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
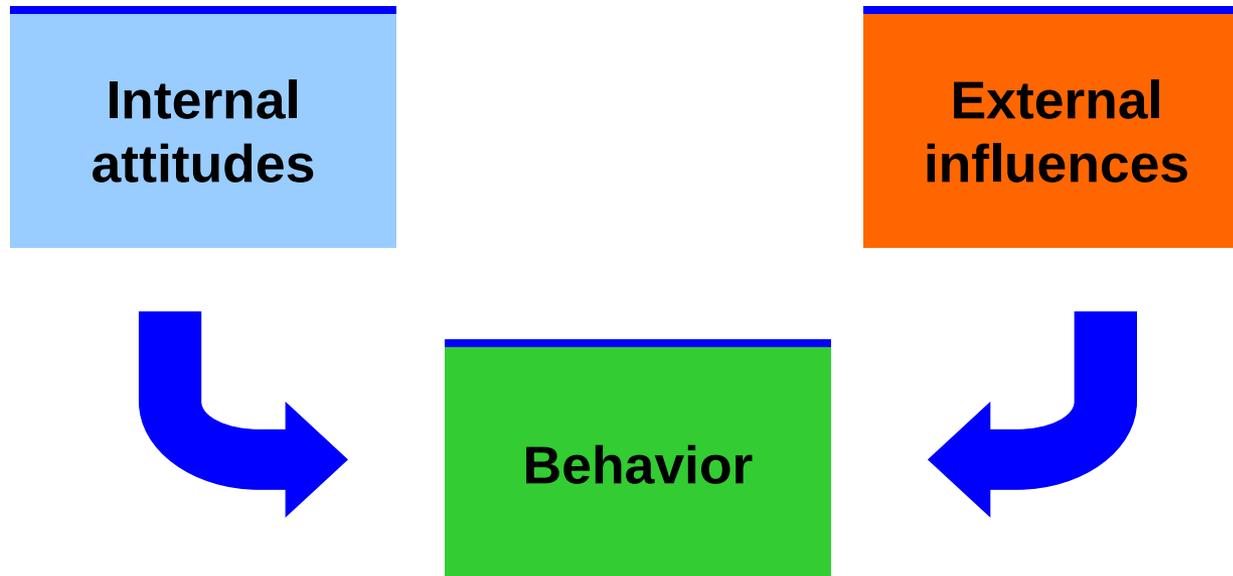
Social Thinking

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

Social Thinking

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

Internal attitudes

External influences

Behavior

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
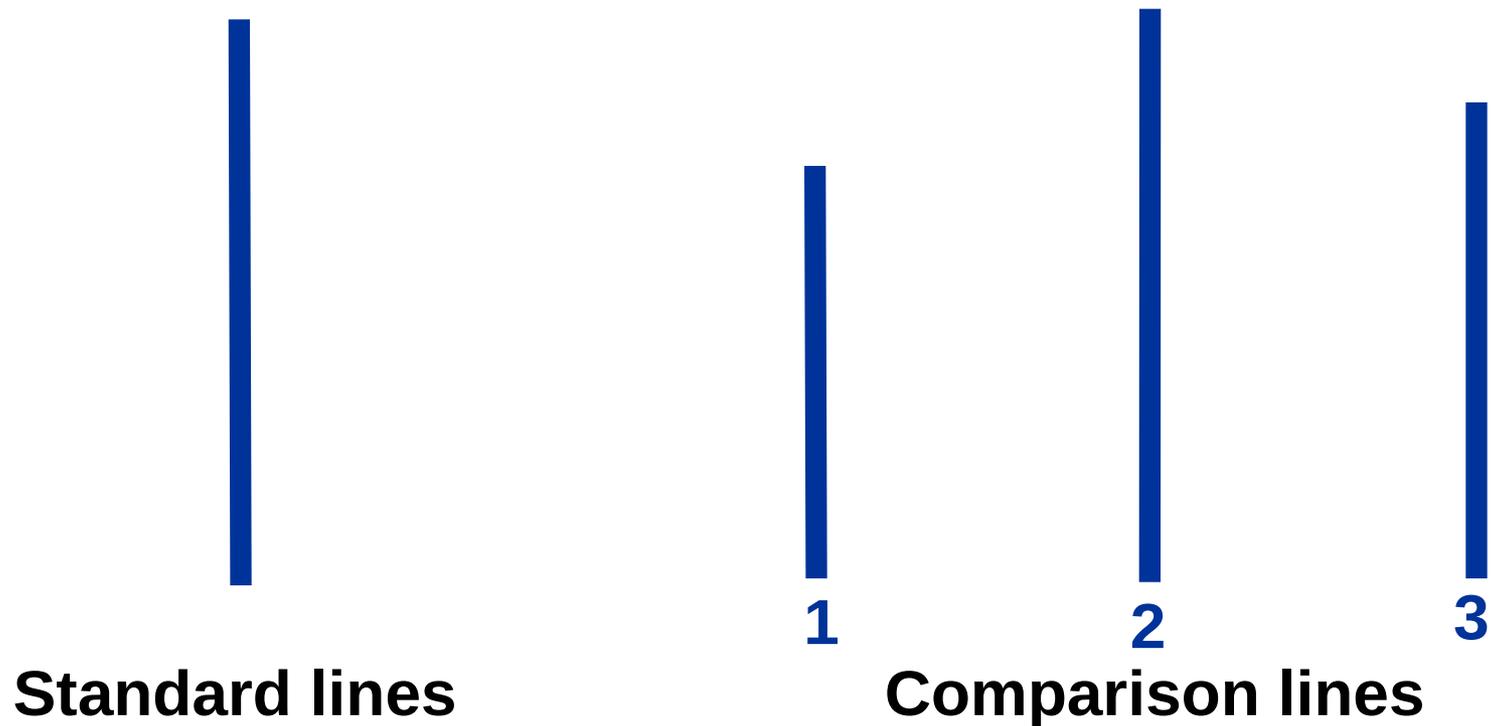
- **Conformity**
  - adjusting one's behavior or thinking to coincide with a group standard
- **Normative Social Influence**
  - influence resulting from a person's desire to gain approval or avoid disapproval

