Social Psychology

Social Psychology

"the scientific study of how we think about, influence, and relate to one another"

Social Relations-Attractiveness

- Proximity
  - mere exposure effect-repeated exposure to novel stimuli increases liking of them
- Physical Attractiveness
  - youthfulness may be associated with health and fertility
- Similarity
  - friends share common attitudes, beliefs, interests

Social Relations-Attractiveness

- Equity
  - a condition in which people receive from a relationship in proportion to what they give to it
- Self-disclosure
  - revealing intimate aspects of oneself to others
- Liking
  - We tend to be attracted to those who communicate liking for us

Social Relations-Attractiveness

- **Genuineness/Realness**
  - Anderson (555 characteristics)
    - Top 5: sincere, understanding, honest, loyal, faithful
    - Bottom 5: liar, phony, cruel, cheater, unfaithful
- **Altruism**
  - unselfish regard for the welfare of others

Social Relations- Passionate Love

- Passionate Love
  - an aroused state of intense positive absorption in another
  - usually present at the beginning of a love relationship (lasts 6 weeks to 30 months)

Hatfield's Passionate Love Scale

- Cognitive Components
  - 1. Preoccupation with Other
  - 2. Idealization of the Other or the Relationship
  - 3. Desire to know and be known by Other

Hatfield's Passionate Love Scale

- Behavioral Components
  - 1. Actions toward determining the Other's feelings
  - 2. Studying the Other
  - 3. Service to the Other

Hatfield's Passionate Love Scale

- Emotional Components
  - 1. Attraction (especially sexual attraction)
  - 2. Negative feelings when things go wrong
  - 3. Longing for reciprocity
  - 4. Desire for complete union
  - 5. Physiological arousal

Social Relations

- Companionate Love
  - deep affectionate attachment we feel for those with whom our lives are intertwined
  - Less intense than passionate love, but more secure
  - More "realistic"; less idealistic

Why do Marriages Last?

- Top 7 reasons for Both Men and Women
- 1. My spouse is my best friend
- 2. I like my spouse as a person
- 3. Marriage is a long-term commitment

Why do Marriages Last?

- 4. Marriage is sacred
- 5. We agree on aims and goals
- 6. My spouse has grown more interesting
- 7. I want the relationship to succeed

Social Thinking

- Attribution Theory
  - tendency to give a causal explanation for someone's behavior, often by crediting either the situation or the person's disposition

Social Thinking

- Fundamental Attribution Error
  - tendency for observers, when analyzing another's behavior, to underestimate the impact of the situation and to overestimate the impact of personal disposition
- Attitude
  - belief and feeling that predisposes one to respond in a particular way to objects, people and events

Social Thinking

Our behavior is affected by our inner attitudes as well as by external social influences

Internal attitudes

External influences

Behavior
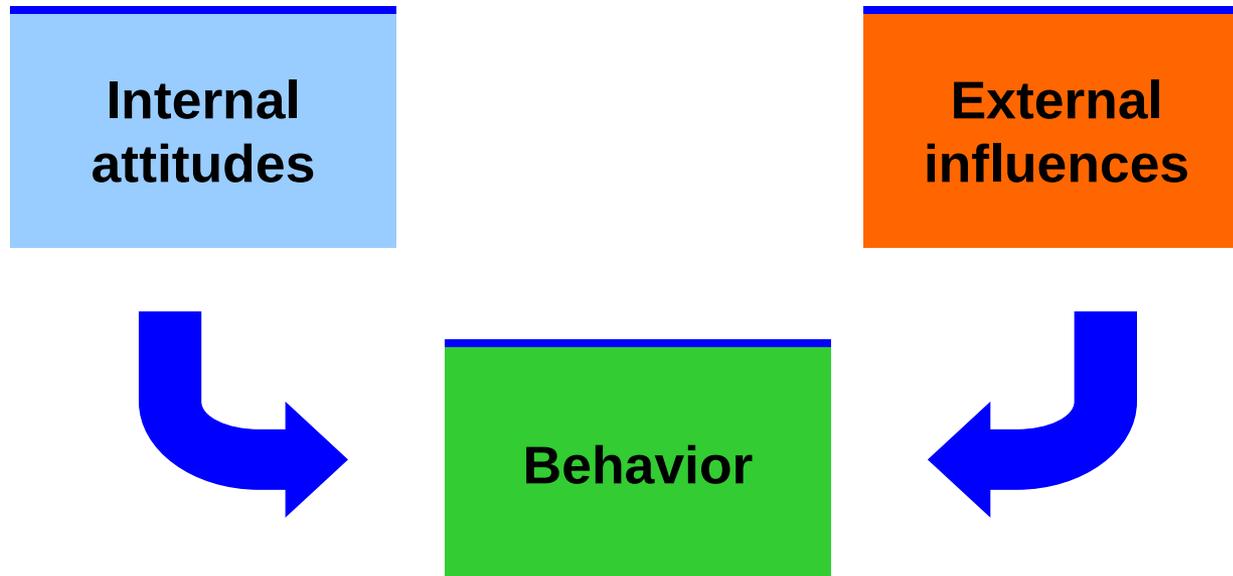
Social Thinking

Foot-in-the-Door Phenomenon

- tendency for people who have first agreed to a small request to comply later with a larger request

