

## Chapter 14: Social Psychology?

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### 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.

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### 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.

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**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.

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**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.

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**Preview of Chapter Fourteen**

- Attitudes
- Social Perception
- Social Influence
- Group Behavior

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### 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

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### Attitudes: “The Good, The Bad, and The Ugly”

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### The A-B Problem

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

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### Attitude Formation

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

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### 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

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### The Persuasive Message

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

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### 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

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### 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

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### Prejudice and Discrimination

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

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### Video Connections: Stereotype Threat

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

[insert movie: stereotype\_threat]

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### Stereotype Threat - Steele



PLAY VIDEO

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### Interpersonal Attraction

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

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### First Impressions

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

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### Social Perception: Looking Out, Looking Within

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### Attribution Theory

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

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### Attribution Theory

- Fundamental attribution error
  - Attribute too much of other's behavior on dispositional
- Actor – observer effect
- Self-serving bias

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### Factors Contributing to the Attribution Process

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

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### Body Language

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

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

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### Obedience to Authority

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

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### 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

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### 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

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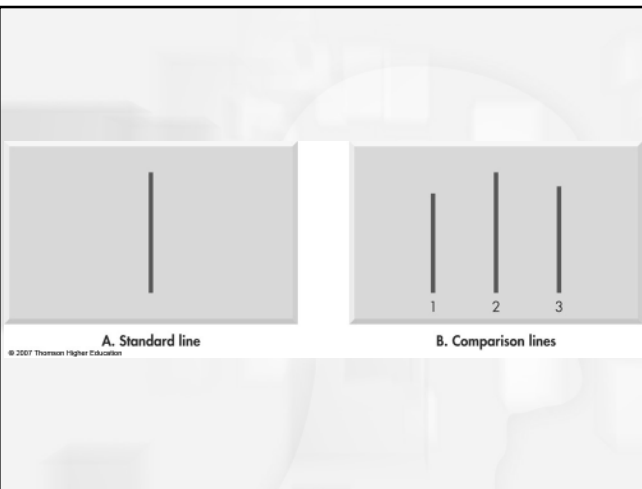
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## Group Behavior

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### Social Facilitation

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

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### Group Decision Making

- Social decision schemes
  - Majority-wins
  - Truth-wins
  - Two-thirds majority
  - First-shift rule

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### Conservative or Risky Decisions

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

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### Groupthink

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

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### 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

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### **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

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### **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

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