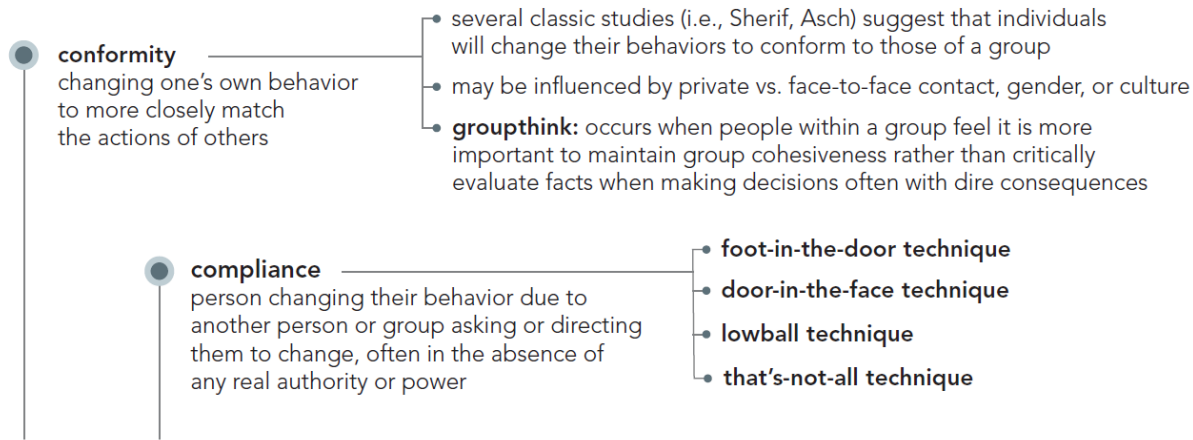
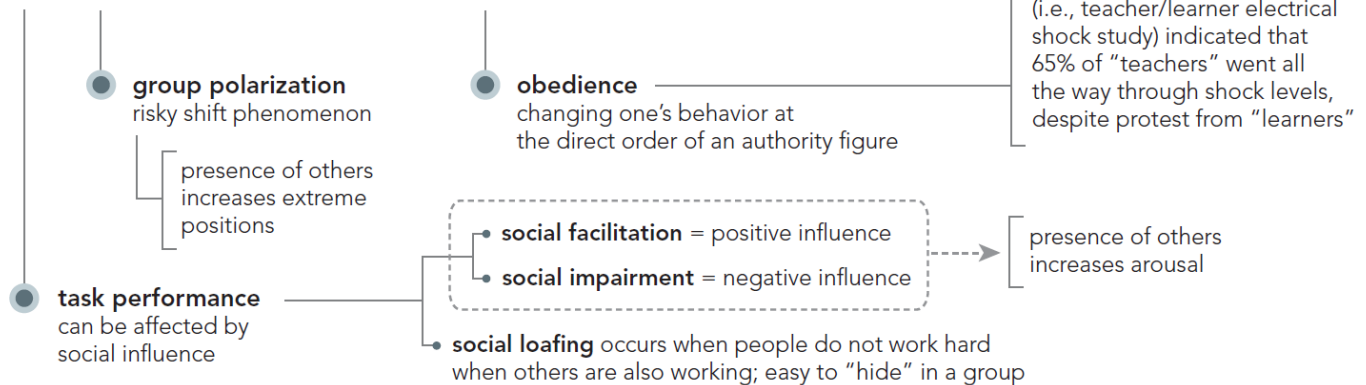


