Psychology 160: Social Psychology Lecture Notes

Week 2: Overarching Themes and Motivational Principles (8/30)

Social psychology vs:
- Sociology: group level, focus of societal variables
    - Interested in the individual not the whole
- Clinical psychology: understanding and treating psychological difficulties
- Personality psychology< focuses on differences between individuals across situations

Overarching Themes
1. People construct their own reality
    a. Construals are constructions of reality
    b. Interpreting, meaning making
    c. Controls are first step
    d. Social situations & people are often especially complex
    e. *What does the situation mean for you*
2. Social influence is pervasive (and often invisible)

Motivational Principles
1. *Need for understanding & control*
2. *Need to feel good about me & mine*
3. *Need for connectedness & belonging*

Research Methods
- Formulating Hypotheses
    - States prediction about the relationship between 2 variables
        - Height & weight
        - Social support & stress
        - Nature of parental & romantic relationships
- Correlational Research Designs
    - Refers to strength of relationship between 2 variables that vary in quantity or amount
    - Correlation coefficient
-

Week 2 Discussion: Research Methods (8/31)

Correlations
- Positive correlation: Strong correlation, increases other also increases
- Negative correlation: one increases the other decreases
- most times research will end up being in the 0 - 0.3

Example
- Can only say predicts an increase in Y

Correlation not equal to Causation

- Reverse-causality problem
    - X -> Y or Y -> X
- Third variable Problem
    - A -> X and A -> Y

Experimental design is used to predict
- conceptual definition
- Conceptual Definition: A term for the concept that your variable represents
- Operational Definition: a measurable metric/translation of our construct

Essential ingredients of experiments
1. Causal hypothesis (IV and DV)
2. Conceptual definition sf your IV DV
3. Operational definition of your IV DV

Experimental Design: Validity
- Internal Validity: degree to which one can be sure that IV causes DV in experiment
- External validity: degree to which results can be generalized to other situations & people

Internal Validity
- High internal validity
    - Control variables participants are exposed to
        - Create two conditions: experimental condition manipulates IV and the control condition doesn't manipulate IV
    - Random Assignment
        - Participants have equal chance of being in one condition or the other
- Low Internal validity
    - Participants exposed to multiple variables/ conditions
    - No random assignment

The Tradeoff: the more life-like a study is (external Validity), the harder it may be to control (internally validity)

Interpreting and Creating Graphs
- correlational vs experimental design

Example:
- Studying alone vs studying in a group
- Independent variable: studying in a group, control studying alone
- Dependent variable: how well they are,
- Internal variable

Week 2: Overarching Themes and Motivational Principles (9/1)

Correlational Research
- Allow assessing behavior in everyday life
- Allow studying variables that cannot be manipulated

- Serve as a 1st step (establishes a relationship exists)

Variables in Experiments
- Independent Variable (IV)
    - Hypothesized cause
- Dependent Variable (DV)
        Hypothesized effect

Conceptual vs Operational Definition
- Conceptual definition = variables of interest
    - Intergroup contact
    - prejudice
- Operational definition = translations of conceptual variables
    - Engage in intergroup exercise
    - Seating distance

Example
- Hypothesis: Positive mood increases helping
- Conceptual HIV = positive mood
- Conceptual DV = helping
- Operational IV: write about positive mood,

Why you can infer causality when you go in and make an experiment vs observation

2 characteristics that allow causal inferences to be made
- Control: manipulate variables of interest while holding everything else constant
- Random Assignment: each P has an equal chance of being in any condition

Internal Validity refers to degree to which one can be sure IV causes DV in experiment
-

Week 3 Discussion (9/7)

Schema
- Coherent configurations in which our predicting knowledge is organized
- Related info is stored together
- "Knowledge structures"
- helps navigate the world

Heuristics
- intuitive mental operations that allow us to make variety of judgements quickly and effectively
- Rules of thumb that help us problem solve i in real life
- Make snap decisions and judgments when too much info to soft through

Representative heuristics
- Adaptive bad things that seem like good category are
- When people ignore other information such as base rate
- Base rate info: info about relative chance

Availability Heuristic
- Comes more to mind
- Easier to come up with examples in your head
- Can lead to faulty conclusions (what's easiest to recall is not reflective of overall picture

Anchoring and Adjustment Heuristic
- adjust based on anchor point
- Estimate size of Berkeley population
- Once we have a starting point we adjust from there
- People often do not adjust their answer sufficiently

Schema: organize perceptions
- used to replace missing information with made up facts that seem plausible or make plausible connections between independent events or stimuli

Heuristic: make judgements
- Used to make a judgment by taking what information is availed

Week 3: Social Cognition (9/8)

2 Characteristics that allow causal inferences to be made
- Control: manipulate variables of interest
- Random Assignment: each P has an equal chance of being in any condition

External Validity
- Extent to which results can be generalized to other situations & people

Tradeoff
- Increasing external validity may decrease internal validity

Replicability
- Obtaining consistent results across studies that were aimed at answering the same scientific question each of which obtained its own data
- Why not replicate
    - Outright fraud
    - Small sample size
    - Original findings may be specific to time, context,
    - Replication attempt may be of poor quality
    - Failed replation attempts are not published, are put in the file drawer

What can we do about this
- Disseminate replication attempts, systematic research
- Textbooks and journals
- Better research practices
- Nearly all scientific knowledge is non-certain and tentative

Social Cognition
- Bed, sleep, awake, night, comfort, eat,
- How we select, interpret, remember info about others and ourselves

- How this info influences our judgements & behaviors
- Social cognition is about construals, sense-making, finding meaningful patterns

Schema
- Organized set of knowledge about a stimulus
- Knowledges includes attributes associated with stimulus, as well as relations among attributes
- Often includes specific examples of stimulus
- Types or groups of people
- Traits
- Situations

Basic Characteristics of Schema
- Schemas for most of what we've encountered in our lives
- Schema are functional
- Variations within individuals in the nature of schemas
- Variations between individuals in the nature of schemas
-

Week 3: Schemas (9/13)

Influence attention & memory
- schema-relevant > schema-irrelevant
- Schema-consistent > schema-inconsistent \

Allow filling in the gaps
- filled in their gaps about extroverted
- Schemas brought to mind sleep but sleep word was never there

Shape interpretations of ambiguous

Speed up processing
- saw List of independent & dependent traits
- Asked to judge whether or not each trait is self-descriptive
- Recorded speed with which Ps made judgements
- Independent schematics reposted me to more ind traits
- Dep schematics responded me to more dep traits & did more quickly
- Aschemaqtics responded to ind & dep traits at a similar speed

What determines when a schema is used
- Is schema available
- Temporarily or chronically accessible

What determines which schema is used

Availability
- does schema exist in your mind
- Schemas can only be used if they are available

