations where the presence of others improves performance
- Social Impairment = situations where the presence of others impedes performance
- Conformity = tendency of people to go along with the views or actions of others

## **Group Dynamics**

- Norms = rules on how members on a group should behave
- Social Loafing = phenomenon of a person exerting less effort to achieve a goal when they work in a group than when they work alone
- Group Polarization = tendency of a group to make more extreme decisions than the group members would make individually
- Groupthink = phenomenon where a group might make bad decisions where individuals do not speak up about flaws on ideas supported by a majority
- Deindividuation = phenomenon where people in groups lose self-awareness and may do things they usually wouldn't individually

<b>Experimenter</b>	<b>Topic</b>	<b>Major Finding</b>
Lapierre	Attitudes	Attitudes don't always predict behavior; establishments that had served a Chinese couple later reported they would refuse such a couple service
Festinger and Carlsmith	Cognitive Dissonance	Changing one's behavior can lead to a change in attitudes; people who described a boring task as interesting for \$1 in compensation later reported liking the task more than people who were paid \$20
Rosenthal and Jacobson	Self-Fulfilling Prophecy	One person's attitudes can elicit a change in another person's behavior; teachers' positive expectations led to increases in students' IQ scores
Sherif	Superordinate Goals	Intergroup prejudice can be reduced through working toward superordinate goal; campers in unfriendly, competing group came to have more positive feelings about one another after working together to solve several camp-wide problems
Darley and Latane	Bystander Effect	The more people that witness an emergency, the less likely any one person is to help; in one study, college students who thought they were the only person to overhear a peer have a seizure were more likely to help than students who thought others heard the seizure too
Asch	Conformity	People dislike contradicting the opinions of a group; 70% of people reported at least one obviously incorrect answer
Milgram	Obedience	People tend to obey authority figures; 60% of participants thought they delivered the maximum possible level of shock
Zimbardo	Roles, Individuation	Roles are powerful and can lead to individuation; college students role-playing prisoners and guards acted in surprisingly negative and hostile ways