





Social Psychology

Social Thinking:
Module 37



Class Objectives

- What is Social Psychology?
- What are Attributions?
- What is the Fundamental Attribution Error?
- What is Cognitive Dissonance?



What is Social Psychology?

- The scientific study of how people think about, influence, and relate to other people.
- Social psychologists are especially interested in the ways _____



Social Thinking

- *Social cognition* is the area of social psychology that explores how people select, interpret, remember, and use social information.




One important social cue is the face

- *Person perception* refers to the processes by which we use social _____
- Todorov and his colleagues (2005) examined the ways that perceptions of faces can influence political elections.




- The faces were of candidates in the 2000, 2002, and 2004 U.S. House and Senate elections.
 - Respondents' ratings accurately predicted the _____
- Those faces gave away information about the candidates that was meaningful to the perceivers.
 - Including the degree of _____



Our Thoughts About Others...and Ourselves.


According to the *Attribution Theory*,
we usually attribute others'
behavior either to their _____



Attributions are explanations for behaviors or events.


- **Internal attribution** (*dispositional attribution*):

- **External attribution** (*situational attribution*):
A description of the cause of a behavior
as coming from _____



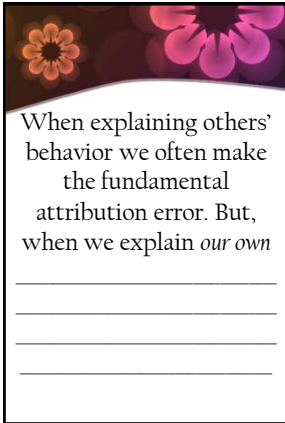
Hmmm.... Do We Always Make the Right Attribution?

Other factors can influence our
interpretation as well, and there are two
important errors or mistakes we tend make
when assigning these attributes.




- The tendency to attribute other _____


- Example-
 - if Alice saw Bob trip over a rock and fall, Alice might consider Bob to be clumsy or careless _____
 - If Alice later tripped over the same rock herself, she would be more likely to blame the placement of the rock _____



When explaining others' behavior we often make the fundamental attribution error. But, when we explain *our own* _____



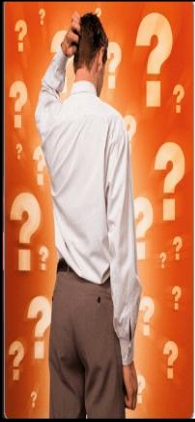
Studies have shown that if we look at behavior from the point of view of the actor rather than the observer, we can better appreciate the situation.




Self-Serving Bias

- People's tendency to take credit for their successes but _____

- Example: _____




Did you get it?
Identify the attribution!




Fundamental Attribution Error or Self-Serving Bias?

- When Jasmine reports that her wallet was stolen from her car, her roommate says, “Well, it serves you right! How could you be so stupid as to leave your wallet there?!”



Fundamental Attribution Error or Self-Serving Bias?

- When Greg was able to avoid a car accident, he felt it was due to his excellent driving skills. When he did have an accident, he blamed it on the other driver’s reckless driving behavior.




Attitudes are _____

objects, other people, and events.


If we *believe* a person is mean, we may *feel* dislike for the person and *act* unfriendly.

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Attitudes Affect Actions

- Attitudes can be changed by *central route persuasion*:
 - _____
 - _____
 - This occurs when people are naturally analytical or interested in the issue.
- Peripheral route persuasion*
 - _____
 - _____
 - People are influenced by celebrity endorsements and make snap judgments



Not only will people stand up for what they believe, they will also

The Foot-in-the-Door Phenomenon works by first getting a _____



In the Korean War, Chinese communists solicited cooperation from US army prisoners by asking them to carry out small errands. Once they had complied with small errands they were likely to comply to larger ones.

- Some made radio appeals or false confessions, others informed on fellow prisoners or divulged military secrets.
- _____
- _____
- _____



Why do actions affect attitudes?


One explanation is that when our attitudes and actions are opposed, we experience tension. This is called



Cognitive Dissonance

- An individual's psychological _____


- We feel uneasy when we notice an inconsistency between what we believe and what we do.
- It is one of the most influential and extensively studied theories in social psychology, made famous by Leon Festinger




Cognitive Dissonance

- We can reduce cognitive dissonance

- You might feel guilty after you throw out your soda can but quickly relieve that guilt by deciding, _____



Festinger infiltrated a group that was expecting the end of the world on Dec 21, 1954. When that prediction failed, the movement did not disintegrate, but grew instead.



Module 38 Social Influence


- Class Objectives:
- Conformity and obedience
- Social facilitation
- Group Think



THINK


Answer the following question on a piece of paper...we'll get back to it later!

If you could do anything humanly possible with complete assurance that no one would know it was you and you wouldn't be held responsible, what would you do?



