

12. Social Psychology

We will now study Social Psychology, how the behavior of individuals is influenced by others.

We will cover the different aspects of behavior that make up Social Psychology, including....

The sections in this unit are:

12.1 Attribution processes

12.2 Attitudes and attitude change

12.3 Interpersonal perception

**12.4 Aggression/antisocial behavior
and Altruism/Prosocial behavior**

**12.5 Conformity, compliance,
obedience**

12.1 Attribution Processes

- **Attribution theory**
 - **dispositional attributions**
 - **internal and trait reasons**
 - **situational attributions**
 - **external and state reasons**

- **Attribution theory**
 - **fundamental attribution error**
 - **others behavior due to disposition, minimizing role of situation factors**
 - **actor-observer bias**
 - **viewing others faults as due to dispositional factors, but our faults as situational**
 - **cognitive dissonance theory**

12.2 Attitudes and Attitude Change

- **Attitudes**

- **evaluation or feelings towards person, idea or object**
- **positive or negative; favorable or unfavorable**
- **external and internal influences**
- **affective, behavioral and cognitive**

- **Attitude Change**
 - **cognitive dissonance**
 - internal influence
 - thoughts, feelings and behaviors in conflict
 - **persuasion**
 - process of changing our attitude toward something based on some form of communication
 - foot-in-the-door technique
 - door-in-the-face technique
 - advertising

12.3 Interpersonal Perception

- **Awareness of mental acts present within us**
- **Cognitive biases**
 - **Actor-observed bias (10.1)**
 - **Halo effect**
 - **False consensus**
 - **Psychological projection**

12.4 Aggression/Antisocial behavior, and Altruism/Prosocial behavior

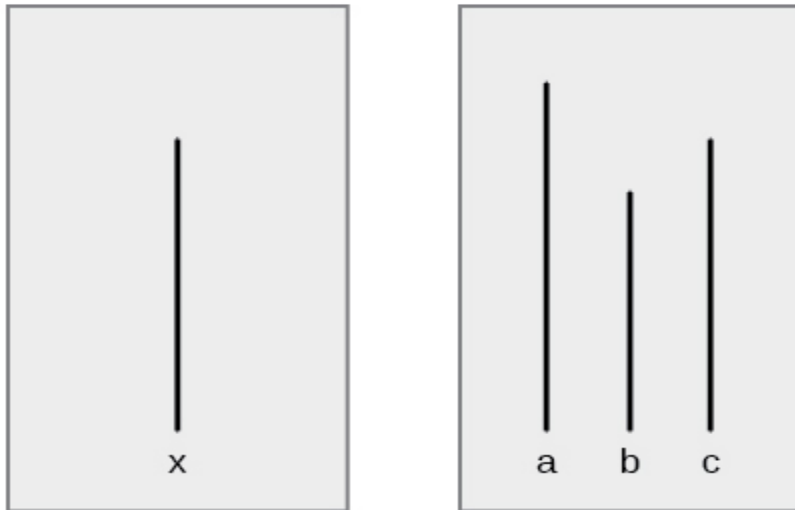
- **Frustration-aggression hypothesis**
- **Hostile aggression**
 - intent to cause pain
- **Instrumental aggression**
 - intent to achieve goal
- **Testosterone**
 - higher levels, more easily provoked

- **Antisocial behavior**
 - lack of remorse
 - no care for other people's feelings
 - anger and hostility
 - affect expressed through aggressive acts
- **Social learning theory**
- **Antisocial personality disorder**

- **Prosocial behavior**
 - **Altruism**
 - **behavior aimed at helping others without expectation of reward or recognition**
 - **Bystander Effect**
 - **Kitty Genovese (1964)**

12.5 Conformity, Compliance, Obedience

- **Conformity**
 - change in person's behavior to go along with group
 - **Solomon Asch Experiments**
 - influence of group majority on individual's judgment



- **Motivation to Conform**
 - **normative social influence**
 - conform to the group norm to fit in, to feel good, and to be accepted by the group.
 - **informational social influence**
 - conform because believe the group is competent and has the correct information, particularly when the task or situation is ambiguous

- **Compliance**

- **going along with request or demand**
- **desire to fit in, be liked and gain information about the group**
- **groupthink - going along with others to form consensus, even if wrong/disagree**
- **social loafing**
- **social facilitation**

- **social loafing - individual performance drops in presence of group (e.g., tug-of-war)**
- **social facilitation - performing better in presence of others (e.g., sports)**

- **Obedience**
 - **doing what an authority figure tells you to do**
 - **concerned about consequence if they do not comply**
 - **Stanley Milgram Experiments**

- **Stanley Milgrim Experiments**