Social Psychology

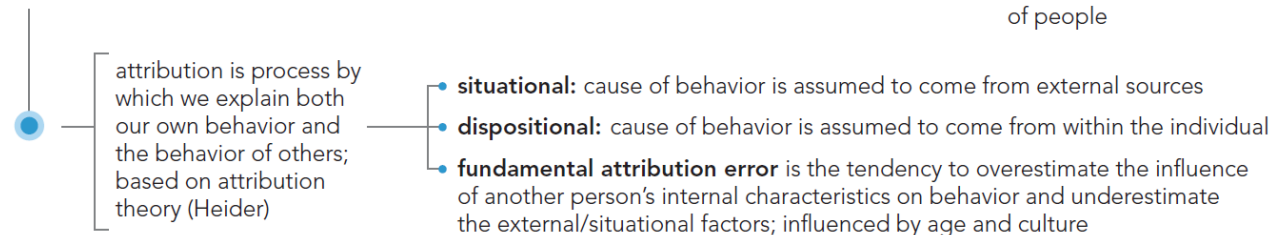
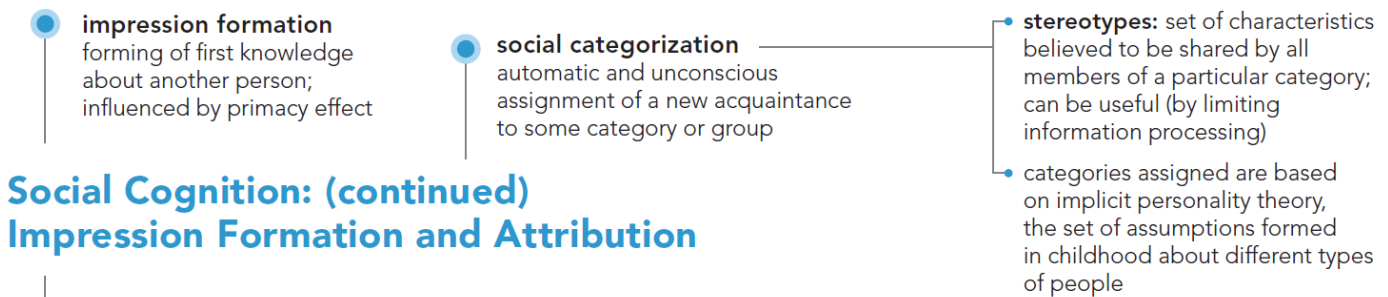
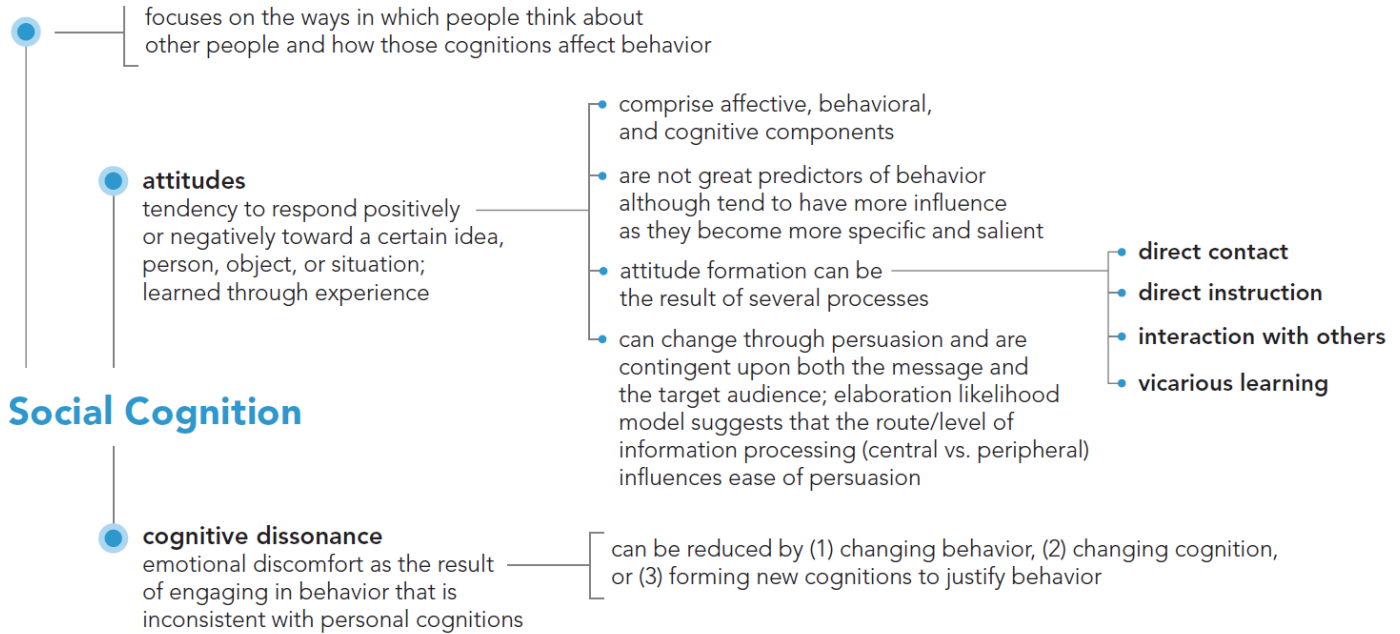


Social Influence

(the ways in which a person's behavior can be affected by other people)



Social Psychology



Social Psychology



prejudice

unsupported and negative stereotypes (e.g., ageism, sexism, racism, etc.) about members of a particular social group

- **social cognitive theory** suggests that prejudice is an attitude formed as others are formed
- **social identity theory** suggests three processes are responsible for the formation of a person's identity within a social group—categorization, identification, and comparison
- **stereotype vulnerability** (knowledge of someone else's stereotyped opinions) can result in self-fulfilling prophecy and is related to stereotype threat when situational anxiety occurs if a person's behavior might confirm a stereotype
- **prejudice** can be overcome through education, equal status intergroup contact, and working together to achieve a specific goal (e.g., the "jigsaw classroom")