Role

- set of expectations about a social position
- defines how those in the position ought to behave

Social Thinking

Cognitive Dissonance Theory

- we act to reduce the discomfort (dissonance) we feel when two of our thoughts (cognitions) are inconsistent
- example: when our awareness of our attitudes and of our actions clash, we can reduce the resulting dissonance by changing our attitudes

Social Thinking

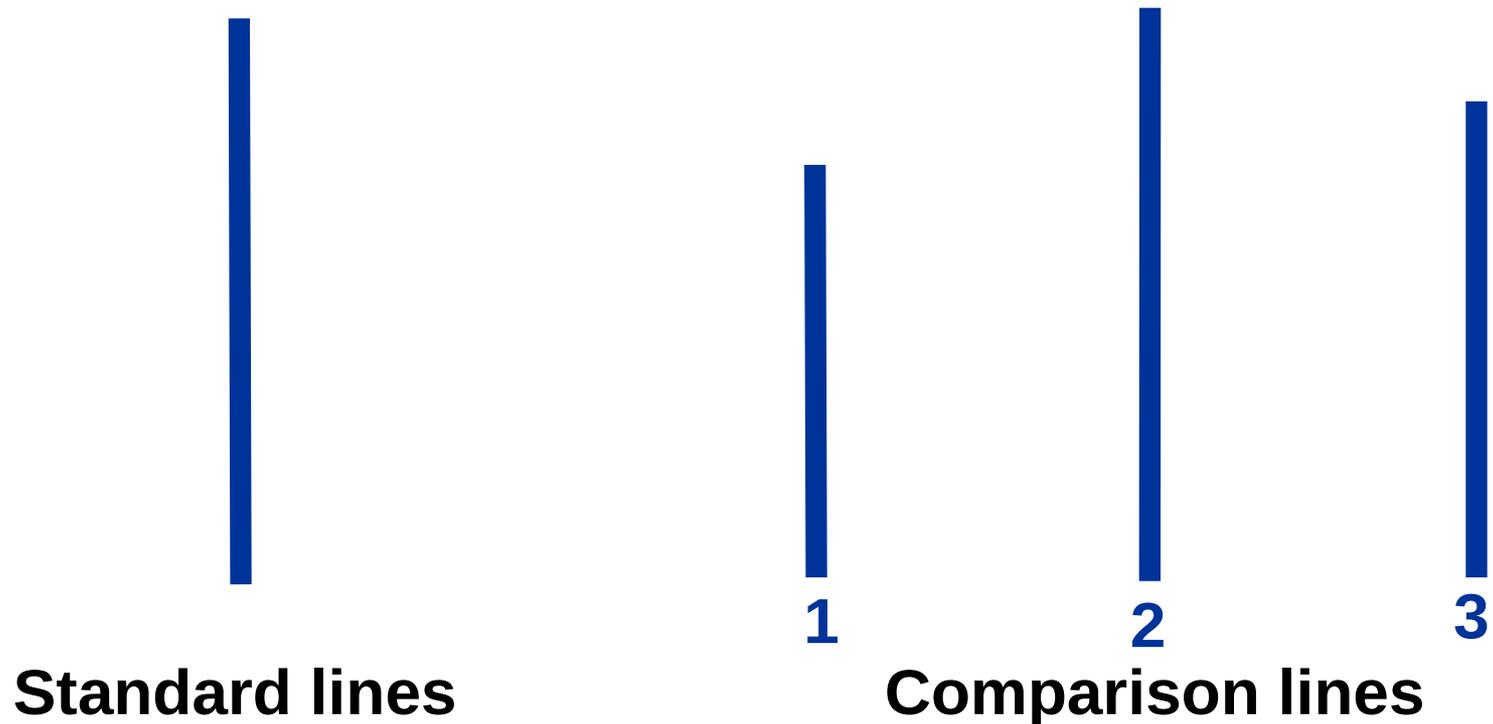Cognitive dissonance

Social Influence

Conformity
- adjusting one's behavior or thinking to coincide with a group standard

Normative Social Influence
- influence resulting from a person's desire to gain approval or avoid disapproval

