

SOCIAL PSYCHOLOGY

Social Cognition and
Influence (how we
think about ourselves)

Social Influences on the Self

How do we see ourselves?

How do we see others?

How do we compare ourselves with others?

Self Concept

Self Concept- what you think about yourself

I am hard working, positive and dedicated

We maintain our positive self-concept through self-serving bias

Remember this is formed early in life based on parental attachment and parenting style!

Schemas

Do we perceive people and objects in similar ways?

Schema play a role in helping us to form perceptions of ourselves and our society



ATTRIBUTION

How we explain behaviors (what we attribute them to)

- Internal attribution: that guy cut me off because he is a lazy jerk!
(personal characteristics!)
- External attribution: that guy cut me off because traffic is terrible
(situational factors!)



ATTRIBUTION THEORY

Dimensions of behavior include

- internal vs external
- stable vs unstable

Observers attribute actors' behavior based on:

- Consensus
- Consistency
- Distinctiveness

CULTURE AND ATTRIBUTION

- Attributional style is not culturally universal:
 - Different cultures value different kinds of information
 - U.S. residents likely to make internal attributions
 - Many other cultures favor external attributions
- Attributional tendencies differ between subgroups within the same culture
- Attributional differences may explain cross-cultural communication difficulties

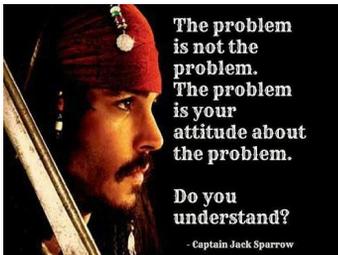
ERRORS IN ATTRIBUTION

Actor-Observer Effect: we attribute our own behavior to external factors and the behavior of others to internal factors.

Fundamental Attribution Error: We over attribute the behavior of others to internal & stable factors and ignore external factors.



ATTITUDES



Does how you feel always determine your behavior?

ATTITUDES

Attitude is **LEARNED!**

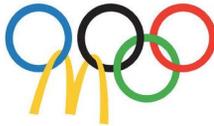
- My brother hates vegetables cause I told him they were nasty

But if they are learned- can we learn new attitudes?

COGNITIVE DISSONANCE

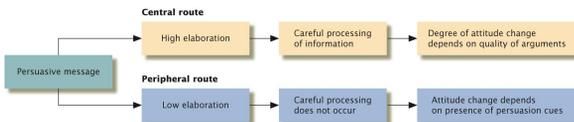
FESTINGER!!!

When your attitude about something and your behavior toward something are out of sync → resulting discomfort causes us to change one or the other



ELABORATION LIKELIHOOD MODEL

- Two routes to attitude change
 - Peripheral route (persuasion cues)
 - Central route (quality of arguments)



Central: Slow thinking, longer lasting

© Reasons You Should Drink A Glass Of Milk Every Day



1. Calcium: It's a component of roughly 1000 bones and teeth throughout the body, and also regulates the contraction of muscles, nerve impulses and blood clotting.



2. Protein: The amino acids in the casein in milk are essential for the normal growth and development of the child and young adult. Protein is a part of all cells in the body.



3. Vitamin B12: The milk family of the cheese is a good source of Vitamin B12, which is essential for the normal growth and development of the child and young adult. Protein is a part of all cells in the body.

4. Vitamin D: An added fat-free milk is a good source of Vitamin D, which is essential for the normal growth and development of the child and young adult. Protein is a part of all cells in the body.



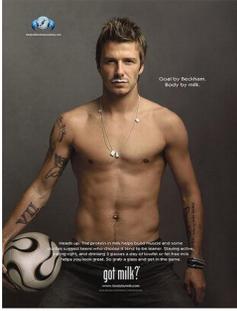
5. Omega-3 fatty acids: Milk is a good source of Omega-3 fatty acids, which are essential for the normal growth and development of the child and young adult. Protein is a part of all cells in the body.

6. Vitamin A: Milk is a good source of Vitamin A, which is essential for the normal growth and development of the child and young adult. Protein is a part of all cells in the body.



EXAMPLES

Peripheral: Fast thinking, short lasting



COMPLIANCE

Changing your behavior because someone asks



COMPLIANCE: HOW DO WE DO IT?

Foot-in-the-door: start with a small request and go up

Didn't you really enjoy psychology class? TAKE AP!

Door-in-the-face: start with a high request and go down



COMPLIANCE: HOW DO WE DO IT?

Low-Ball: verbal commitment, but then the price goes up



GROUP INFLUENCE

Social Norms- learned, socially-based rules of behavior

- Generally they create orderly social behavior



NORMS

Injunctive Norms

- Shows what actions are acceptable (what society accepts- or what we think they will accept)

- College Drinking

□ Descriptive Norms

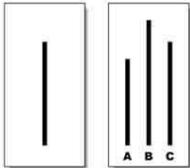
- Shows how most people behave (what we do)
 - Raise your hand in class!

CONFORMITY

We all like to fit in...
So sometimes we change our behavior to match others



ASCH: THE LINE GUY (NO NOT HIM→)



People tend to conform to the norm— if confederates of the researcher picked the obviously wrong line, 70% of participants went along with it...

CONFORMITY: WHY DO WE DO IT?

If we are unsure of the right answer, and being right matters- then we trust other people!

Sometimes it's just because we want to be liked!

“
I think the reward for conformity is that everyone likes you except yourself.
”

— Rita Mae Brown —
International Quotes About.com

CONFORMITY: WHEN DO WE DO IT?



Situation is ambiguous- one of those lines looks pretty similar to the other...