Social Interaction: Prejudice and Discrimination

discrimination

occurs when prejudicial attitudes cause members of a social group to be treated differently than others in situations calling for equal treatment



can vary based on existence of in-groups and out-groups

scapegoating (target for frustrations and negative emotions) typically occurs for members of an out-group



realistic conflict theory

suggests that when resources are limited, prejudice and discrimination are closely tied to an increasing degree of conflict between groups that seek common resources



liking or having the desire for a relationship with someone else; can be influenced by a variety of factors

- **physical attractiveness**
- **proximity**
- **similarity**
- **complementary qualities**
- **reciprocity of liking**

Social Interaction: (continued) Interpersonal Attraction



love

strong affection for another person due to kinship, personal ties, sexual attraction, admiration, or common interests

Sternberg's triangular theory suggests different components and types of love

- **three components**
 - **intimacy**
 - **passion**
 - **commitment**
- **three types**
 - **romantic** (intimacy and passion)
 - **companionate** (intimacy and commitment)
 - **consummate** (intimacy, passion, and commitment)



aggression

occurs when one person verbally or physically hurts or tries to destroy another person; often the result of frustration

- aggression may be partly attributed to genetics and can be triggered by variations in brain function (i.e., amygdala activation) and internal or external chemical influences (e.g., testosterone, alcohol)

- much of aggression is influenced by learning but not totally deterministic

- partially explained by social learning theory—social roles (expected behavior in particular social situation) determine much of behavior (e.g., Zimbardo's Stanford Prison study)
- childhood exposure to abuse does not necessarily mean that one will grow up to be an abuser
- short-term exposure to violent media (video games, television, movies) has been correlated with increases in both physical and verbal aggression and aggressive thoughts and emotions

Social Interaction: (continued) Aggression and Prosocial Behavior



prosocial, or socially desirable, behavior benefits others

- **altruism**: helping someone with no expectation of reward and often at personal risk
- can be influenced by helper's mood and victim's gender, attractiveness, or "just rewards"; racial and ethnic differences can decrease probability of helping
- refusal to help another can be negatively affected by the presence of others (bystander effect/diffusion of responsibility) rather than indifference or a lack of sympathy; also influenced by individual's appraisal of situation (see Table 12.3)



12 social psychology

12.1

12.2

12.3

p. 457

conformity

changing one's own behavior to more closely match the actions of others

compliance

person changing their behavior due to another person or group asking or directing them to change, often in the absence of any real authority or power

- foot-in-the-door technique
- door-in-the-face technique
- lowball technique
- that's-not-all technique

obedience

changing one's behavior at the direct order of an authority figure

a classic study by Milgram (i.e., teacher/learner electrical shock study) indicated that 65% of "teachers" went all the way through shock levels, despite protest from "learners"

- several classic studies (i.e., Sherif, Asch) suggest that individuals will change their behaviors to conform to those of a group
- may be influenced by private vs. face-to-face contact, gender, or culture
- groupthink



Social Influence

(the ways in which a person's behavior can be affected by other people)

task performance

can be affected by social influence

- social facilitation = positive influence
- social impairment = negative influence

- social loafing occurs when people do not work hard when others are also working; easy to "hide" in a group

group polarization

risky shift phenomenon

presence of others increases extreme positions

12.4

12.5

p. 464

focuses on the ways in which people think about other people and how those cognitions affect behavior

attitudes

tendency to respond positively or negatively toward a certain idea, person, object, or situation; learned through experience

Social Cognition

cognitive dissonance

emotional discomfort as the result of engaging in behavior that is inconsistent with personal cognitions

can be reduced by
(1) changing behavior,
(2) changing cognition, or
(3) forming new cognitions to justify behavior

- comprise affective, behavioral, and cognitive components
- are not great predictors of behavior although tend to have more influence as they become more specific and salient
- attitude formation can be the result of several processes
- can change through persuasion and are contingent upon both the message and the target audience; elaboration likelihood model suggests that the route/level of information processing (central vs. peripheral) influences ease of persuasion



12.6

12.7

p. 468

impression formation

forming of first knowledge about another person; influenced by primacy effect

social categorization

automatic and unconscious assignment of a new acquaintance to some category or group

- stereotypes
- categories assigned are based on implicit personality theory, the set of assumptions formed in childhood about different types of people

Social Cognition: (continued) Impression Formation and Attribution

attribution is process by which we explain both our own behavior and the behavior of others; based on attribution theory (Heider)

- situational
- dispositional
- fundamental attribution error



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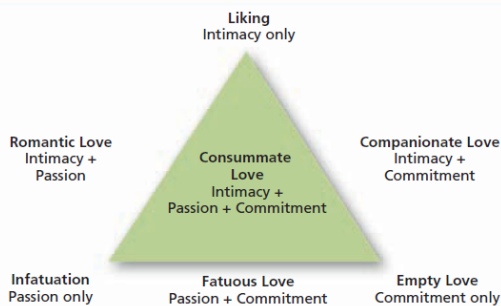
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