Social Influence

Asch's conformity experiments

Standard lines   1   2   3   **Comparison lines**
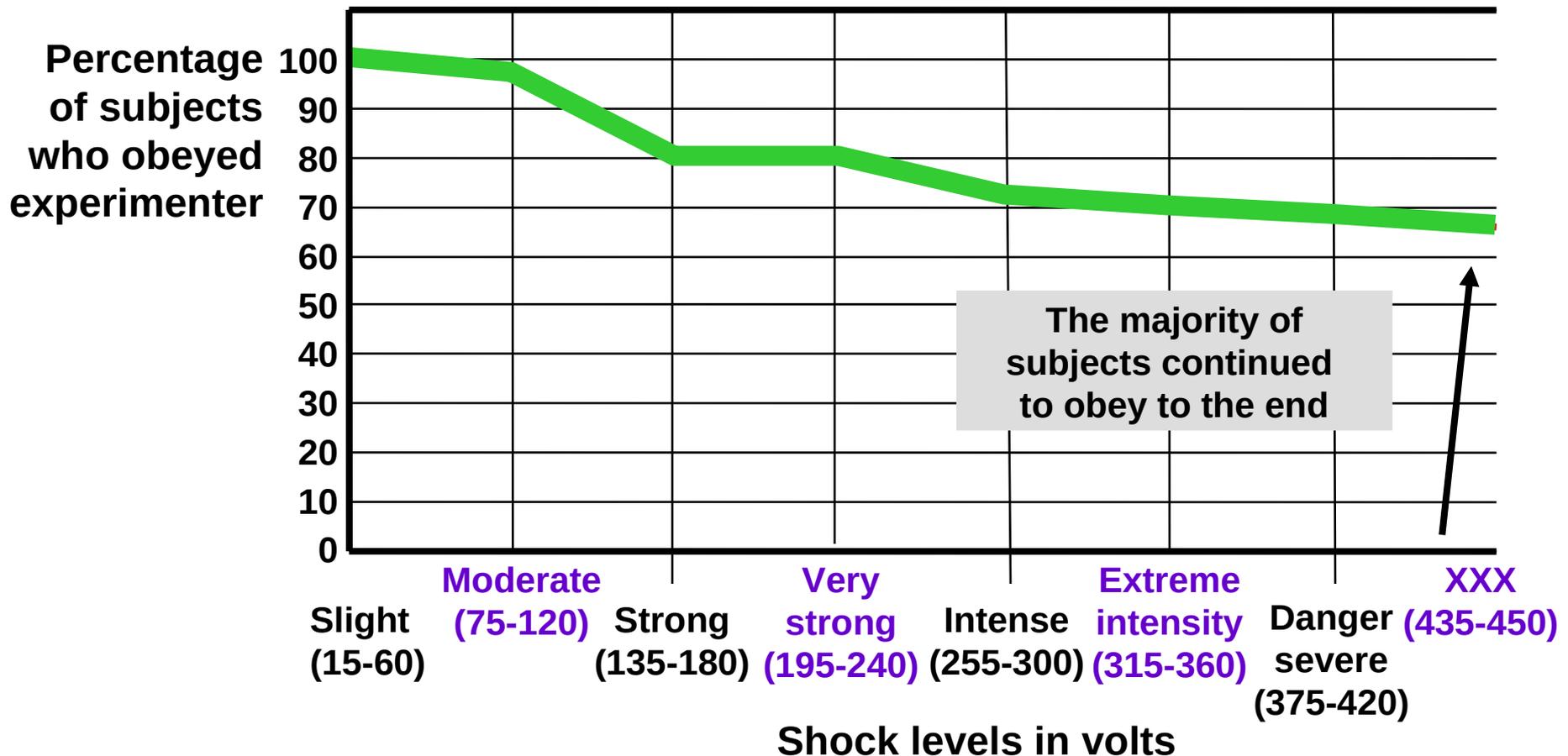
Social Influence

- Norm
  - an understood rule for accepted and expected behavior
  - prescribes "proper" behavior
- Informational Social Influence
  - influence resulting from one's willingness to accept others' opinions about reality

Social Influence

Milgram's follow-up obedience experiment

Percentage of subjects who obeyed experimenter (y-axis: 0, 10, 20, 30, 40, 50, 60, 70, 80, 90, 100)

The majority of subjects continued to obey to the end

Shock levels in volts

Slight (15-60) — Moderate (75-120) — Strong (135-180) — Very strong (195-240) — Intense (255-300) — Extreme intensity (315-360) — Danger severe (375-420) — XXX (435-450)

Social Influence

Social Facilitation

- improved performance of tasks in the presence of others
- occurs with simple or well-learned tasks but not with tasks that are difficult or not yet mastered

Social Loafing

- tendency for people in a group to exert less effort when pooling their efforts toward attaining a common goal than when individually accountable

Social Facilitation

Home Advantage in Major Team Sports

Sport	Games Studied	Home Team Winning Percentage
Baseball	23,034	53.3%
Football	2,592	57.3
Ice hockey	4,322	61.1
Basketball	13,596	64.4
Soccer	37,202	69.0

Social Influence

- Deindividuation
  - loss of self-awareness and self-restraint occurring in group situations that foster arousal and anonymity
- Groupthink
  - mode of thinking that occurs when the desire for harmony in a decision-making group overrides realistic appraisal of alternatives

Social Influence

- Group Polarization
  - the enhancement of a group's prevailing attitudes through discussion within the group
- Self-Fulfilling Prophecy
  - occurs when one person's belief about others leads that person to act in ways that induce the others to appear to confirm the belief

