



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

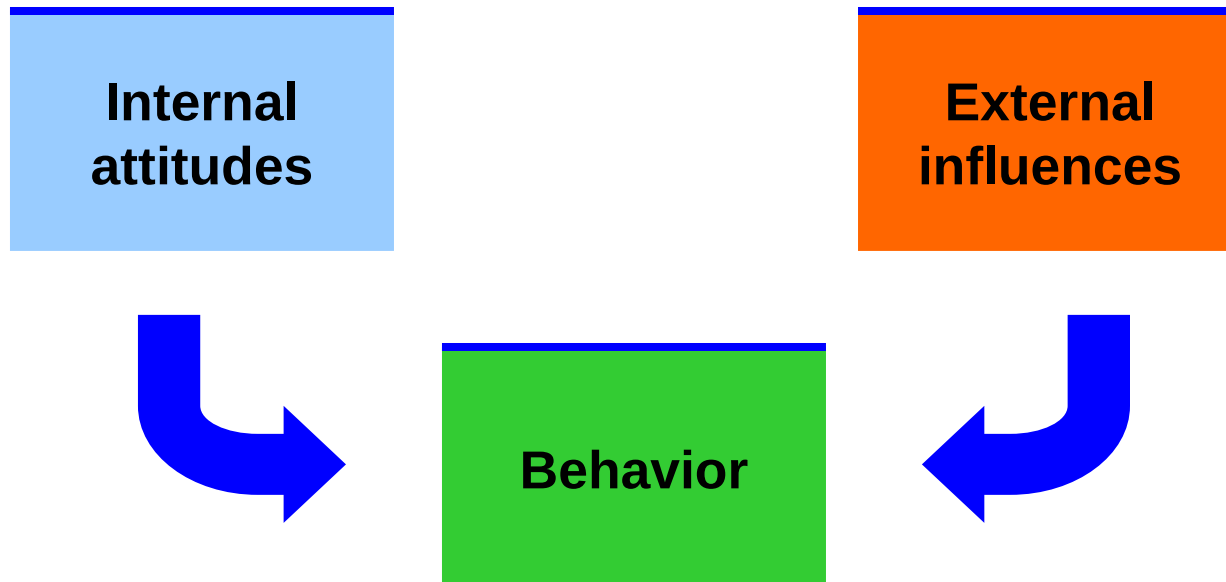
- tendency to give a causal explanation for someone's behavior, often by crediting either the situation or the person's disposition

■ 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



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

Fiona's attitude:



Cognitive dissonance
(awareness that attitude and
behavior are inconsistent)

Fiona's behavior:



Dissonance resolved



Social Influence



■ Conformity

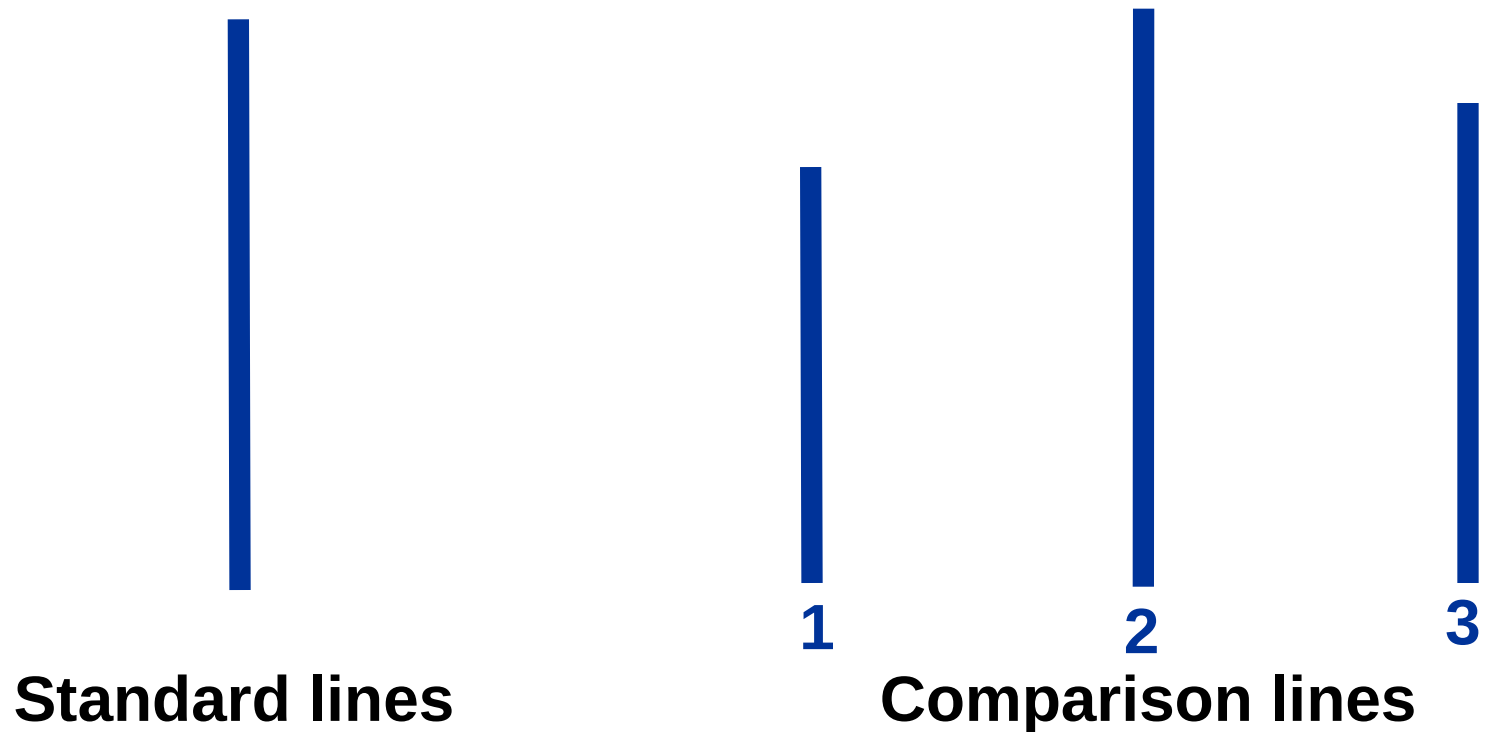
- adjusting one's behavior or thinking to coincide with a group standard