2 sources of accessibility

- temporary
    - Priming, accessibility that arises from a recent event in the environment
- Chronic
    - Accessibility that arises from the frequent past activation of a schema

Week 4 Discussion: Kelley's Covariation Model (9/14)

Logical approach for

Time, stimuli, persons

Attributions
- deal with how the social perceived uses information to arrive at causal explanations for events
- Functions
    - Determine thought,s feelings, behaviors
    - Predict & control environment

Internal Attributions
- inference that a person is behaving a certain way because of something about the person

External Attributions
- inference that a person is behaving a certain way because of something about the situation that they are in

Kelley's Covariation model
- three dimensions to make attributions:
    - Consensus, (multiple people, 1 stimulate, 1 time)
        - Extent to which
        - Low consensus: other people don't behave the same way
        - High consensus: other people do behave the same way
    - consistency, (multiple time, 1 person, 1 stimuli)
        - Extent to which behavior of an actor toward stimulus is consistent across times
        - Time
        - Low consistency: doesn't typically behave this way towards this stimulus
            -
        - High consistency: actor usually behaves this way toward this stimulus across time
    - distinctiveness (multiple stimuli, 1 time, 1 person)
        - Extent to which one particular actor behaves the same way toward a variety of different but related stimuli
        - Stimuli

- Low distinctiveness: actor beaches this way across stimuli/situations
  - Jane falls asleep in every movie she watches
- High distinctiveness: actor behaves this way only toward this stimulus
  - Jane only falls asleep in this emoji movie

A behavior example
- Jane fell asleep during the Emoji movie

Internal Attribution
- inference that a person behaves in a certain way because of something about the person
- Low consensus, low distinctiveness, high consistency

External attribution
- inferent that person behave a certain way because of something about the situation they are in
- high consensus, high distinctiveness, high consistency

Limitations
- people tend to rely more on some info that's other info
  - Don't typically think as much about how other people treat stimuli
- May not always have information for all 3 dimensions
- Does not model all situations
  - Low consensus high distinctiveness + high consistency
  - High con

Example 1:
- only tommy fallen behind, others are quicker,
- Tommy still can't keep up
- Low consensus
- High consistency
- Low distinctiveness
- Internal consistency

Example2 :
- high consensus
- High consistency
- High distinctiveness? Behavior is unique to this movie
- Thinks movie is really good
- Extterneral

Example 3:
- low consensus , consensus: how do other people react the same way as the actor or a different way
- Can't make a judgment bc don't have consistency information

- Hight bc she likes the other friend
- Can't make an attribution bc not filled

1. D
2. A
3. Internal, low, low

Week 4: Schema (9/15)

Applicability
- relevance or fit of a schema to the to be interpreted info
- Available and accessible schemas also need to be applicable in order to be used

Confirmation Bias:
- Primacy Effect
    - Info seen first has a greater impact on impressions than info seen later
- Perseverance Effect
    - Tendency to maintain one's beliefs even after they have been discredited (pre-existing beliefs resist rebuttal
    - Ps initially given positive or negative info about performance on decision-making task
    - Continued to make predictions for future performance based on the initial info
    - Ex: rumors still continue when rumor discredited
    - Loftus (1974)
        - Minimal evidence against defendant (18% for conviction)
        - Same evidence + eyewitness identification against defendant (72%)
        - Same evidence + eyewitness identification + legally blind (discrediting info) (68%)
- Confirmatory Hypothesis-Testing
    - Tendency to selectively seek info that confirms our beliefs
    - Snyder & Swann (1978)
        - Interviewer given expectation that interviewee was EXTRO or INTRO
        - Asked to choose Qs from a prepared list
        - Asked loaded Qs to confirm their initial expectations

How can our impressions change
- Debais instructions
- Increasing stakes

Week 5 Discussion: Attribution (9/21)

Discounting principle:
- discount a factor when others are present
    - Ex) waiter helping bc they want a better tip

Augmenting Principle:
- Assign greater weight to a cause if others are opposite cause
    - Ex) class is curved but student still helps other people out
Counterfactual thinking
- Thinking about what might've happened "if only" something had happened
    - Ex) Thinking about alternatives, if sleep earlier would have been more concentrated and did better on exam
- Leads to increase in intensity of emotions
- If gone to bed earlier, more angry upset, could've changed things

https://www.flashcardmachine.com/social-psychology59.html
Attribution theory
1. Limitation in cognition
2. Just World Hypothesis
    - people get what they deserve in life
3. Perceptual salience

Week 5: Automatic vs Controlled Thinking (9/20)
Automatic vs Controlled Thinking
Automatic Cognition & Behavior
How can impressions be changed
- Debiasing instructions
- Increasing the stakes
    - Increasing cost of being wrong
    - Outcome dependency
    - Accountability
Two Key Dimensions
1. Motivation
    a. How important is the issue to perceiver
2. Ability
    a. Does perceiver have adequate mental resources and ability
Two basic ways of thinking
1. Schema-driven thinking
    a. Reliance on schemas
2. Data driven thinking
    a. Reliance on the data
Automatic
- Does not require much motivation nor mental resources
    - Unintentional
    - Nonconscious

Controlled
- Requires both motivation and & mental resources
    - Conscious
    - Intentional
    - Voluntary
    - Effortful

Automatic Cognition & Behavior
- Behavior is often mindlessly enacted
- Behavior often guided by scripts
- Mindful behavior occurs when script is somehow inadequate for the situation

Is this favor
- Xerox Machine study
- Many behaviors we assume are performed mindfully are enacted mindlessly
- Unless people lack a script to follow or an effortful response is required, they may process only minimal amount of information

Payne, Brown-Iannuzzi, & Loersch (2016)
- Terrific and accessible summary of the controversy over past decade or so -- difficulty in replicating "social priming" effects
- Draws important distinction between theoretical notion that priming
- Basic setup: participants play a series of hands in a game like blackjack against a computer
- behavior : betting or passing on each hand
- Primes: bet related or pass-related words presented before each choice to bet or pass
- People bet more when showed bet related words first

Week 5: Attribution (9/22)

What functions do attributions serve?
- Help predict & control environment
- Help determine thoughts, feelings & behaviors
- Influence expectations for future
- Impact on own performance

When do we make attributions
- Unexpected
- Negative

Types of attributions
- Internal
    - Personality, ability wishes
- External attributions
    - Something to do that isn't directly about the person
- Think about roommate or situation

Attribution
- Why are attributions important & when do we make them
- Classic views on attribution
    - Heider
    - Jones & Davis correspondent inference theory

Jones & Davis
- Social Desirability
    - If socially undesirable, IA more likely
- Choice
    - If choice, IA more likely
- Social Role
    - If incongruent w/ role, IA more likely

Week 6: Attribution (9/27)

FAE & Culture
- individualistic culture focus on individual freedom, autonomy, & choice
    - Strong tendency to make person attribution
- Collectivist cultures focus on group memberships & conformity to group norms
    - Fosters greater tendency to consider situation attributions