Social Influence
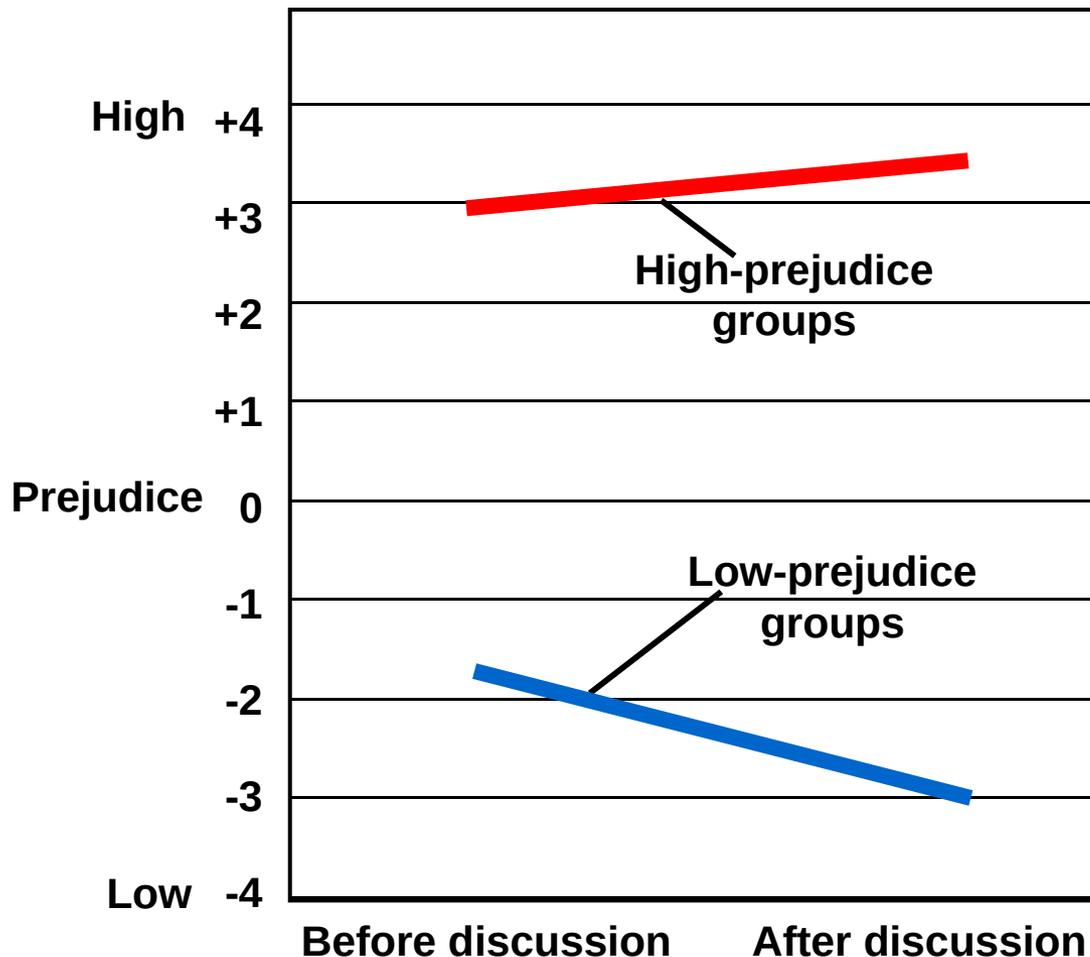
If a group is like-minded, discussion strengthens its prevailing opinions
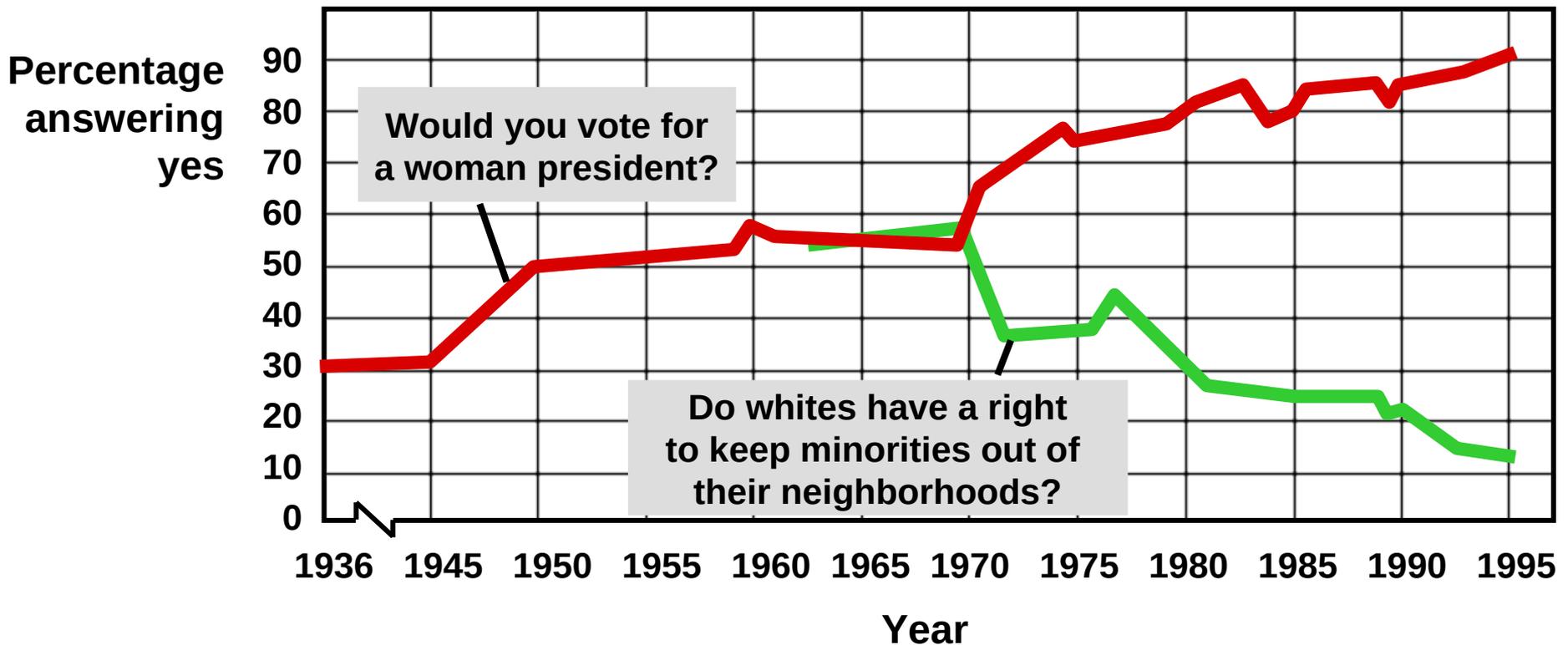
Social Relations