■ Normative Social Influence

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

Social Influence

Asch's conformity experiments



Social Influence



■ Norm

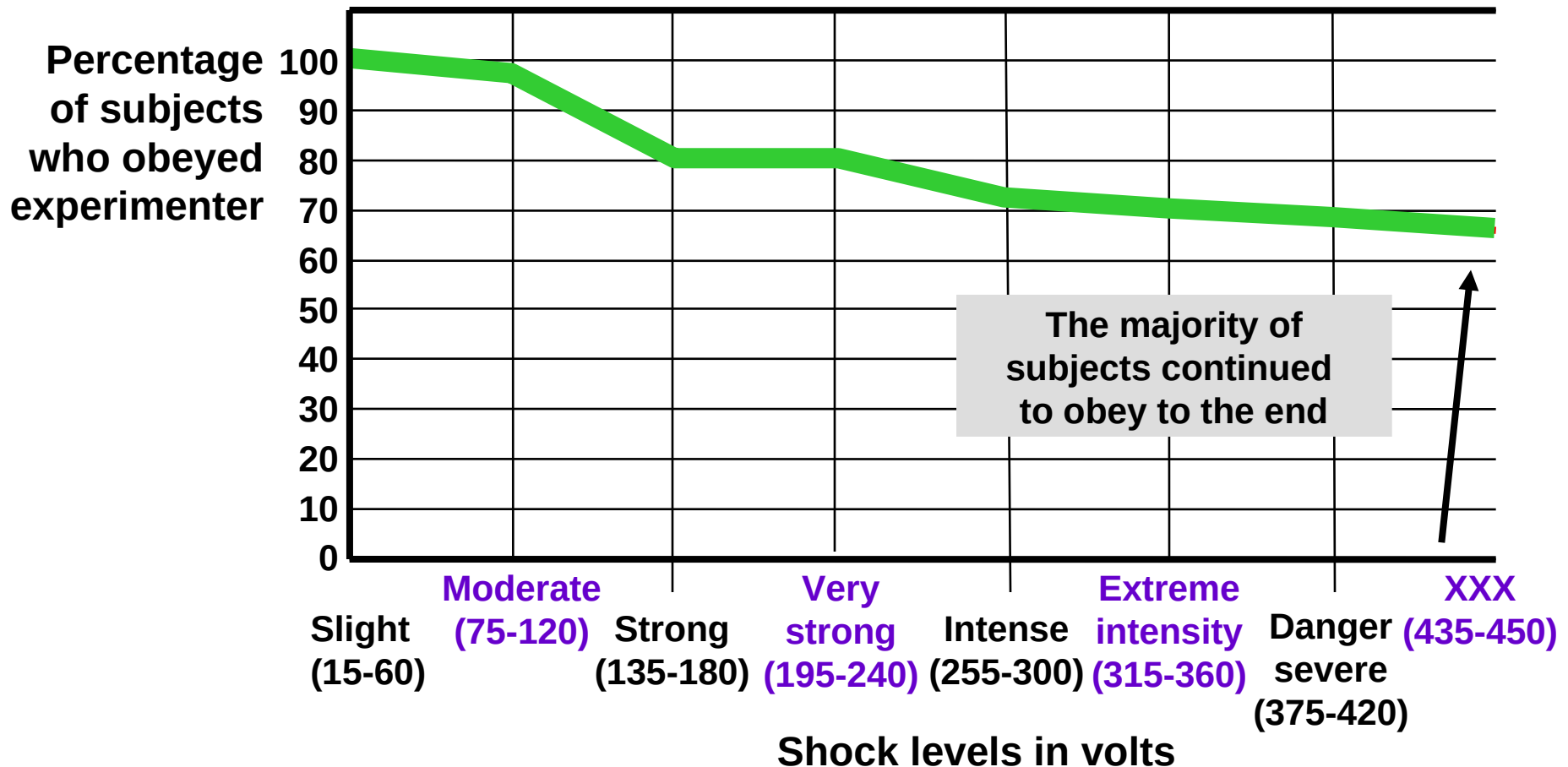
- an understood rule for accepted and expected behavior
- prescribes “proper” behavior

■ 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