Actor-Observer Bias
- Tendency to attribute one''s own behavior to situational causes & others' behavior to person causes

Cognitive ROots of Attributional Errors & biases
- perceptual Salience
    - FAE: as observer, person doing ~~ is most salient
    - Actor OBserver Bias: as actor, sit is most salient
- People are cognitive Misers
    - FAE: generally less effort to make A than to search for possible EAs
    - Actor Observer Bias: easier and greater access to knowledge about self, which makes it easier to rule out IAs for own beh

Motivational Roots of attributional Errors & Biases
- Self-esteem concerns
    - Self serving & group serving attributional biases: both allow people to feel good about themselves or their groups
- People seek a coherent understanding of the world
    - FAE & Actor Observer bias: both involve making IAs of others behavior i, which imposes stability in others & that gives perceives a sense of prediction & control

Tying things up/together: SOCIAL COGNITION

- Social psychology fundamentally cognitive—construals

- Stored, pre-existing knowledge (schemas) that influences cognition

- Cognition based on stored knowledge tends to be relatively automatic (heuristics are also examples of stored knowledge)

- Cognition based on data tends to be relatively controlled

- Pros and cons to both automatic and controlled thinking

- Attributional processes can be automatic or controlled

- Whether or not attributional biases/errors emerge depend on a range of factors (e.g., culture, perceptual salience, etc.)

Week 7 Discussion: Self-Esteem (10/5)

Self-Esteem
- An important component of the self
- General attitude you hold towards yourself and your attributes
    - High self esteem: like themselves and view themselves positively
    - Low self-esteem: feel ambivalent, mixed feelings about themselves
        - Dislike themselves generally severely depressed

Types of Self-Esteem
- Trait self-esteem
    - Enduring attitudes towards ourselves. Trait self esteem is relatively stable over time
        - Change with development
        - Cognitive template for state self esteem changes
- State self-esteem
    - Momentary feelings towards or evaluations of ourselves, state dependent and very dynamic
        - Reflects real-time self attitudes in response to momentary experiences
            - Success, rejection, failure, loss of status

Self esteem through a social lens
- Sociometer Theory:
    - Self-esteem serves as an index of
    - Internal subjective marker of the extent to which we are connected with others

- "Others" overarches micro and macro forms of connectedness
- High self-esteem: strong sense of social connectedness
- Self-esteem develop to monitor the social environment for clues as to whether the individual is being accepted or rejected
  - If rejected is detected
    - Individual is motivated to take corrective action
- **Presences that humans possess a desire to maintain and bolster interpersonal relationships**
- Does self esteem look the same across cultures

Independent (western) cultures
- normative to praise and be praised for achievements

Interdependent (Eastern) cultures
- normative to engage in peer-assisted critics even when encountering success
- Conducive to self-evaluation
- HOw it Affects behavior

What else influences self esteem
- Contingencies of self-worth
- areas of our life that we weight most of our self-esteem make up are idiosyncratic (different domains are important for different people)
- The more important a domain is to you, the more success in that domain will boost your self-esteem and the more that failure in that domain will hurt your self esteem
- Maps out extent to which we base our self-worth on 7 key domains

If you have multiple domains, you have other domains to fall back on

Contingencies of self worth scale (CSWS)
1. Family SUpport
2. Competition
3. Appearance
4. God's Love
5. Academic Competences
6. Virtue
7. Approval From others

Domain Contingency Predicts Behavior

Week 8 Discussion: Self-Handicapping (10/12)

Self handicapping claims they were so great, must succeed during success, purpose of self handicapping, deflect away toward situation blur the line between poor performance and ability
- maintain public and private self image
- If student doesn't perform, didn't try obstacle created for themselves

- Study really hard but told everyone else they didn't study
- Procrastinating
- Self handicap to protect own self esteem

Week 8: Motivated Self and Self-regulation (10/13)

Promotion focused
- Focus on presence or absence of a good grade --striving for presence of a good grade

Prevention focused
- Focus on presence or absence of a bad grade -- striving for absence of a bad grade

Automatic self-control
- Over time and practice, certain self-control strategies can be automatized
- Temptations and goals become connected in memory so presented with temptations berings to mind goals

Attitudes & behavior
- Defining attitudes
    - Predicting behavior from attitudes
    - Predicting attitudes from behavior

Attitude
- Psychological tendency that's expressed by evaluation an object with some degree of favor or disfavor

Components of attitudes
- Cognitive
    - Beliefs about + and - attributes of object
        - Friendly, expensive
- Affective
    - + and - feelings toward object
        - Make me feel anxious, always feel pain at the dentist
- Behavioral
    - + and - actions exhibited in relation to object
        - Visit the dentist once a year, cooperative patient

Attitudes predict behavior
- Classic lapiere study
- Inconsistency among components of attitudes
    - Positive cognitions about dentists, negative attitudes with dentists
- Mismatch in generality specificity of attitudes and behaviors
    - Prejudiced, negative attitudes

Week 9 Discussion: Cognitive Dissonance (10/19)

Agree/disagree statements

	Agree statement	Do you do
1	4	No
2	4	No
3	4	Yes
4	4	Sometimes
5	4	Yes
6	3	Sometimes
7	4	Yes
8	3	Yes
9	5	Yes
10	5	Yes

4
3   more likely to
change behavior : acceptance
Dissonance
- most of us agree with or show positive attitudes toward these issues,

Cognitive Dissonance
- Inconsistencies between a person's thought sentiments actions that create averse is emotional arousing states that lead to efforts to restores consistency

Ways to reduce Cognitive Dissonance
- Change relevant behavior
- Change relevant cognition: call into question showing research is bad
- Add new consonant cognition (rationalize)
    - Smoking is bad for you, but has benefits
1. Insufficient justification
    a. Justified by a powerful incentive, even behavior that dramatically conflicts with the person' beliefs won't produce dissonance
    b. NOT justified by existing incentives, discrepancy between attitude and behaviors rouses dissonance, insufficient justification
2. Post decision dissonance

a. After making a decision between two very appealing options, feel dissonance about possibly having made the wrong choice
        b. Dissonance reduction by finding new qualities that we like in chosen alternative and detecting previously undetected floats in the unchosen alternative
3. Effort justification
        a. Tendency to reduce dissonance by justifying the time, effort or money devoted to something that upend out to be unpleasant or disappointing
        b. Tendency to increase liking for something we've worked hard to attain
                i. Frats are committed to org once you're in bc you went through such a bad initiation process
4. Induced compliance
        a. Elicit dissonance by subtly compelling people to behavior in a manner that is consistent with their belief is attitudes or values in order to change their original attitudes
        b. Dissonance is created between their cognition and their behavior
        c. Lyndon B Johnson , privately expressed reservations, send doubters on a fact finding mission to Vietnamese, when asked about policies from reporters they would internalize it

