

Bryant-Taneda
AP Psychology 12

Social Psychology Ch. 18

How the Group or Society affects
how we behave and think

The Psychology of Help...

- We weigh the cost and rewards
- Then we decide we will help

Social Exchange Theory =

We maximize benefits & lessen costs



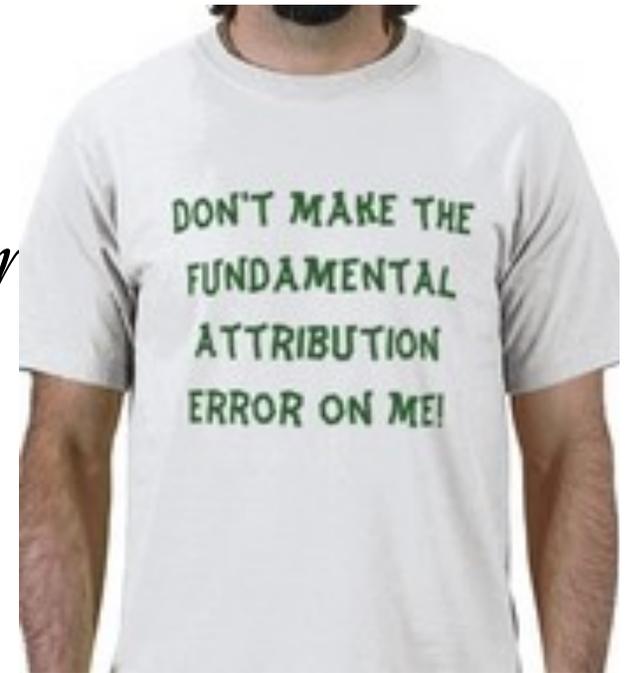
Attitudes and Behaviour

- Attitudes guide behaviour



Fundamental Attribution Error

- Disposition & Situation
(character)
- I tend to overestimate *another person's disposition*
- I overestimate *my situation*
...If the other person cut me off while I was driving, I overestimate they are a *bad person* (disposition)



Foot in the Door Phenomenon

- If I agree with a small request, I will be more likely to agree to a larger request
- If I willingly take a brochure or book mark from a stranger, I will be likely to listen to their “talk” or sales pitch



Cognitive Dissonance

- 2 thoughts are at odds (or are inconsistent) & therefore create tension; the person seeks to **reduce** that discomfort
- Our attitudes & actions clash, so we seek to change our attitudes



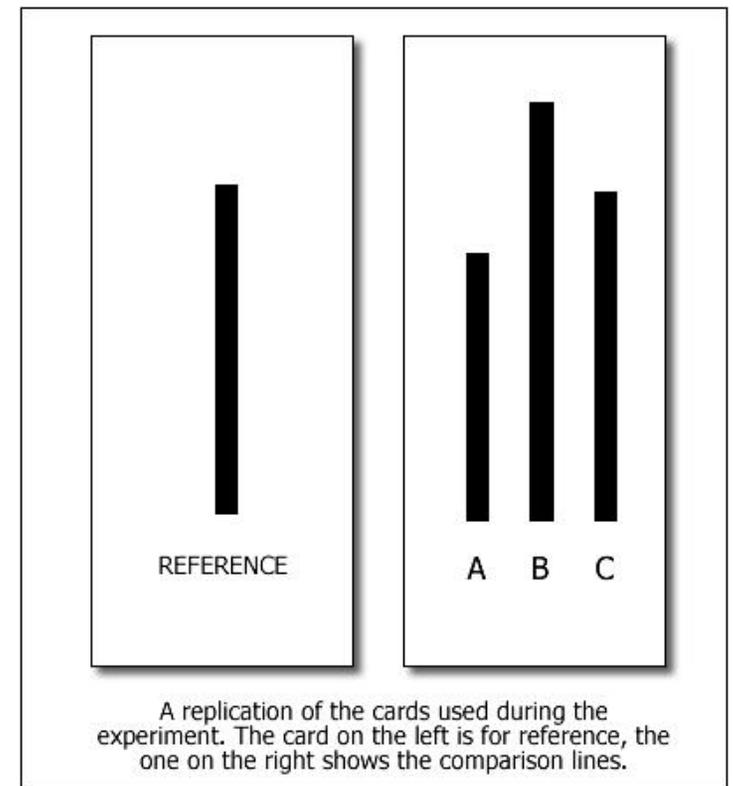
Chameleon Effect

- Non-conscious mimicking of others' non-verbal expressions and behaviour
- Empathetic people exhibit the *Chameleon effect* to a greater extent!



Informational Social Influence

- Influence resulting from one's willingness to assume or accept others' opinions or actions in an attempt to reflect correct behaviour
- Solomon Asch study



Social Facilitation

- People show a stronger response on a simple or well learned task in the presence of others
- A light turns green and we take 15% *less* time to travel the first 100m when a car is *beside us* as opposed to when we are alone

Social Loafing

- The tendency for people in a group to exert less effort when pooling their efforts toward attaining a common goal
- Students exerted 82% effort when they were with 3 friends compared with when they were alone!



