Slide 1: Social Psychology
- Social Psychology: branch of psychology concerned with the way individual’s thoughts, feelings, and behavior are influenced by others.
- 6 major areas (presented by your text)
  - Person Perception
  - Attribution process
  - Interpersonal Attraction
  - Attitudes
  - Conformity/Obedience
  - Behavior in groups

Slide 2: Person Perception/Schemas
- Person-perception: Factors that influence how we form impressions of others.
- Physical Appearance/Attractiveness (class e.g.)
- Cognitive schemas: cognitive structures that guide our information processing (quick clip)
  - Stereotypes: kind of schema organized around membership in a particular group (race, religion, social organization etc.)
    - Positive: quick decision, save energy & time (of evolutionary value)
    - Negative: little thinking involves minimizes exactness. Often too general, thus we misperceive others.

Slide 3: Schemas/Illusory Correlations
- Schemas tend to be “self-fulfilling” (i.e., others typically will match our expectations)
- WHY?
- Perceptual Salience & Selective Recall (e.g. from text)
- The result: An ILLUSORY CORRELATION: belief in a stronger relationship between the observed individual and a given trait than what actually exists.
- The effect: Reinforcement of original schema
  - e.g., cheerleaders, football players, computer club members, psychologists
Slide 4: Attributions: what and when?

- Attributions: inferences that people make as to the cause of an event (our behavior, others behavior)
  - Internal attribution/External Attribution

- When do we make attributions (look for cause)?
  - (1) event is unusual
  - (2) event has personal consequences
  - (3) others behave in an unusual way

Slide 5: Attribution Bias

- Sometimes we are not very good judges of cause.
- In fact, there are systematic biases in our judgements!
- Actor-Observer Bias: attributions of failure/difficulty
  - favoring external attribution for explain own behavior, but internal bias in explaining others [class example]
  - the Fundamental Attribution Error (FAE): the favoring of internal attribution to explain others behavior (ignore the situation)(clip)
- Defensive Attribution: tendency to blame victims for misfortune (internal attribution) [e.g., friend is mugged... blame for bad judgement]
  - effect: we are less likely to feel vulnerable
- Self-Serving Bias: attributions of success [class example?]
  - tendency to attribute success to personal factors and failure to situational factors.

Slide 6: Interpersonal Attraction

- Interpersonal Attraction: positive feelings toward another
  - liking, friendship, admiration, lust, love etc

- Key Factors:
  - Proximity: geographic, residential, or other forms of spatial closeness
  - Physical attractiveness
  - Matching Hypothesis
  - Similarity Effects: “birds of a feather” or “opposites attract”?
  - Race, social class, education, intelligence, physical attractiveness
  - Reciprocity Effects: we like those that like us!
Slide 7: Adult Attractions/Relationships
- As adults, our attachments to our relations will resemble those we had with our parents—Shaver & Hazen
- Secure attachment with parents
  - trusting and close relations as adults
- Avoidant attachment with parents
  - expectations of rejection, volatility and jealousy as adult
- Anxious/Ambivalent attachment with parents
  - lack of intimacy and closeness an issue as an adult

Slide 8: Attitudes
- Attitude: location of objects of thought on dimensions of judgement.
  - Where you stand, and what contributes to that stance.
- Dimensions of judgement—
  - Cognitive—beliefs and ideas
  - Affective—emotions and feelings
  - Behavioral—predisposition to act
- What does this have to do with social psychology?
  - If one knows the components of attitude, one can work to change your attitude! … PERSUASION. Its everywhere!

Slide 9: Persuasion: Changing Attitudes
- Factors in Persuasion
- Source factors—qualities of the sender
  - credibility (expertise, trustworthiness*)
  - likability* (attractiveness, similarity)
- Message Factors—framing of message
  - use of fear
  - one or two-sided argument (depends on audience)
  - repetition!
- Channel Factors—how is message transmitted?
  - TV/Radio/face-to-face – the closer the better
Slide 10: Persuasion (cont.)
- Receiver Factors: qualities of the receiver of message.
- Forewarned of persuasive attempt?
- Latitude of Acceptance (overhead)
  - the range of potentially acceptable positions on one’s initial position— if other’s initial position is close then we are more likely to be persuaded than if initial position very different.

Slide 11: Theories of Attitude Change
- Theories of Attitude Change-- (conformity next slide)
- Paired-Association: (class., cond., often in advert.)
  - products tied to powerful symbols: sex, power, money, acceptance
- Observational Learning
  - attitudes are formed and can be change by likeable/important models (parents, spokesperson).
- Dissonance Theory: (Festinger Research)
  - the presence of 2 or more incompatible cognitions (“cognitive dissonance”) creates internal tension which one will resolve by changing attitude to reduce tension.

Slide 12: Conformity/Obedience
- Conformity (Asch) and Obedience (Milgram): for most people the likelihood of conformity and obedience is the rule, not the exception.
- Conformity: yielding to real/imagined group pressure
  - group sizing pushing conformity
  - group dissent
- Obedience: obeying the direct commands given by a person in authority.
  - Milgram scenario: ask class
  - [Film Clip]
Slide 13: Behavior in Groups
- **Group**—two or more people that interact and are to some degree interdependent (can influence each other)
- **BHVR IN GROUPS: Emergency/Helping Situations**
- **Kitty Genovese**—
- **The Bystander Intervention Effect** (Darley and Latane)
  - people are less likely to provide needed help when they are in groups than when alone.
- **WHY?** Diffusion of Responsibility—reduction in sense of responsibility to help that occurs in group settings
  - De-individuation “someone else will help”
  - Situational Ambiguity

Slide 14: Group Behavior
- **Behavior in Groups: Productivity Effects**
  - Larger the group—poorer the productivity
  - WHY?
  - “Loss of coordination” = reduced efficiency
  - **Social Loafing**—reduced efforts by individuals when they work in groups than compared to when working alone.
- **Influential factors in social loafing**
  - larger groups
  - individual contribution to output hard to evaluate
  - condition where other group members are known to excell, thus individual will look to be “carried”

Slide 15: Group Behavior
- **Behavior in Groups: Decision Making Effects**
- **Group Polarization**—group discussion tends to strengthen the dominant point of view and produced a shift toward a more extreme decision in that area (the “risky shift”)
- **Groupthink**—the condition found when a cohesive group emphasizes concurrence at the expense of critical thinking.
  - Challenge usually met with attack -- poor decisions,
- **Symptoms of Groups liking to run into a “group thinkin’ problem”:**
  - high decision stress
  - strong group cohesion
  - dominating leadership
  - illusion of invulnerability
  - belief in the inherent morality of the group