

1 **Chapter 14: Social Psychology?**

2 **Truth or Fiction?**

- People act in accord with their consciences.
- Repeatedly airing a TV commercial turns off the audience and decreases sales.
- We appreciate things more when we have to work for them.

3 **Truth or Fiction?**

- People have condemned billions of other people without ever meeting them or learning their names.
- Beauty is in the eye of the beholder.
- Opposites attract.

4 **Truth or Fiction?**

- You should just “be yourself” in a job interview. There’s no point in getting dressed up and watching your language.
- We tend to hold others responsible for their misdeeds but to see ourselves as victims of circumstances when we misbehave.

5 **Truth or Fiction?**

- Most people will torture an innocent person if they are ordered to do so.
- Seeing is believing.
- Nearly 40 people stood by and did nothing while a woman was being stabbed to death.

6 **Preview of Chapter Fourteen**

- Attitudes
- Social Perception
- Social Influence
- Group Behavior

7

What is Social Psychology?

- Study of the nature and causes of people’s thoughts and behavior in social situations
- Situationist perspective
 - Social influence goads people into doing things they would not usually do

8 **Attitudes: “The Good, The Bad, and The Ugly”**

9 **The A-B Problem**

- Factors that affect the link between Attitudes (A) and Behavior (B)
 - Specificity
 - Strength of attitudes
 - Vested interest
 - Accessibility

10 **Attitude Formation**

- Learned attitudes
 - Conditioning or learning by observation
- Cognitive Appraisal
 - Form opinion after appraisal and evaluation of situation

11 **Changing Attitudes**

- Elaboration likelihood model
 - Central route of persuasion

- Inspires thoughtful consideration of evidence and arguments
- Peripheral route of persuasion
 - Associate with positive or negative cues

12 **The Persuasive Message**

- Repeated exposure to things and people enhances their appeal
- “Fear” appeal is more persuasive than facts

13 **Communicator and Audience**

- Persuasive communicator
 - Shows expertise, trustworthiness, attractiveness, or similarity to the audience
- Positive context increases likelihood of persuasion
- People with high self esteem and low social anxiety are more resistant to social pressure

14 **Cognitive Dissonance Theory**

- When attitudes and behavior are inconsistent, individuals are motivated to reduce that inconsistency
- Festinger & Carlsmith (1959)
 - Attitude-discrepant behavior
 - People paid less rated the task more interesting
 - Effort justification

15 **Prejudice and Discrimination**

- Sources of Prejudice
 - Dissimilarity
 - Social conflict
 - Social learning
 - Information processing
 - Social categorization

16 **Video Connections: Stereotype Threat**

- Agree or disagree: The solution to stereotype threat lies in society and not in the individual

[insert movie: stereotype_threat]

17 **Stereotype Threat - Steele**

18 **Interpersonal Attraction**

- Factors contributing to attraction
 - Physical appearance
 - Males place more emphasis in mate selection
 - Similarity
 - Matching hypothesis
 - Reciprocity

19 **First Impressions**

- First impressions matter a great deal
 - We infer traits from behavior
- Primacy effect
- Recency effect

20 **Social Perception: Looking Out, Looking Within**

21 **Attribution Theory**

- Tendency to infer motives and traits of others through the observation of their behaviors
- Dispositional attributions
 - Internal factors
- Situational attributions
 - External factors

22 **Attribution Theory**

- Fundamental attribution error
 - Attribute too much of other’s behavior on dispositional

- Actor – observer effect
- Self-serving bias

23 **Factors Contributing to the Attribution Process**

1

- Dispositional factors
 - Low consensus
 - High consistency
 - Low distinctiveness

2

- Situational factors
 - High consensus
 - Low consistency
 - High distinctiveness

24 **Body Language**

- Communication through posture and gestures
 - Touching
 - Gazing and Staring

25 **Social Influence:
Are You An Individual
Or One Of The Crowd?**

26 **Obedience to Authority**

- Milgram Studies
 - Majority complied to demands of authority even when that required they 'inflict' a harmful shock on innocent people

27

28 **Factors Contributing to Obedience to Authority**

- Socialization
- Lack of social comparison
- Perception of legitimacy of authority figures
- Foot-in-the-door technique
- Inaccessibility of values
- Buffers between perpetrator and victim

29 **Conformity**

- Asch Study
 - Most people will conform, even when they are wrong
- Factors contributing to conformity
 - Desire to be liked by group members
 - Low self-esteem
 - High self-consciousness

30

31 **Group Behavior**

32 **Social Facilitation**

- Presence of others facilitates performance
 - Increased arousal or motivation
 - Evaluation apprehension
- Presence of others impairs performance
 - Social loafing
 - Diffusion of responsibility

33 **Group Decision Making**

- Social decision schemes
 - Majority-wins

- Truth-wins
- Two-thirds majority
- First-shift rule

34 **Conservative or Risky Decisions**

- 1 • Conservative
 - Knowledgeable group members
 - Explicit procedure for making decisions
 - Process of give and take
- 2 • Risky
 - Polarization effect
 - Diffusion of responsibility

35 **Groupthink**

- Unrealistic group decision making in which external realities are ignored
- Influenced by
 - Cohesiveness of group
 - Dynamic group leader

36 **Contributors to Groupthink**

- Feelings of invulnerability
- Group's belief in its rightness
- Discrediting of information contrary to decision
- Pressure for group conformity
- Stereotyping of members of out-group

37 **Mob Behavior and Deindividuation**

- Highly emotional crowds may induce "mob behavior"
 - Behavior becomes attitude-discrepant
- Deindividuation
 - Reduced self-awareness and lower concern of social evaluation

38 **Altruism and the Bystander Effect**

- Factors that influence decision to help
 - Good mood
 - Empathic
 - Believe an emergency exists
 - Assume responsibility to act
 - Know what to do
 - Know the people who need help
 - Similarity to people who need help