How big is the group you are disagreeing with? (Weber's Law)

Good News?

There is a minority influence, when a small group can change the views of the large group!

DANGER OF CONFORMING

Deindividuation

- What we do with the group is sometimes worse than what we do alone...



MOTIVATION AND THE PRESENCE OF OTHERS

Social Facilitation: being in an AP class with other smart kids will make you smarter ☺

Social Interference: but sometimes, other people make you dumber ☹ (especially if the task is hard or unfamiliar)

OTHERS...

Social Loafing: people don't work as hard in a group



GROUPTHINK

Let's just agree so we can get out of here! *Making ANY decision is more important than making the best decision*



OBEDIENCE

Change in behavior in response to a DEMAND from an authority figure



ZIMBARDO AND MILGRAM



How did these experiments show obedience to a rather scary degree?

[BBC Documentary](#)

OBEDIENCE: WHEN DO WE DO IT?

Who's asking?

Someone powerful and important?

Like Mrs. Bova???

How are others behaving?

What is your personality? Authoritarian?

Empathetic?



SOCIAL PSYCHOLOGY

Behavior toward others

AGGRESSION



Evolutionary and Environmental reasons for aggression

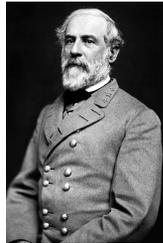
Parts of the brain, neurotransmitters and hormones related to aggression (amygdala, hypothalamus, serotonin and testosterone)

Drugs increase aggression (alcohol, opiates)

AGGRESSION

Aggression is learned?

[Albert Bandura and the BoBo doll](#)



Cultural reasons for aggression?
Culture of honor

Video Games?

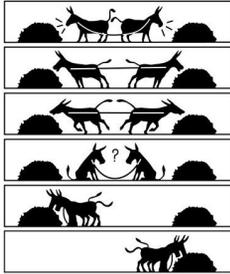
AGGRESSION: WHEN?

Frustration-aggression hypothesis: people are more aggressive when they are frustrated

Actually... people tend to be more aggressive whenever they are stressed (*aversively stimulated aggression theory*) or aroused (*excitation transfer*)

In fact even environmental factors can influence aggression- is it too hot? Is there too much noise? A large crowd?

COOPERATION, COMPETITION, CONFLICT



Cooperate-
let's work together!

Competition-
I'll get it, you won't!

Conflict- you are in my
way!

SOCIAL DILEMMAS

When asked to compete or cooperate, people usually compete.

Communication can help...
Unless it is a Zero-sum game

		Johnny's Strategies	
		Confess	Don't confess
Frankie's Strategies	Confess	A Johnny: 3 years Frankie: 3 years	B Johnny: 6 years Frankie: 1 year
	Don't confess	C Johnny: 1 year Frankie: 6 years	D Johnny: 2 years Frankie: 2 years

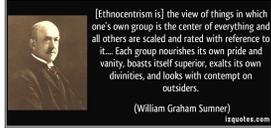
RACISM

Based on in-group/out-group membership
Deals with race or ethnicity

Stereotypes- attitudes that *may* have some basis in truth (but can we ever say ALL people...?)

Prejudice- behavior based on unjustified beliefs (stereotypes or bias)

ETHNOCENTRISM



Evaluating someone else and their culture based on the standards and values of your own



SOCIAL PERCEPTION

Self-fulfilling prophecy: We treat people based on our impressions of them, they tend to behave the way we treat them → PEOPLE TEND TO LIVE UP TO OUR EXPECTATIONS!

☐ Are we just looking for examples of what we already "know"???

ATTRACTION: DO YOU LIKE, LIKE LIKE OR LOVE??

Like and love are not the same in the brain!



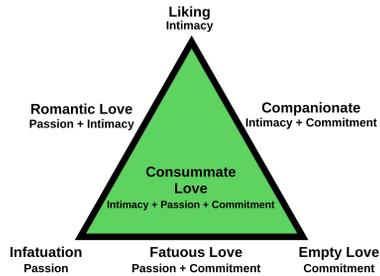
ATTRACTION: how does it happen?

Proximity, Interaction (even just anticipating it- are you gonna enjoy that date?), Exposure, Similarity

Mere-Exposure Effect- liking through repetition (used for people and things!)



STERNBERG'S TRIANGULAR THEORY OF LOVE



ALTRUISM

An unselfish concern for another person's welfare



ALTRUISM

Helping/Prosocial Behaviors: something you do solely for the benefit of others

9/11 volunteers

Why do people do it?

Arousal: cost-reward theory- we feel uncomfortable when we see other people suffering, so we do something about it.

Plus we are more likely to help when someone asks

ALTRUISM

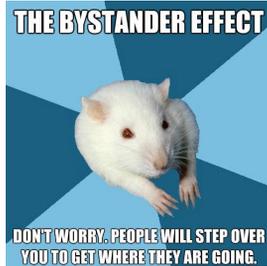
What about when other people are around?

[Kitty Genovese](#)

Diffusion of responsibility

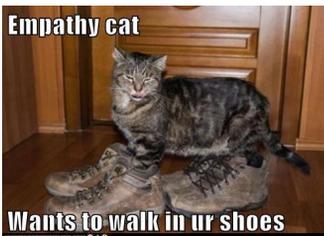
Personality of the helper

Environmental Factors



EMPATHY-ALTRUISM THEORY

People help those they feel [empathy](#) towards



JUST WORLD HYPOTHESIS

Karma...

Good things happen to good people and bad things happen to bad people because the world is a just place!