Self perception theory
- alternative explanation for results found in cognitive dissonance studies
- Self perception theory - people come to know their own attitudes by looking at their behavior and the context in which it occurred and inferring what their attitudes must be
        - Aren't troubled from acting inconsistently with out attitudes we are unsure of what our attitudes are, use them as clues
        - Aren't changing our attitudes but rather trying to make sense of themselves, can look outward when inward is obscure 9

Overjustification effect
- tendencies to devalue those activists that we perform, even if they are pleasing, in order to get something else, behavior that can be justified by external incentive
- Effect of offering a reward for a previously unrewarded behavior is a shift to extrinsic motivation, expected ward "crowds out" intrinsic motivation. Once rewards are no longer offered, interested in the activity is lost, and extrinsic rewards are continuously needed to sustain the behavior
- Tendency to devalue those activities that we perform, even if they are pleasing
- Offering a reward for a previously unrewarded behavior is a swift to extrinsic motivation

Self Perception & dissonance THeory
- both are at plays across different contexts
        - Dissonance reduction processes -> more when behavior conflict with strongly felt and highly weighted preexisting attitudes

- Self-perception processes more when behavior conflicts with developing, vague or less important attitudes
- Cognitive dissonance sounds like is holds more weight but both are important
    - Self perception may thus affect changes in a greater proportion of our attitudes

Yes/sometimes no

Week 9: Persuasive Communication (10/20)

How initial orientation toward blood donation
- Measured altitude, cognitively based
- Cognitive or affectively based

Target/Audience Who says what to Whom
- High or low motivation or ability
- Need for cognition (NFC)
    - Notion of thinking abstractly appeals to me
- High vs low NFC Ps exposed to persuasive message with strong vs weak argument,s then their attitudes were assessed
- More persuaded due to difference of cultures
- Audience, source

Week 10 Discussion: Persuasive Communication (10/20)

Elaboration Likelihood model
- model explaining two routes of processing through which
- Central route
    - People listen carefully to and think about the arguments
    - Attitude change depends on quality of the argument
    - Requires ability to evaluate carefully & motivation to do so
    - More likely if the issue is personally relevant to the audience or if audience target is knowledgeable in the domain
- Peripheral route
    - Swayed by surface-level aspects of the message
    - Focus on superficial, easy to process features of a communication that are likely tangential to the persuasive information itself
    - People rely on heuristics to guide them in how to respond to the message more likely issue is distracted or fatigued or message is incomplete or e hard to comprehend

Pique Technique : Santos LEve Pratkanis
- necessary conditions for successful implementation of the pique technique
- Strange request results in more compliance

Week 11: Group Processes (11/3)
- Mere Presence of Others
- -> Individual efforts can be evaluated
- -> Arousal
- -> Strengthens "dominant" response
    - -> If DR is correct performance enhanced
    - -> if DR incorrect, performance impaired
-

Social Facilitation
- How presence of others cause arousal
Why
- Evaluation Apprehension
    - Presence of others -> social facilitation effects when others are potential evaluators
- Distraction-Conflict
    - Presence of others -> social facilitation effects when others distract & create attentional conflict
Non social Groups
- how does presence of others affect performance
- On individual tasks
    - Social facilitation
- On group talks
    - Social Loafing
        - Group-produced reduction in individual output on easy, collective tasks
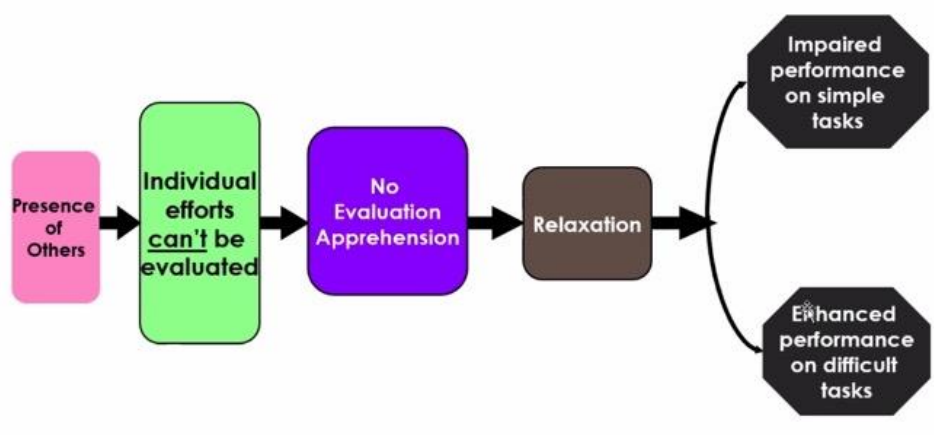
-
Getting lost in the crowd: deindividuation
Destructive Influence of the Collective
- Contagion (Le Bon 1985)
    - Rapid transmission of behavior thru a crowd

- Behavior can be infectious in a crowd and spread
- Def: refers to a loss of a person's sense of individuality, which leads to a loosening of normal constraints against unacceptable or deviant behavior

Factors influencing deindividuation
- Accountability
  - Collectives tend to decrease individual accountability
  - Self-awareness
    - Collectives tend to decrease self-awareness and

Week 12: Interpersonal Attraction (11/8)

Johnson & Downing (1979)
- KKK robes: increased shock levels in both identifiable and anonymous conditions but more in anon
- Nurse uniforms: decreased shock leves
- Deindividuation increases adherence to group norms

The more college roommates like each other the less likely they are to get a cold and flu

Interpersonal Attraction
- Beauty is a big factor in attraction

Walster (1966)
- Students completed battery of personality questionnaires and aptitude
- Asked people to indicate the strength of their desire to meet the person again
- Most powerful determinant of desiring a second date was attractiveness

Snyder, Tanke, & Berscheid
- Self-fulfilling prophecy of physical attractiveness

Similarity
- Similarity breeds attraction, opposites don't attract on the whole research doesn't support this
- Tend to interact with people who are similar to us

Reciprocal liking
- Learning other people like us leads to attraction
- Self-fulfilling prophecy
- Curis & Miller
  - Pairs had initial interaction with partner
  - Told partner liked or did not like them, pairs them net and discussed an issue 1616

Festinger, Schachter & Back (1950) westgate study
- Biggest predictor was how close their apartment was

Week 12 Discussion: Deindividuation & Individuation (11/9)

Deindividuation
- Reduced sense of individual identity accompanied by diminished self-regulation that comes over people when in a large group
    - Make people less accountable for their actions
- Why in groups
    - Pressure of group norms
    - Feeling of anonymity
    - Increases arousal, heightened activity & sensory overload -> less self focus, more other focus
-

