

# UNIT 14: SOCIAL PSYCHOLOGY

<b>Social psychology:</b> scientific study of how ppl think, behave, and feel in social situations
<b>Social roles:</b> patterns of expected bx in ppl. (Ascribed vs. achieved)
<b>Role conflict:</b> when our roles make conflicting demands on us.
<b>Stanford Prison Expt:</b> Zimbardo's notorious expt about the power of roles. (See any connections to Abu Ghraib?)
<b>Group structure:</b> the network of roles, communication, and power in groups
<b>Group cohesion:</b> attraction among/between group members.
<b>Influence of Status and Norms:</b> Bickman Dime Study and Cialdini Trash Study
<b>Proxemics:</b> the study of personal space. Varies by cultures, gender, situation, age...
<b>Attributes:</b> Making inferences as to the causes of bx. Personal (internal), situational (external)
<b>Social desirability:</b> giving heavy weight to socially undesirable bx
<b>Fundamental attribution error:</b> tendency to attribute the bx of others to personal causes
<b>Actor-observer effect:</b> our tendency to attribute the bx of others to personal causes, and our bx to situational ones
<b>Self-serving bias:</b> our successes are seen as personal, our failures as situational
<b>Self-handicapping:</b> intentionally sabotage our own efforts to have an excuse for failure
<b>Obedience (Milgram's study):</b> change bx due to authority. "Teacher" and "student" shock expt. Student is a confederate. 65% to 450v and virtually none stopped before 300.
<b>Conformity (Asch's study):</b> change in bx to follow norm. 3 lines study with many confederates in the room. Majority will conform at least once. Automatic Mimicry Normative Social Influence (gain approval, avoid disapproval) Informational Social Influence (assumption of other's opinions of reality)
<b>Social Loafing</b> – reduced effort of each of the group as a fx of group size
<b>Social Facilitation</b> – when the presence of others (perceived or real) improves performance
<b>Group Polarization</b> - The exaggeration of the initial views of members of a group due to the interaction of the group.
<b>Groupthink:</b> compulsion by decision-making groups to maintain agreement, even at the cost of critical thinking.
<b>Compliance:</b> change in bx because you were asked. foot-in-the-door, door-in-the-face, low-balling, hooking, milking, justification, reciprocity, that-not-all, hard-to-get)
<b>Social power:</b> capacity to control, alter, or influence the bx of others.
<b>Types of power:</b> reward, coercive, legitimate, referent, expert power
<b>Interpersonal attraction:</b> affinity towards another person.
<b>Social exchange theory:</b> rewards must exceed costs for a relationship to continue.
<b>Factors affecting attraction:</b> proximity, looks, similarity, arousal (Dutton bridge study), self-disclosure...
<b>Equity vs. balance theory:</b> equal give in take in friendship vs. reciprocity and similar interests.
<b>Lee's types of love:</b> Main shades – Eros, Ludus, Storge. Blends – Mania, Pragma, Agape
<b>Evolutionary theory of love:</b> love is necessary for propagation of the species. It is instinctual due to...
<b>Attachment theory (Hazan-Shaver):</b> builds on Ainsworth's study. Attachment bond is the same as when you were young. (Secure, Avoidant, Anxious-Ambivalent)
<b>Sternberg's triangular theory:</b> passion, intimacy, commitment. Combine to form 8 varieties of love. 469-470
<b>Attitudes:</b> learned tendency to respond a particular way. A mix of beliefs and emotions.
<b>Persuasion:</b> a deliberate attempt to change attitudes. Works better: likeable or trusted communicator, repeated, ...700
<b>Cognitive dissonance (Festinger's study):</b> clash b/w self-image, thoughts, beliefs, attitudes, bx. Turn pegs in boring task, then lie about it. Paid \$1 – "not that boring". Paid \$20 – "It was boring" Justification of Effort.
<b>Brainwashing (cults):</b> forced attitude change of a captive audience. Unfreeze, change, refreeze
<b>Prejudice:</b> negative attitude against a group (Racism, sexism, ageism...) vs. Discrimination
<b>Authoritarian Personality:</b> px pattern with rigidity, inhibition, prejudice, etc...
<b>Social Stereotypes:</b> oversimplified images of group traits. Just-world Phenomenon – belief the world is fair and people will get what they deserve
<b>Jane Elliot's study:</b> brown eye, blue eye study. Hate from inequalities.
<b>Robber's cave study:</b> camp where hate was created b/w 2 groups of boys, then ended by superordinate goal.
<b>Aggression:</b> action carried out with the intent to harm. Hostile or Instrumental. Due to instincts, biology, frustration, aversive stimuli, social learning, ...
<b>Prosocial bx:</b> helping bx
<b>Kitty Genovese:</b> woman murdered in 1964 in NY. No one helped her.
<b>Latane and Darley seizure study:</b> study where subjects heard a student having a seizure. How many helped?

<b>Bystander effect:</b> decreased likelihood that you will help when there are others (real or perceived) present.
<b>Diffusion of responsibility:</b> more ppl around, the less responsibility we feel.
<b>Deindividuation:</b> when ppl act out of character because they are in a large group.
<b>Disinhibition:</b> removal of the inhibitions we normally feel, results in acting out bx.
<b>Desensitization:</b> watching violence (or sex) on TV lowers the arousal we feel about the act. The more we watch the lower the arousal becomes.
<b>Social Exchange Theory</b> – maximize benefits, minimize costs
<b>Reciprocity Norm</b> – ppl will help you if you help them
<b>Social Traps</b> - When pursuing self-interests, ppl can engage in self-destructive bx
<b>CONFLICT RESOLUTION</b>
<b>approach-approach conflict:</b> two available goals which are desirable but incompatible. + / +
<b>avoidance-avoidance conflict:</b> two equally distasteful alternatives. - / -
<b>approach-avoidance conflict:</b> single goal having both desirable and undesirable consequences or qualities. + -
<b>double approach-avoidance conflict:</b> conflict resulting from two goals having both desirable and undesirable consequences or qualities. + - / + -