Prejudice

- an unjustifiable (and usually negative) attitude toward a group and its members
- involves stereotyped beliefs, negative feelings, and a predisposition to discriminatory action

Stereotype

- a generalized (sometimes accurate but often overgeneralized) belief about a group of people

Social Relations

Americans today express much less racial and gender prejudice

Percentage answering yes vs **Year**

Would you vote for a woman president?

Do whites have a right to keep minorities out of their neighborhoods?

Social Relations

- Ingroup
  - "Us"- people with whom one shares a common identity
- Outgroup
  - "Them"- those perceived as different or apart from one's ingroup
- Ingroup Bias
  - tendency to favor one's own group

Social Relations

- **Scapegoat Theory**
  - theory that prejudice provides an outlet for anger by providing someone to blame
- **Just-World Phenomenon**
  - tendency of people to believe the world is just
  - people get what they deserve and deserve what they get

Social Relations

- Aggression
  - any physical or verbal behavior intended to hurt or destroy
- Frustration-Aggression Principle
  - principle that frustration – the blocking of an attempt to achieve some goal – creates anger, which can generate aggression
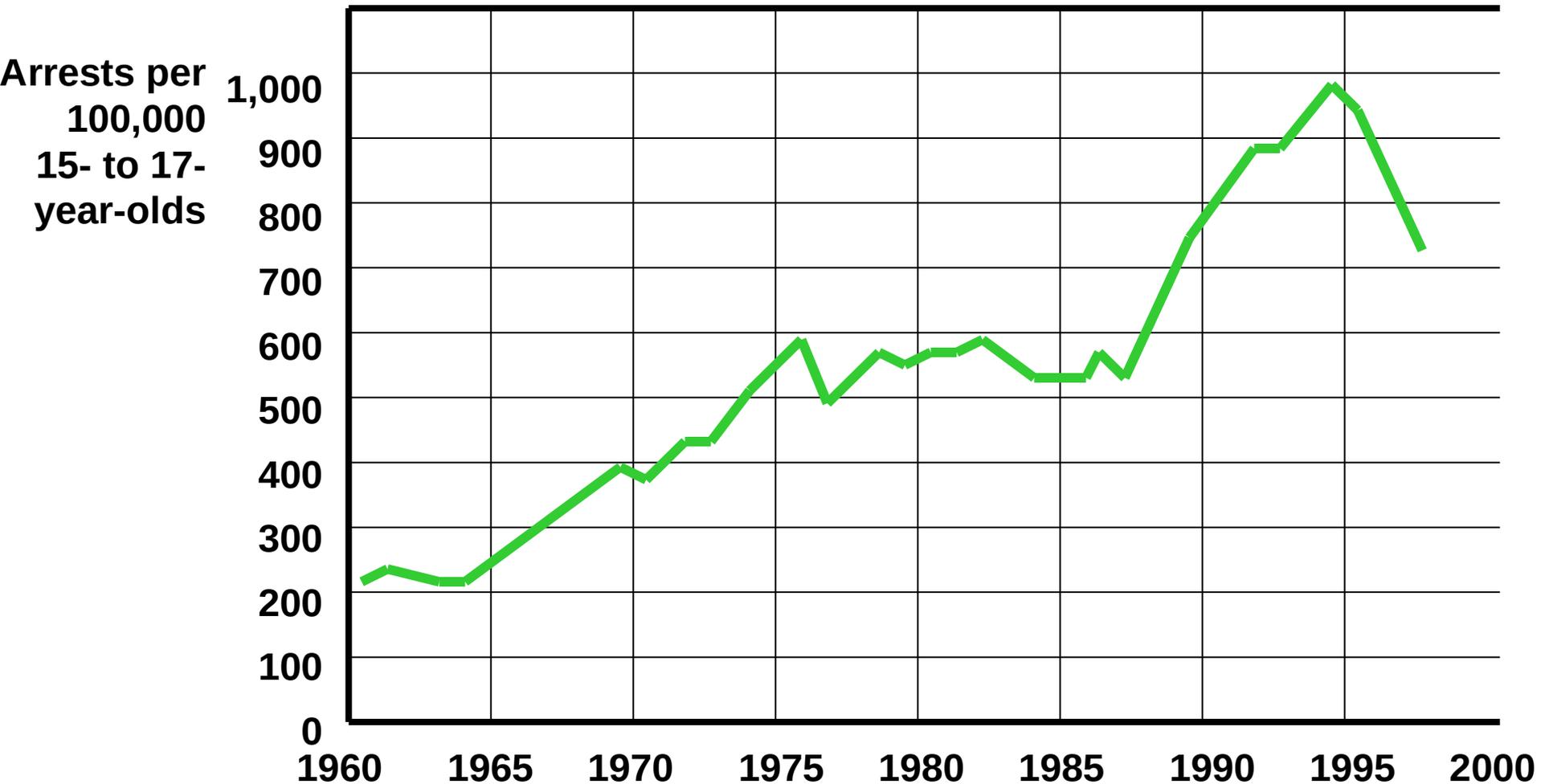
Social Relations

