



Social Psychology

Chapter 13



Class Objectives

- What is Social Psychology?
- What are Stereotypes?
- What are Attributions?
- What is the Bystander Effect?
- Conformity and obedience



What is Social Psychology?

- The scientific study of how people

- Social psychologists are especially interested in the ways that social situations influence behavior.



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 stimuli to form impressions of others.
- 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 outcome for about 70 percent of the elections.
- Those faces gave away information about the candidates that was meaningful to the perceivers.
 - Including the degree of perceived competence



Physical attractiveness is a powerful social cue.


- Attractive individuals are generally assumed to have a variety of positive characteristics, such as:

- These positive expectations for physically attractive individuals have been referred to as the _____




- A *stereotype* is a generalization about a group's characteristics that does not consider any variations from one individual to another.
- Stereotypes are a natural extension of the _____

- It takes more mental effort to consider a person's individual characteristics than it does to label him or her as a member of a particular group or category.




One way that stereotypes can influence individuals is through a phenomenon called _____.

These expectations cause individuals to act in ways that serve to make the _____




Our Thoughts About Others

According to the *Attribution Theory*, we tend to explain our own behavior and




Attributions

- _____
- To determine the cause, we first decide whether the behavior comes from an:
 - Internal cause
 - External cause
 - Stable/unstable causes
 - Controllable/uncontrollable causes




- **Internal attribution (dispositional attribution):**
A description of the cause of a behavior as

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



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.



Fundamental Attribution Error

- _____


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



Self-Serving Bias


- _____

- Example: A student who gets a good grade on an exam might say, "I got an A!" while a student who does poorly on an exam might say, "The teacher gave me an F!"




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.



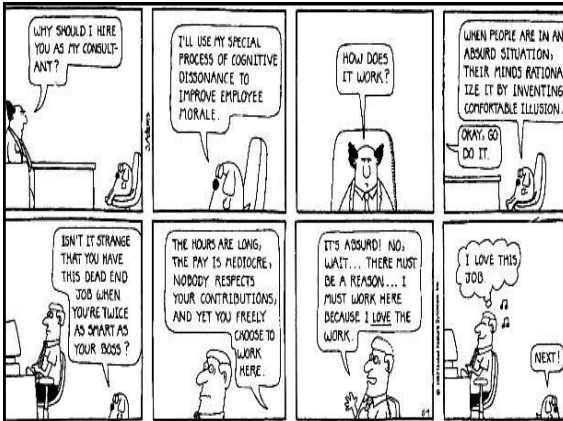
Stereotype threat is an individual's self-fulfilling fear of being judged


In stereotype-relevant situations, the individual experiences anxiety about living "down" to



Stereotypes not only influence our views of others but also sometimes influence the feelings and performance of individuals in stereotyped groups


- Women compared to men on mathematical tasks
- African American compared to Whites on academic test
- White males compared to African American males on athleticism






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 by either changing our behavior to fit our attitudes or changing our attitudes to fit our behavior.
- Example-
 - You might feel guilty after you throw out your soda can but quickly relieve that guilt by deciding, "Recycling is not really that important."




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.


By sharing cult beliefs with others, they gained acceptance and thus



What would you do?

Social Behavior





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?



In 1964, a young woman named Kitty Genovese was brutally murdered and raped in New York City. She was attacked at about 3 a.m. in a courtyard surrounded by apartment buildings. It took approximately 30 minutes to kill Genovese.

Thirty-eight neighbors watched the gory scene from their windows and heard Genovese's screams. No one helped or called the police.



The Bystander Effect

- The phenomenon in which the


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



Our Actions Toward Others

Why are we less likely to act in a Group?

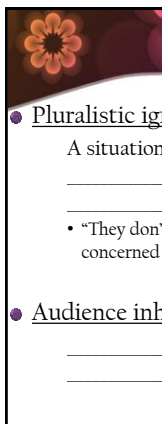




Diffusion of responsibility

- We tend to feel less responsibility for

- 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

 - “They don’t look concerned, so I guess there’s nothing to be concerned about.”
- Audience inhibition (fear of blunder)



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.

- _____
- _____

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 individual can loaf without detection.




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 identity the sense of personal responsibility in the context of a group.



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

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.

The Power of Social Influence
Conformity and Obedience


After the Holocaust, researchers wanted to know to what extent people would change their behavior to conform to the behavior of others.


Conformity

- _____
- *Normative social influence* is the influence others have on us because we want them to like us.
- *Informational social influence* refers to the influence other people have _____

Obedience

- Stanley Milgram's work showed that ordinary people are willing to comply with the requests of others, especially if they see the others as legitimate authority figures





What's Next?

- What is Consciousness?