Social Influence

Asch's conformity experiments

Standard lines

1   2   3

Comparison lines
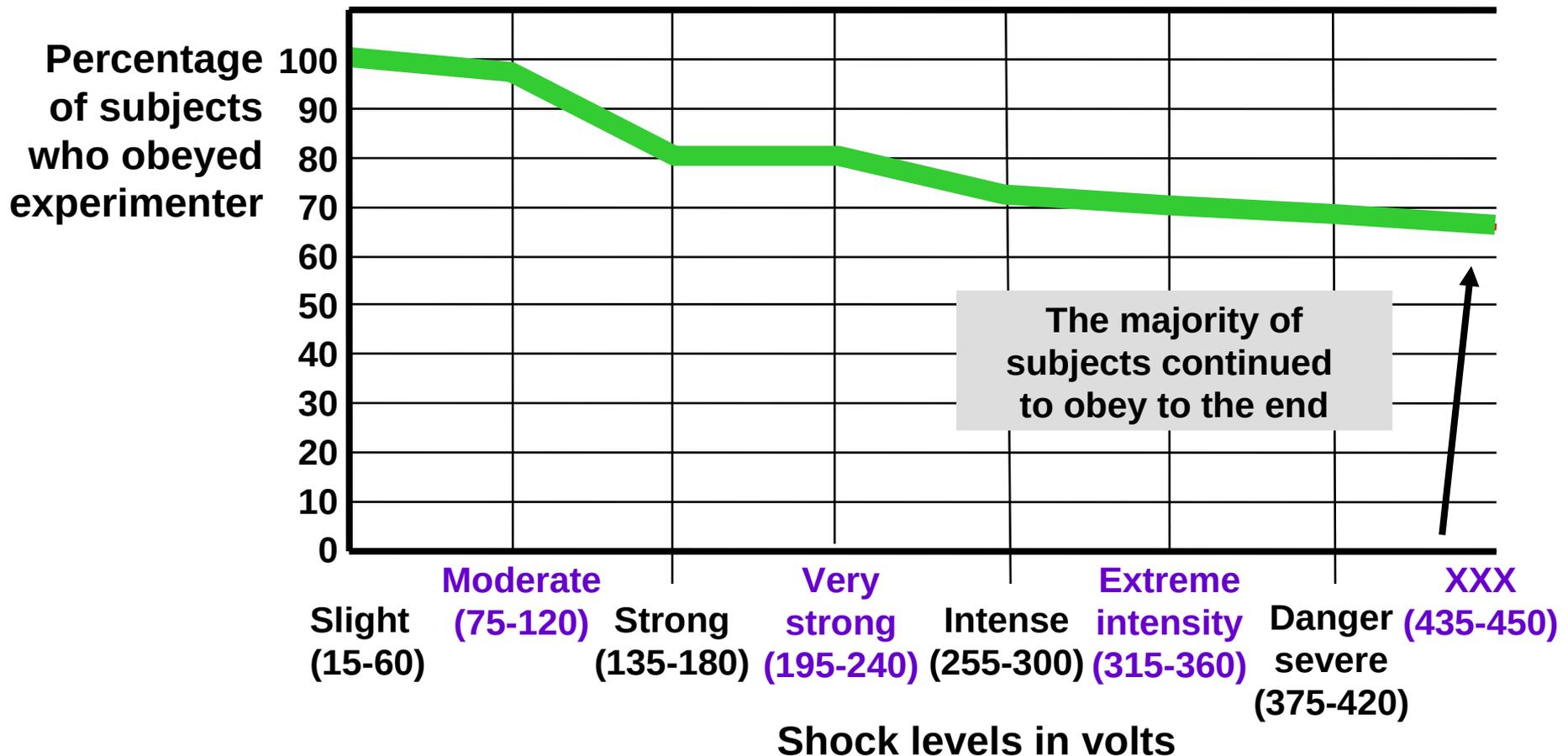
Social Influence

- **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

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 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