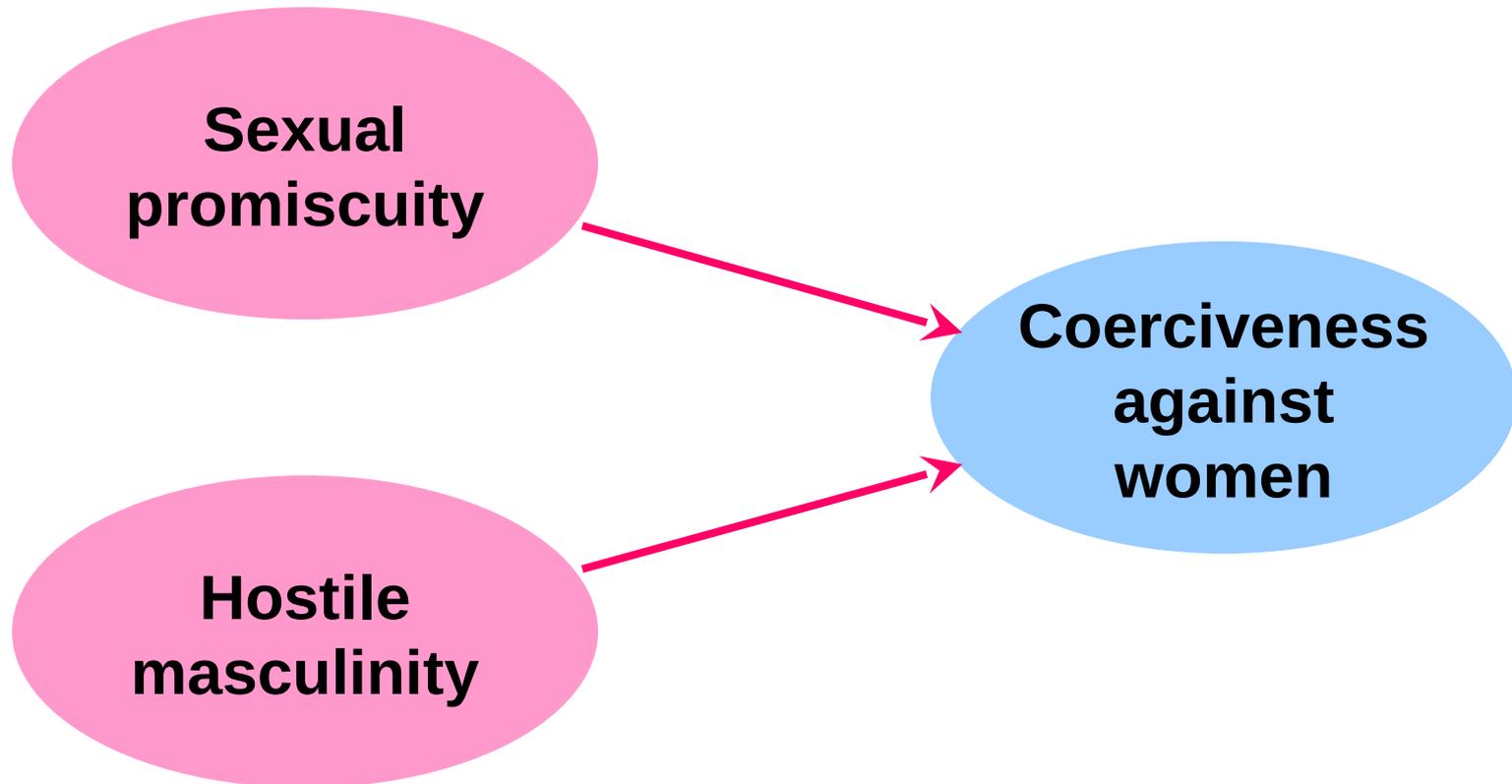Uncomfortably hot weather and aggression
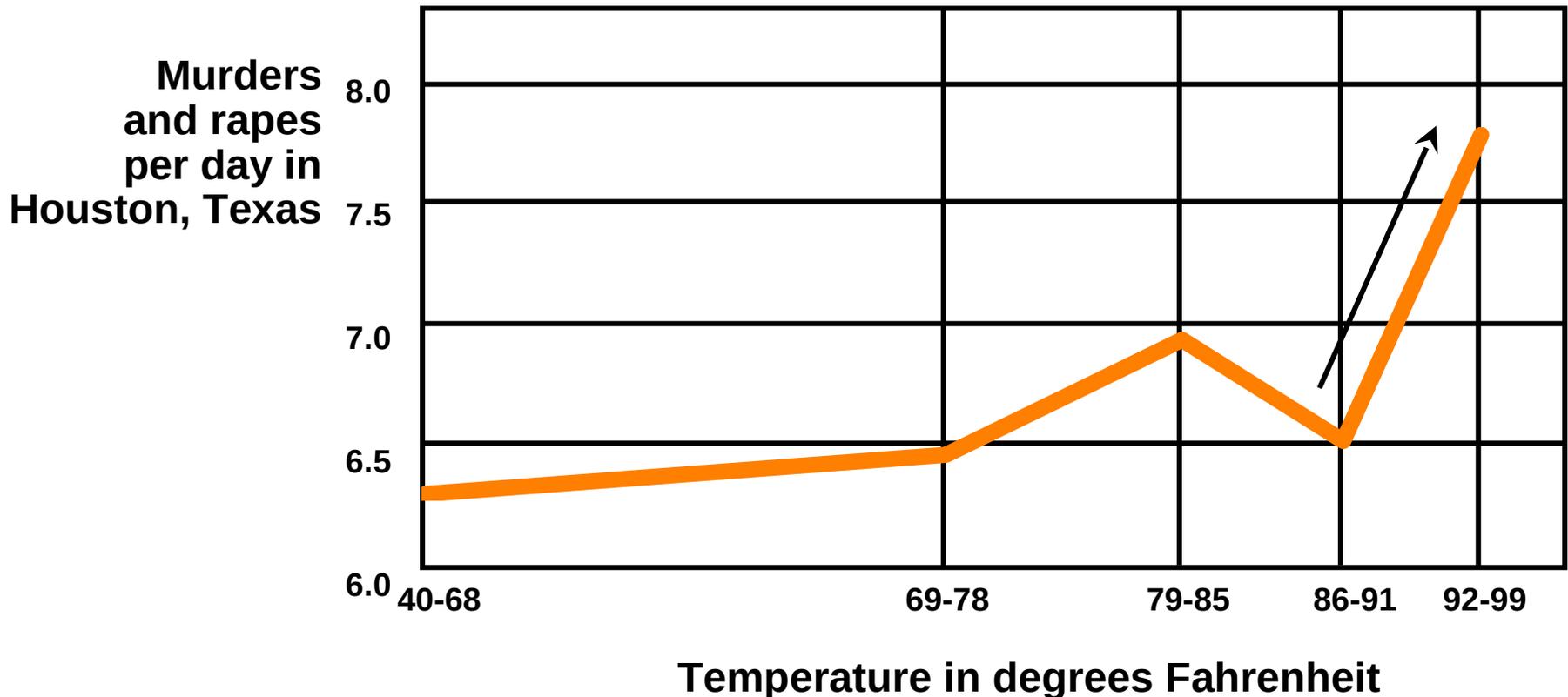
Social Relations