Individuation
- Enhanced sense of individual identity produced by focusing attention on the shelf
    - Leads people to act carefully, deliberately, in accordance with their sense of proprietary & values
- Extreme individuation
    - Spotlight effect : people's conviction that other people are attending to them more than is actually the case

Group Polarization
- Group decision tend to be more extreme than those made by individuals
    - Whatever way the individuals are leaning, group discussion tends to make them lean even further in that direction
- What causes group polarization
    - Persuasive arguments
    - Social comparison

Risky Shift or Cautious Shift
- Risky Shift: Tendency for groups to make riskier decisions than individuals would

Groupthink
- Faulty thinking on the part of highly cohesive groups in which the critical scrutiny that should be devoted to the issues at hand is subverted by social pressures to reach consensus
    - Group of well-intentioned people make irrational or non-optimal decision due to the desire to conform or the discouragement of dissent
    - May be fueled by a particular agenda or simply bc group members value harmony & coherence above rational thinking

Causes of groupthink
- Group is highly cohesive: valued & attractive, people want to be members
- Group insulation: Group is isolated, protected from hearing alternative viewpoints
- Directive leader: Leader controls the discussion & makes his/her wishes known
- High stress: member perceive threats to the group

- Poor decision-making procedures: no standard methods to consider alternative viewpoints

Week 13: Close Relationships (11/15)

Week 13: Prosocial Behavior (11/15)
Relationship enhancing attributions
- Positive Behavior
    - Internal: thoughtful person
- Negative Behavior
    - External: boss gave him extra work
    - Downplaying negative behavior

Distress-Maintaining Attribution
- Positive behavior : external
- Negative behavior: internal

Pro social Behavior

Prosocial Behavior vs Altruism
- Behavior that helps other people
- Altruism
    - Motive to increase another's welfare without conscious regard for one's self-interest
    - Not thinking about your own motivation, less
- All altruistic behavior is prosocial, but not all prosocial behavior is altruistic

Learning Principles
- Having a model to imitate can increase helping
- Kids more apt to help when they see role model helping, regardless of whether role model preaches helping or not
- Play a game or help puppies after watching Lassie clip of boy helping dog

Learning Principles
- Reinforcement
    - Rewarding helping can increase its likelihood but careful of overjustification
    - Type of reward can matter Grusec & Redler
        - Dispositional praise ("type of person who likes to help")
        - Behavior praise ("... nice and helpful thing to do ")

Social Norms
- Implicit or explicit rule about appropriate behavior
    - Social-responsibility
        - Ought to help those who can't help themselves

- Reciprocity norm
    - We ought to help those who have helped us before

Reciprocity Norm
- Why do people adhere to this norm
- self-presentation account - people are worried about what others will think of them if they don't reciprocate

Week 13 Discussion: Group Processes / Attraction, Close relationships (11/16)

Symptoms of Groupthink
- Illusion of invulnerability
- Belief in the moral correctness of the group
- Stereotyped views of out group
- Self-censorship
- Direct pressure on dissenters

Groupthink -> Defective Decision Making
- Incomplete survey of objectives & alternatives
- Failure to examine risks of the preferred choice
- Poor information search
- Failure to develop contingency plans
- Failure to reappraise alternatives
- Selective bias in processing information at hand

Avoiding Groupthink
- Leader should remain impartial
- Seek outside opinions
- Create subgroups
- Seek anonymous opinions

Attraction, Close relationships

What Factors Influence Attractions
- Similarity
    - Little research supports that opposites attract
    - We like those who are similar to ourselves
- Propinquity/Proximity
    - Proximity plays a role in attraction.
    - Close contact leads to liking
- Familiarity
    - Mere exposure effect: we like things the more we encounter them
- Physical Attractiveness:
    - Important predictor of whether or not people are attracted to someone
    - Features seem to be universal (big eyes)

- Find people who look similar to us to be more attractive

Evolutionary Theory of Attraction
- Some mate-preferences and behaviors are evolutionary adaptations
- Favored by natural selection because increase reproductive

Evolution and Mate choice
- Men
    - Biological reality
        -
- Women
    - Biological

	Men	Women
Biological reality	Low investment and potential for many offspring Low paternity certainty	High investment Potential for only a few offspring High Maternity certainty
Evolutionary significance	Max reproductive fitness by seeking many mates who have high reproductive attention	Max reproductive fitness by fewer mates who will invest more resources into offspring
Mat preferences outcomes	Physical attractiveness Chastity Relative youth	Financial material resources Social resources Willingness and time to invest

Theory is untestable and unfalsifiable
- Men socialized to value physical attractivness/enjoy recreational sex
- Women to value wealth and power

Sociological critiques say gender inequality is the root cause

Caveat to sex differences
- Both sexes list the following as most important : honest trust, personality

One perspective of interpersonal relationships: two main kinds of relationships
- Communal relationships
    - Feels special responsibility for one another and often expect their relationship to be long-term
    - Family members, close friends
- Exchange relationships
    - Trade based and often short term, no special responsibility for the other's well being
    - Coworkers, supervisors

Another Perspective on interpersonal relationships
- Social exchange theory
- People want to maximize own rewards and minimize costs in relationships
- Seek and maintain relationships in which our rewards outweigh costs

Equity Theory
- People want fairness in their relationships
- Both partners should match in their ratios to rewards to costs

Investment model
- Commitment to a relationship partner depends on satisfaction, alternatives, and investments in the relationship

Another persitive: 3 kinds of love
- Companionate love: typical experience with friends and family members
- Compassionate love: communal relationship with bonds that focus on monitoring and responding to another person's needs (mother and child)
- Romantic love: love we refer when say we are "in love", romantic love is passion

Week 14 Discussion: Prosocial behavior (11/23)

Key terms
- Prosocial behavior
    - Acot performed with the goal of benefiting another peonies
- Altruism
    - Prosocial behavior that benefits others

Situational determinants of altruism
- Bystander effect
    - Greater the number of bystanders who witness an emergency the less likely any one of them is to help
        - Diffusion of responsibility
- Victim characteristics
    - Bystanders are more likely to help other who are similar to them
        - From own racial or ethnic group or similar social class background

Maathur et al 2010
- Participants were placed in an FMRI and shows 1 of 4 stimuli
    - 2 target and 2 situations
- Participants indicated the extent to which they felt empathy for the person in the image with a simple button press
- Outside of scanner asked how much time or money to help
- Africans were more willing to donate more money and time to the ingroup target than the outgroup target in the pain condition
- Physiological marker that shows we have a natural tendency

Other processes that affect altruism: construal of situations

- Many emergencies are ambiguous
- Decision to help requires that the potential helper believes that assistance is actually needed based on clues from the victim behavior
- Bystander are more likely to help when they are vividly aware of the events that led to the victim's distress

Ambiguous Situations
- Bystanders may od nothing if they aren't sure what is happening and don't see anyone else responding, assume nothing is wrong because no one else is responding or appears concerned
- Pluralistic ignorance! When everyone in a potentially dangerous situation behaves as if nothing is wrong, each person will tend to mistake the other's calm behavior

