

# Chapter 18: Social Psychology

↳ how we think about, influence and relate to one another

**Attribution Theory** - how we explain behaviour (by either person's situation or disposition)

- ★ **Fundamental Attribution Error** - the tendency to underestimate impact of the situation and overestimate impact of personal disposition
- ★ tendency to attribute to dispositions is stronger in individualistic Western cultures ★
- attributions have REAL consequences.

**ATTITUDES** - feelings, based on our beliefs, that predispose our reactions to objects, people and events



↳ **ROLE PLAYING AFFECTS ATTITUDES (ZIMBARDO)**

**"FOOT IN THE DOOR PHENOMENON"** → agree to small actions for larger ones

"start small and build"

↳ **DOING BECOMES BELIEVING**

→ moral action strengthens moral convictions

**Cognitive dissonance theory** → we act to reduce discomfort when 2 thoughts are inconsistent

**CONFORMITY** - adjusting one's behaviour or thinking to coincide with a group standard

↳ **NORMATIVE SOCIAL INFLUENCE**  
• gaining approval

↳ **INFORMATIONAL SOCIAL INFLUENCE**  
• willing to accept others' opinions about reality

## ★ SOLOMON ASCH

→ conditions to strengthen conformity

- being unanimous
- at least 3 people
- status / attractiveness
- culture

### OBEEDIENCE - STANLEY MILGRAM

another  
situation or

- legitimate authority figure + institution
- victim at a distance
- no role models for defiance

part of the  
opposition  
individualistic

★ Lessons from conformity + obedience studies

- adhering to standards
- being responsive to others
- kindness vs obedience  
↳ cruelty

actions to

### SOCIAL BEHAVIOUR

**SOCIAL FACILITATION** - stronger responses in the presence of others

**SOCIAL LOAFING** - people in a group exert less effort than when individually accountable

(Asch)

**DEINDIVIDUATION** - loss of self awareness and self restraint

larger ones

In a group (1<kk) → anonymity

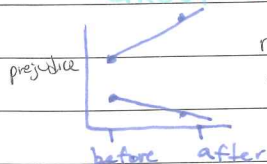
### EFFECTS OF GROUP INTERACTION

in 2

- motivation
- makes tasks easier
- enhance behaviour

**GROUP POLARIZATION** - enhancement of a group's prevailing

ide with



racist vs non racist  
discussion

Inclination through discussion within the group

**GROUP THINK** - desire for harmony overrides a realistic appraisal

**STEREOTYPE** - generalized belief about a group of people



**PREJUDICE** - unjustifiable attitude towards a group of people

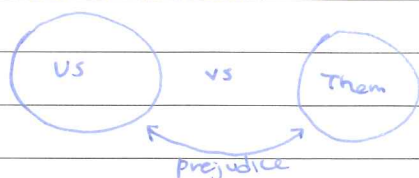


**DISCRIMINATION** - unjustifiable negative actions


↑ attitude vs. behaviour

THE INGROUP - "US" → we share common identity

THE OUTGROUP - "Them" → different or apart from the group



Scapegoat theory - theory that prejudice offers an outlet for anger since you have somebody to blame

★ AGGRESSION  → physical/verbal, intended to hurt/destroy

just world phenomenon - tendency of people to believe the world is just

↳ genetic, neural and biochemical influences

• frustration-aggression principle → frustration → anger → aggression

social trap - conflicting parties are caught in mutually destructive behaviour  
↳ self-interest

## ATTRACTION

mere exposure - "more you see, more you like"

Personal ATTRACTIVENESS! 

## Romantic Love

passionate - aroused state of intense absorption (beginning)

companionate - deep affectionate attachment

↳ EQUITY - people receive from a relationship as much as they give

Self disclosure → revealing intimate aspects to others

## Altruism - unselfish

bystander effect - fewer people help in crowds

superordinate goals - shared goals that override differences

social exchange theory - max benefits, min costs in social behaviour

reciprocity norm - you scratch my back, I scratch yours

social responsibility norms - people will help those dependant on them

Famous experiments

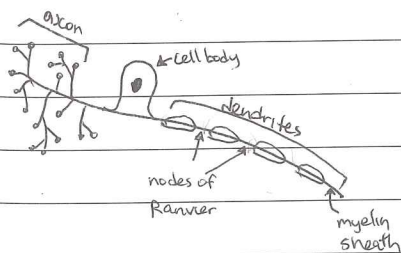
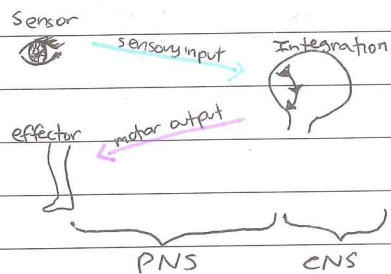
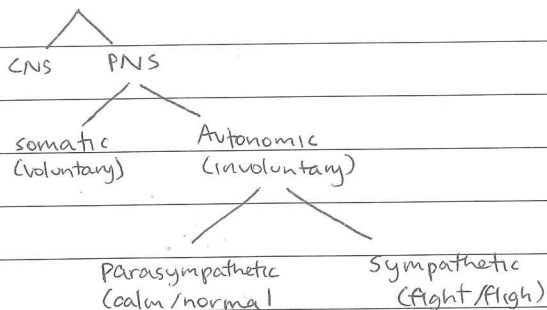
EXPERIMENTER	TOPIC	FINDINGS
LaPiere	attitudes	attitudes don't always predict behaviour. Chinese couple at hotels
Festinger + Carlsmith	cognitive dissonance	people paid \$1 liked a task more than \$20.
Rosenthal + Jacobson	self-fulfilling prophecy	teacher's positive expectation = increase in IQ
Sherif	superordinate goals	campers that are unfriendly are better after doing challenges together
Darley + Latane	Bystander effect	more people = less likely to help
Asch	Conformity	lines. 70% chose incorrect answer
Milgram	obedience	people obey authority figures. 60% gave lethal shock
Zimbardo	Roles, Deindividuation	role playing prison guards.

CHAPTER 2: Biological bases of behaviour

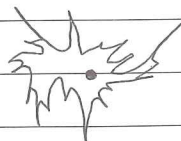
NERVOUS SYSTEM

Division	CNS (central)	PNS (peripheral)
Location	Brain + Spinal cord	all nerves leading / from CNS
Function	Integration + Coordination	take sensory info to CNS and response to effector
Types of neurons	Interneurons	sensory neurons (afferent) motor neurons (efferent)

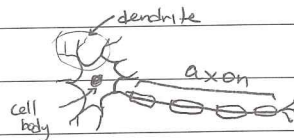
NERVOUS SYSTEM



SENSORY



INTER



MOTOR