Juvenile violent crime arrest rate

Social Relations

Men who sexually coerce women

Social Relations

- ⬚ Conflict
  - ▌ perceived incompatibility of actions, goals, or ideas
- ⬚ Social Trap
  - ▌ a situation in which the conflicting parties, by each rationally pursuing their self-interest, become caught in mutually destructive behavior
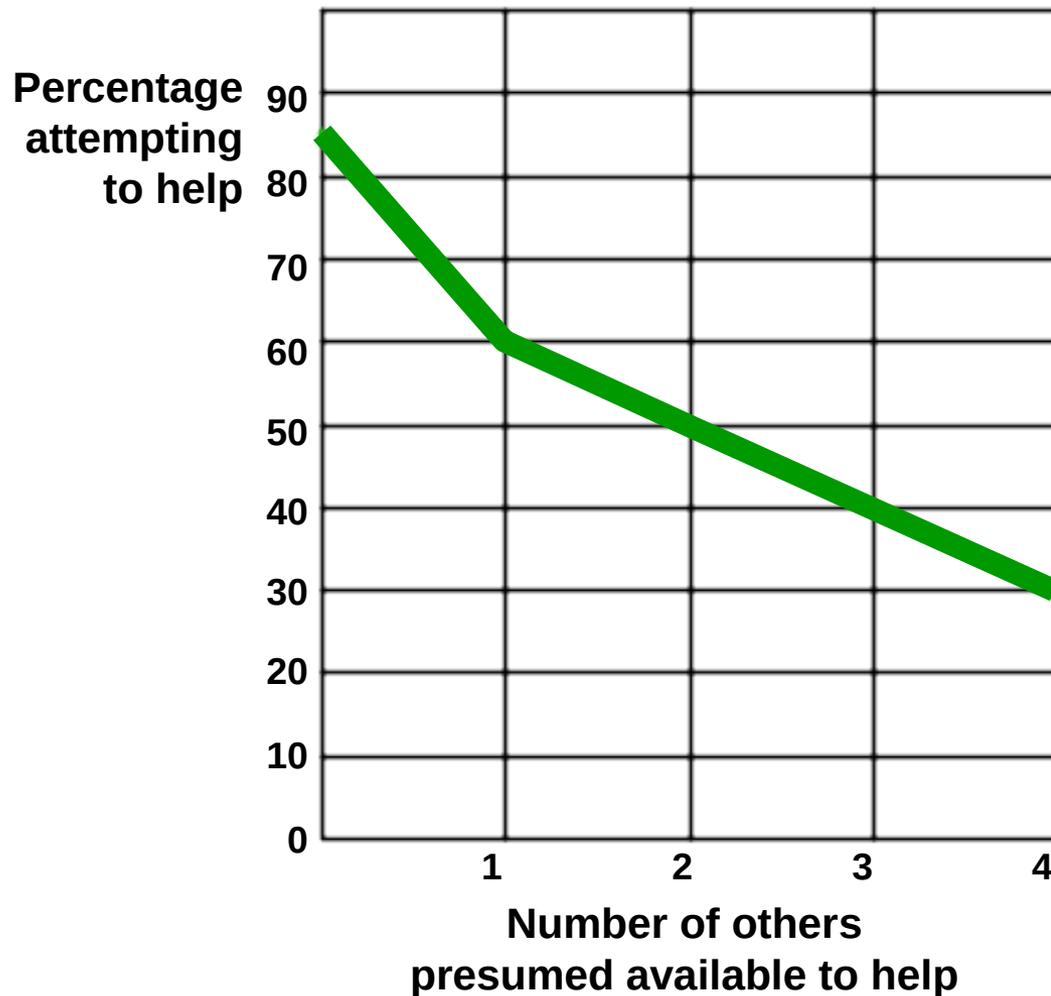
Social Relations