What factors affect altruism
- Urban vs Rural Setting
    - More likely to help in rural areas
    - Why?
    1. Stimulus Overload
        a. Narrow attentional focus in the city
        b. Might not see someone in distress
    2. Diversity Hypothesis
        a. Help victims who are more likely themselves rural communities more homogenous
    3. Diffusion of Responsibility
        a. Larger urban communities, more people to help, every individual less responsible to help
    4. Reputational Concerns
        a. People know each other more, if I don't help, rumors may spread, more likely to engage in helping behavior

SES and Altruism
- Lower class individuals tend to behave in more altruistic ways
- Played 10 points and were asked to give them points to a stranger, how many points left would have better chances in a lottery
    - Lower class participants gave away more of their points to a stranger
- In contexts in which economic inequality is high, the wealthy share even less

Why does the lower class give more?
- Relative scarcity of resources may lead lower-class individuals to be more empathically attuned to others
- Research finds that lower-class individuals are better judges of the emotions of a stranger with whom they just interacted, make more accurate inferences about emotions and respond with greater empathic concern and compassion-related physiology to the suffering of others

How might we counteract this tendencies
- Media that elicits compassion had
- Prime high social class people with help

Religious moral primes and altruism
- Participants were shown a sequence of 5 words and asked to generate sentences using 4 of the 5 words
    - Religious prime or neutral prime
- Participants received a payment and were given the opportunity to give some amount away to a stranger
- Greater proportion of participants gave at least half to the stranger when you had a religion prime
- If you use secular with moral cues

Born to be good or bad
- Infants are a powerful way to explore psychological questions

Week 15 Discussion: Stereotyping, prejudice, discrimination (11/30)

John et al. 2005
- Hypothesis: knowledge of stereotype threat will improve performance by providing a means of externalizing arousal
- What conditions are necessary for stereotype threat to occur
- Three conditions, all taking the same test
    1. Ps asked to complete a problem-solving exercise for a study of general aspects of cognitive processes
    2. Ps asked to complete a standardized test for a study of gender difference in mathematics performance
    3. Ps asked to complete a standardized test for a study of gender differences in mathematics performance and given a description of stereotype threat
- Take home message: teaching about stereotype threat can buffer against its negative effects on performance

Sterotyping/Prejudice/Discrimination

What causes prejudice/discrimination?
- Ingroup bias: positive feelings/ special treatment for people we have defined as being part of our group AND negative feelings/unfair treatment for others simply because we have defined them as being in the out-group
    - Minimal group paradigm: complete strangers formed into groups using the most trivial criteria results in in-group bias
    - Out-group homogeneity: perception that individuals in the out-group are more similar to each other than they really are, as well as more similar than the members of the in-group are

- Subtyping: explaining away exceptions to a given stereotype by creating a subcategory of the stereotyped group that can be expected to differ from the group as a whole

What causes prejudice/discrimination?
- Cognitive perspective
    - Automatic processing: relevant stimulus that is encountered results in the activation of that stereotype from memory. NEGATIVE stereotypes are activated automatically in just about everyone
- Controlled processing: with awareness/effort, chose to disregard//ignore the stereotyped information that had been automatically brought to mind. But this process takes time, resources, and awareness that bias may be influencing one's behavior and decision-making
- Realistic conflict theory
    - Limited resources lead to conflict bewteen groups and rsults in increased stereotyping, prejudice,a nd discrimination
- Intergroup contact when people interact frequently, it becomes easier to see one another more as individuals and less as representative of particular groups
- Mutual interdependence: a situation that exists when 2 or more groups need each other & must depend on each other to accomplish a goal that is important to each of them

Implicit Association Test (IAT)
- Used to detect the strength of a person's automatic association between mental representations of concepts
- Measure unconscious beliefs

Problems with the IAT
- May not reflect truly unconscious/automatic processes
    - People are award of the words and pictures they are seeing
    - Performance on IAT can be affected by how motivated people are to control their bias and/or perform the task correctly
    - People's awareness of cultural bias
    - Difficult to tell how predictive the IAT is in terms of actual discriminatory behavior

Quiz
- Overjustification: Discount intrinsic reasons
- Behave consistently with twn standards if they are in front of a mirror
    - Individuation : anything that focuses attention to herself, makes us more inclined to act in line with our internal standards and values
- Halo Effect: more attractive people have more better qualities
- More often people are exposed to a neutral object or person, the more positive they evaluate it

- True: mere Exposure effect: Repeated exposure to stimulus make you like it more
- People perform better on easy tasks when other people are watching
  - Social facilitation theory: presence of others tends to facilitate performance on easy tasks
- Greater the cohesiveness of solidarity of a group, the better its decision will be
  - Groupthink : faulty thinking

Textbook Chapter 1: An Invitation to Social Psychology Notes

Fundamental Attribution Error
- People are governed by situational factors much more than assumed
- Dispositions: Internal factors, beliefs values personality traits, abilities that guide behavior

Fundamental attribution error
- Failure to recognize the importance of situational influences on behavior together with the tendency to overemphasize the importance of dispositions

Look at a person's situation before assuming that person has dispositions that 3330898908match that behavior

Nudge, Don't push
- Kurt Lewis: channel factors to explain why certain circumstances that appear unimportant can have big effects
- Nudges in behavior economics

Gestalt Psychology
- Objects perceived not by means of some passive unbiased perception of objective reality, but by active, non conscious interpretation of what the object represents
- **construal** of situations and behavior is our interpretation of them and to the inferences that we make about them

Schemas
- generalized knowledge about the physical and social world,

Stereotypes
- Schema that we have for people of various kinds: belief that certain attributes are characteristic of members of a particular group

Automatic vs Controlled Processing

Implicitly attitudes
- automatic processes lead to beliefs that can't readily be controlled by conscious mind

Explicitly attitudes
- believes that we're aware of
-

Functions of Nonconscious Processing
- matter of efficiently for so much mental processing taking place outside of our awareness
- Automatic processes are faster and can operate in parallel
- Conscious processes are slow and only run serially

Evolution and Human Behavior: How We Are the Same

Natural Selection
- Adaptive traits -- those that enhance the probability of survival and reproduction are passed onto subsequent generations

Group Living, Language, and theory of Mind
- Group living and language are picked up by babies and has become a trait

Avoiding the Naturalistic Fallacy
- Naturalistic fallacy: claim that the way things are is the way they should be

Social Neuroscience
- Neural underpinnings of social behavior

Culture and Human Behavior: How We Are Different

Cultural Differences in Social Relations and Self-Understanding
- Many cultures are different the west tends to be independent (individualistic) cultures
    - Distinct social entities, tied to each other by bonds of affection and organization memberships

TABLE 1.2 **INDEPENDENT VS. INTERDEPENDENT CULTURES** .