Minority Influence

- The value of dissent
- A minority's influence can alter the group's consensus when they offer a counter consensus & remain consistent & logical
- Eg, Ghandi, King



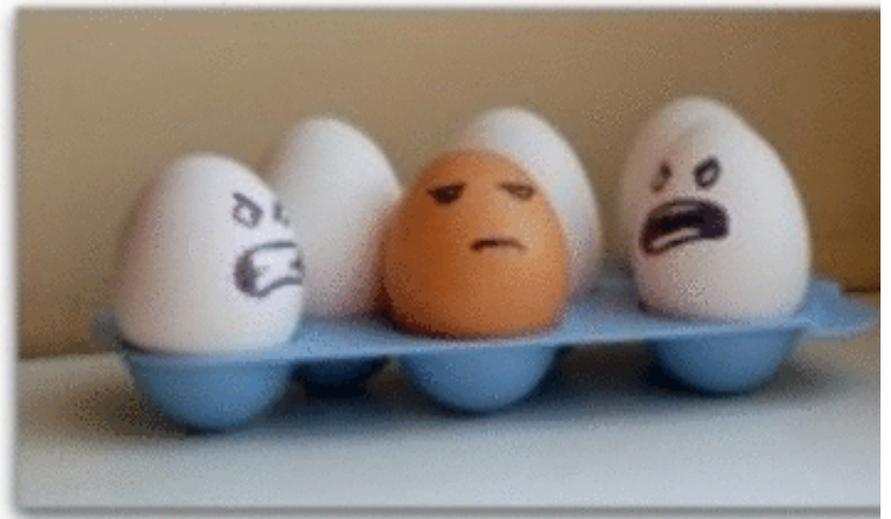
Prejudice

An unjustifiable and usually negative attitude toward a group and its members

..Prejudice usually involves stereotyped beliefs

Gender?

Race?



Biology & Aggression

- After winning a game the testosterone level is highest!
- Violent criminals tend to be muscular males with higher levels of testosterone



Media & Pornography

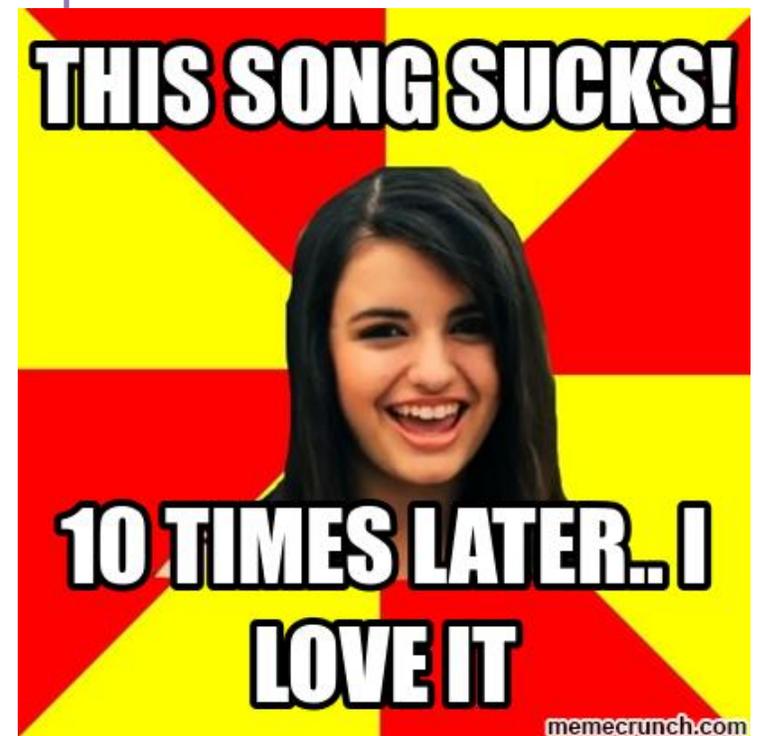
- Positive Correlation between excessive viewing of rape scenes & rape incidences
- Rape criminals have a greater appetite for sexually explicit & violent material

Those who View Pornography:

- Regarding a Rape sentence → Jurors viewing pornography give *less* prison time to those accused of rape
- And, people who view pornography, are *less* satisfied with their partner!

Mere Exposure Effect

- Attraction: “Birds of a feather flock together”
- *Familiarity* breeds fondness
- We prefer our *mirror* image; our friends prefer the reverse image (*non mirror*)



Companionate Love



- Involves Self disclosure; the deep affectionate attachment we feel for those with whom our lives are intertwined
- *Passionate Love*: An aroused state of intense positive absorption in another; usually present at the beginning of a love relationship