- Social trap
  - by pursuing our self-interest and not trusting others, we can end up losers

Social Relations

- The decision-making process for bystander intervention

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Notices incident?  --Yes-->  Interprets incident as emergency?  --Yes-->  Assumes responsibility?  --Yes-->  Attempts to help
      |                                  |                                            |
      No                                 No                                           No
      |                                  |                                            |
      v                                  v                                            v
   No help                            No help                                     No help
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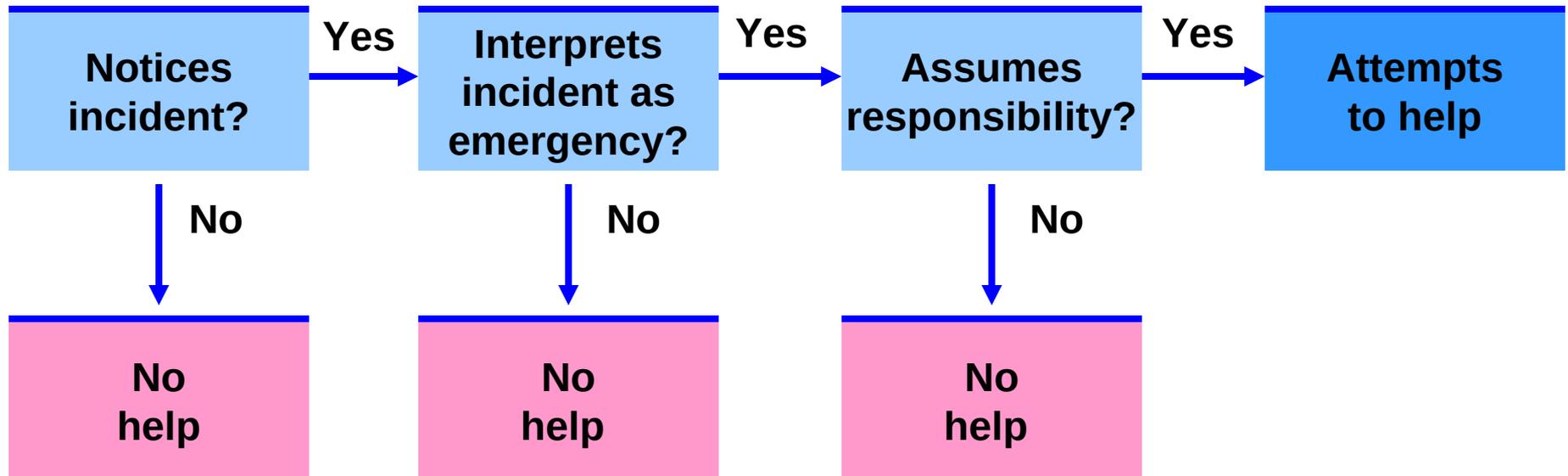
Social Relations

Bystander Effect
- tendency for any given bystander to be less likely to give aid if other bystanders are present

Social Relations

Social Exchange Theory

- the theory that our social behavior is an exchange process, the aim of which is to maximize benefits and minimize costs

Superordinate Goals

- shared goals that override differences among people and require their cooperation

Social Relations

- Graduated and Reciprocated Initiatives in Tension-Reduction (GRIT)
  - a strategy designed to decrease international tensions
    - one side announces recognition of mutual interests and initiates a small conciliatory act
    - this opens the door for reciprocation by other party