Independent Cultures	Interdependent Cultures
Conception of the self as distinct from others, with attributes that are constant	Conception of the self as inextricably linked to others, with attributes depending on the situation
Insistence on ability to act on one's own	Preference for collective action
Need for individual distinctiveness	Desire for harmonious relations within group
Preference for achieved status based on accomplishments	Acceptance of hierarchy and ascribed status based on age, group membership, and other attributes
Conviction that rules governing behavior should apply to everyone	Preference for rules that take context and particular relationships into account

- East Asian is more interdependent (collectivist) cultures

- Don't' have as much freedom or personal control over their lives, don't necessarily want or need it
- Success important because brings credit to the family and other groups to which they belong, rather than merely as a reflection of personal merit

Other qualifications
- Familialism
  - Social value defined by interpersonal warmth, closeness and support held more closely in latin american countries

Culture and Gender Roles
- Many different ways of constructing gender and diverse patterns in different parts of the world

Culture and Evolution as Tools for Understanding Situations

<u>The Uses of Social Psychology</u>

Social Psychology Applied
- How social media is affected by it, how to apply it to everyday life

Textbook Chapter 2: Methods of Social Psychology Notes

Value of Social Psychology Research
- Research by social psychologists teaches people how to interpret and predict the outcomes of various social experiences

How social psychologists test ideas
- Participant observation: put themselves in real situations to understand social phenomenon better
- Surveys ask questions, need to use random sampling
- Correlational research finds relationships between variables
- Self selection when can't tell the level of any variable, impossible to know if something is causing the other
- Experimental research, investigator manipulates different levels of independent variable and measured the effect of different levels on the dependent variable

The Criteria of Sound Research
- External validity is how close the experimental setup is close to real life, more external validity , more generalizability
- **Field Experiments** test hypotheses experimentally in real life situations rather than in the lab. FIeld experiments automatically have external validity
- **Internal Validity** if only the manipulated variable accounts for the results without extra factors
- **Reliability:** extent to which participants receive the same score when tested with a conceptually similar instrument or when tested at different times
- **Measurement validity** some measurement predicts what it is supposed to

- **Statistical significance** measure of the probability that a result could have occurred by chance
- **Replication** repeating a study to find whether findings can be duplicated

Ethical Concerns in social psychology research
- Institutional review boards are committees that review research productures
- Informed consent if willingness of participants to take part in a study

Textbook Chapter 4: Social Cognition: Thinking about People and Situations Notes

The information available for social cognition

Minimal INformation: Inferring Personality from physical appearance
- Nap judgment hurried judgment was similar to longer judgements

Misleading First Hand Information: **pluralistic Ignorance**
- Whenever people act in ways that conflict with their private beliefs because of a concern for the social consequences
- **Self fulfilling prophecy:** our expectations lead us to behave in ways that elicit the behavior we expect from others

Misleading secondhand information
- **Ideological distortions:** a desire to foster certain beliefs or behaviors that leads them to accentuate some elements of a story and suppress others

Order matters (order effects)
- **Primacy effect:** information presented first exerts the most influence
- **Recency effect:** information presented last has the most impact
- **Framing Effect:** way information is presented, can frame the way its processed and understood

Framing
- **Temporal Frame:** we think about actions and events within a particular time perspective

Confirmation Bias
- **Confirmation Bias:** people more readily seek out evidence that would support the proposition rather than information that would contradict the proposition

Top-Down Processing: Using Schemas to Understand New Information
- **Bottom-Up Processing:** relevant stimuli from outside world
- **Top down processing:** filters and interprets bottom up stimuli in light of preexisting knowledge and expectations, constructed

Influence of Schemas
- Attention is elective
- Memory only remember ones that captured our attention
- Construal the way we construe the information
- Behavior when certain behaviors are elicited when people are exposed to environment

- **Priming**: when behavior elicit a certain response

Which Schemas are activated and applied
- Recent activation : if schema has been brought to mind recently
- Equent activation and chronic accessibility: differ in way you evaluate others
- Consciousness of activation: necessary or not? How conscious a person must be for to effectively prime a given schema
- Expectation: apply schema because of what they expect will happen

Reason, Intuition, and Heuristics
- **Heuristics**: mental shortcuts that provide serviceable answers to common problems of judgements

Availability Heuristic
- Judge the frequency or probability of some event by how readily pertinent instances come to mind
- **Fluency** ease associated with information processing

Representativeness heuristic
- categorize something by judging how similar it is to our conception of the typical member of the category
- **Base-rate information** : concerned knowledge of relative frequency of the members of a given category
- **illusory correlation:** belief that they are correlated when in fact they are not

Textbook Chapter 5: Social Attribution: Explaining Behavior Notes
Attribution Theory: Study of how people understand the causes of events
<u>Inferring the Causes of Behavior</u>
- **Causal Attribution:** construal process people use to explain both their own and others' behavior

Explanatory Style and Attribution
- **Explanatory Style:** person's habitual way of explaining events, internal/external, stable/unstable, and global/specific

Attribution and Covariation
- **Covariation Principle:** determine what causes "covary" with the observation or effect we're trying to explain
1. **Consensus**: what most people would do in a given situation
2. **Distinctiveness** What an individual does in different situations
3. **Consistency:** what an individual does in a given situation on different occasions

Situational attribution: consistency, consensus, and distinctiveness are all high
Dispositional attribution: when consistency is high but consensus and since nessar elow
Discounting and Augmentation Principles

- **Discounting Principle** our confidence that a particular cause is responsible for a given outcome will be reduced if there are other plausible causes that might have produced that same outcome
- **Augmentation principle**: greater confidence that a particular cause is responsible for a given outcome
- **Counterfactual thinking**: considerations of what might have, could have, or should have happened "if only" a few minor things were done differently
- **Emotional Amplification:** emotional reaction tends to be more intense if the event almost didn't happen

Errors and Biases in Attribution

Self Serving Attributional Bias
- **Self-serving attributional bias:** people are inclined to attribute their failures and other bad events to external circumstances, but attribute either successes and other good events to themselves

Fundamental Attribution Error
- Tendency to attribution people's behavior to elements of their character or personality, even when powerful situational factors are acting to produce that behavior

Causes of Fundamental Attribution Error
- Dispositional inferences can be comforting
- **Just world hypothesis**: people get what they deserve in life
- Degrade the victim
- **Salient:** how much the cause stands out perceptually
- FAE why so susceptible and unaware of it
    - Not good at assessing the validity of our own judgements
    - Often only see a given dividual only in particular kinds of situations

Actor Observer Difference in Causal Attributions
- Actor more likely to make situational attributions for a particular behavior
- Observers more likely to focus on actor's dispositions
- Why Actor Observations ?
    - What needs explain can vary for actors and observers
    - Perceptual salience of the actor and the surrounding situation is different for the actor and the observer
    - Actors and observers differ in amount and kind of information they have about the actor and the actor's behavior