The Power of Social Influence
Conformity and Obedience

The greatest contribution of social psychology is its study of attitudes,





Conformity

- A change in a person's behavior to

- *Normative social influence* is the influence others have on us because we want them

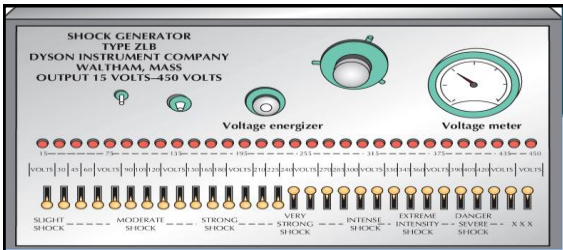
- *Informational social influence* refers to the influence other people have on us because

- As a result, we may conform because we have come to agree with the group.

Obedience

- This is behavior that complies with the explicit demands of the individual in _____
- Stanley Milgram's work showed that ordinary people are willing to comply with the requests of others, especially if _____





You are seated in front a shock generator whose 30 switches deliver varying levels of shock in 15-volt increments (15 Volts --- 450 Volts)

Every time the student gets a question wrong, you must deliver a shock. For each subsequent mistake, the shock voltage increases by 15 Volts. How much would you shock someone if an authority figure told you to?

What Would You Do?

- When this question was posed to psychology majors at Yale University – people predicted that only 1% of the population would go to the extreme
- What actually happened?



What Did Milgram Find?

- Obedience was highest when:
 - The person giving the orders was close at hand and was perceived to be a _____
 - The victim was _____
 - There were no role models for defiance



Group Performance

When you work as part of a group is your performance better or worse than when you work alone?

THINK

Working in Groups

- *Social Facilitation*- An individual's performance improves because the presence of others creates arousal, which produces energy.
 - The presence of others _____
 - The presence of _____

What you do well, you are likely to do even better in front of an audience... especially a friendly audience. What you normally find difficult may seem all but impossible when you are being watched.




SOCIAL LOAFING



Who's watching?

- Social Loafing refers to each person's tendency to exert

- The larger the group, the more likely it is that an



The presence of others can arouse people, can diminish their feelings of responsibility, or both.


What happens when you give all of your power over to the group?



Back to the question!

What did you write down? Did you write down something that you wouldn't have done if people knew it was you?





Deindividuation


- The process by which individuals lose their personal

- which may lead them to engage in behavior that they would not do in another context




Why do people riot after a favorite team wins a big game?

One explanation is that groups give us _____.
When we are part of a group, we may act in an uninhibited way because we believe that no one will be able to identify us.



Groupthink

- _____
- Many disasters have been fed by overconfidence, conformity, over-justification and group polarization.
 - The attack on Pearl Harbor
 - The escalation of the Vietnam War The Chernobyl reactor accident
 - Invasion of Iraq because of WMDs



Module 39 Social Relations

Objectives:


- What are Stereotypes?
- What is the Bystander Effect?



Social Relations

Social psychology teaches us how we relate to one another through prejudice, aggression, and conflict to attraction, and altruism and peacemaking.

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Prejudice

Prejudice is often directed towards different cultural, ethnic, or gender groups.


Components of Prejudice

1. Beliefs ([stereotypes](#))
2. Emotions (hostility, envy, fear)
3. Predisposition to *act* (to [discriminate](#))




- A *stereotype* is a generalization about a group's characteristics that does not

- Stereotypes are a natural extension of the limits on human cognitive processing.



Physical attractiveness is a powerful social cue.

- Attractive individuals are generally assumed to have a variety of _____
- These positive expectations for physically attractive individuals have been referred to as the _____




One way that stereotypes can influence individuals is through a phenomenon called *self-fulfilling prophecy*.




Stereotype threat is an individual's self-fulfilling fear of being judged based _____

In stereotype-relevant situations, the individual experiences anxiety about _____



Stereotypes not only influence our views of others but also sometimes influence the feelings and

- Women compared to men on _____
- African American compared to Whites on _____
- White males compared to African American males on _____



The Bystander Effect

- The phenomenon in which the greater the number of people present, _____


- When an emergency situation occurs, observers are more likely to take action if there are few or no other witnesses.
- People will help 75% of the time when alone, but when another bystander is present, the figure drops to 50 percent



Our Actions Toward Others


Why are we less likely to act in a Group?





Diffusion of responsibility

- _____
- _____
- In October 2009, in Richmond, California, a 15-year-old high school girl was raped and beaten by as many as 10 people outside a homecoming dance.
 - During the assault, more than 20 people watched—and no one called for help.



- Pluralistic ignorance

A situation in which people say nothing and each person falsely assumes that everyone else has a different, perhaps better informed, opinion

 - _____
- Audience inhibition (fear of blunder)



Next

- Sensation and Perception