Culture and Causal Attribution
- Culture differences in susceptibility to FAE
    - Interdependent people less likely to make error than independent people, tendency to pay attention to context encourages to look to the situation confronting the actor

- Bicultural people primed with one culture make causal attribution with the culture that primed
- Lower class interdependent cultures make more situational attributions compared to middle and upper class

Textbook Chapter 3: The Social Self Notes

<u>The Nature of the Social Self</u>

The principles of Psychology : William James
- Who a person is in one social context is not the same as someone who is in another social environment
- People can have a lack of self insight and think we are better than we actually are
- Others might be better at judging external traits and we might be better at judging internal traits
- Information is organized into self-schemas specific to certain domains and influence our interpretation and judgements ourselves and the social world

Siblings and the Social Self
- Older siblings typically more assertive and dominant and more achievement oriented and conscientious
- Younger siblings more agreeable, and likely to be more open to novel ideas and experiences -- find more imaginative ways to carve out their own niche in the world

Origins of the sense of self
- Socialization agents influence the personality traits abilities, and preferences we come to think of as our own
- Charles H cooley: Looking glass self where other people;'es reactions to us serve as a mirror
- **Reflected self-appraisals**, our beliefs about others reactions to us
- Far more people think they are shy than are actually perceived as shy by others

Situationism and the Social Self
- Social self shifts from one situation to another: situationism
- Working self-concept: only a subset of a person'a vast pool of self-knowledge is brought to mind in any given context
- Social self with malleability and stability
    1. Core aspects of self knowledge that are likely to be what a person thinks of first when thinking about the self
    2. Person's overall pool of self-knowledge remains relatively stable over time
    3. Shifts conform to a predictable stable pattern

Culture and the social self
- Cultures can have influences on how people think about themselves, western assert their uniqueness and independence through independent self-construal

- Eastern have interdependent self construals where you are fundamentally connected to other people

Gender and social self
- Women are more interdependent than men where you choose photos that include other people, more empathic and better judge of personalities and emotions and attuned to situational cues
- Men are more independent and attuned to internal responses

Social Comparisons
- **Social comparison theory**: when people have no objective standard by which to evaluate their traits of abilities, they do so largely by comparison themselves with others
- Compare with similar targets who are slightly inferior
- When improving ourselves, engage in upward social comparison
- Social media leads to more social comparison opportunities can influence construals and evaluations of the self

<u>Self Esteem</u>

Defining Self-esteem
- Overall positive or negative evaluation people have of themselves
- **Trait self-esteem**: enduring level of self-regard across time and is fairly stable
- **State self-esteem:** Dynamic changeable self-evaluations a person experiences as momentary feelings about the self
- **Contingencies of self-worth**: model where people's self-esteem rises and falls with successes and failures in the domains in which self-worth is staked
- Better for people to stake their self-worth in a wide range of areas

Social Acceptance and Self Esteem
- **Sociometer hypothesis:** self-esteem is primarily a readout of our likely standing with others, assessment our how we were doing socially
- Things that make us feel good about ourselves: likelyable, componente physically attractive, and morally upright are things that make others accept us

Culture and self-esteem
- Culture differences in promoting self -esteem

<u>Motives Driving self-evaluation</u>

Self Enhancement
- **Self enhancement:** desire to maintain, increase, or protect positive views of the self
- People think they are better than average
- **Self Affirmation theory:** people' efforts to maintain an overall sense of self-worth

Self-verification
- **Self-verification theory:** strive for stable subjective accurate beliefs about ourselves rather than invariably favorable ones, more predictable and strive to get others to confirm or verify our preexisting beliefs about ourselves

Self-regulation: motivating and controlling behavior

Self-regulation

- **self -regulation:** Processes by which people initiate, alter, and control their behavior in pursuit of their goals
- **Self discrepancy theory:** people hold beliefs about not only what theater actually like but also what they ideally like to be and ought to be
    - **Actual self:** self you believe you re
    - **Ideal self:** your hopes and wishes
    - **Ought self:** duties and obligations
    - **Promotion focus:** attaining positive outcomes
    - **Prevention focus:** focus on avoiding negative outcomes

Automatic Self-control strategies

- **Implementation intentions:** specify how one will behave to achieve a goal under particular circumstances

Self Presentation

Self presentation

- **Self presentation:** presenting the person we would like others to believe we are. Impression management
- **Face:** public image of ourselves that we want others to have
- **Self monitoring:** tendency to monitor one's behaviors to fit the demands of the current situation

Self handicapping

- **Self-handicapping:** tendency to engage in self-defeating behavior to protect these elf in public and prevent others from making unwanted inferences based on poor performance

Textbook Chapter 7: The Attitudes, Behavior, and Rationalization Notes

Components and Measurement of attitudes

- **Attitude:** evaluation of an object along a positive negative dimension, three core components : affect (emotion) , cognition (thoughts and knowledge) and behavior (tendency to approach or avoid the object)
- Measured with **Likert scales** assessed with response latencies
- **Implicit attitude** measure tap into attitudes people are unaware they may have

Predicting Behavior from attitudes

- Hard to predict behavior from attitudes bc attitudes can conflict with other per determinants of behavior
- Predicting Attitudes from Behavior: value consistency between various attitudes and attitudes and behavior
- **Cognitive Dissonance theory:** when people experience dissonance, or idsc comfort when attitudes and behavior are inconsistent, try to bring attitudes in line with behavior

- **Dissonance reduction:** find new attractions in the chosen alternative and previously undetected laws in the unchosen alternative
- **Effort justification,** exert effort toward some goal and goal is disappointing, justify their energy use by deciding the goal is truly worthwhile
- **Induced compliance** leads to reduce dissonance, induced to argue for a position at variance with true attitudes, must justify behavior and do so by changing attitudes to align with behavior

Self-perception theory
- **Self -perception theory:** people change their attitudes to align with their behavior bc their behavior and circumstances

Beyond cognitive Consistency to Broader Rationalization
- **System justification theory:** people are motivated to justify the broader socio political system of which they are a part of
- Poor justify they are happier than the rich
- **Terror management theory**: people often cope with this anxiety by stirring of symbolic immortality through their offspring or insuttition and cultural worldviews that live on after death

Textbook Chapter 8: Persuasion Notes
Dual-process approach to persuasion
- **Elaboration likelihood model:** two routes to persuasion: person's motivation and ability to think carefully and systematically about the content of a persuasive message while mine which route it sussed
- **Central route** to persuasion, attend carefully to the message
- **Peripheral route to persuasion,** people pay attention to superficial aspects of the message

Elements of Persuasion
- Attractive, credible,and confident tend to be persuasive,
- **Sleeper effect** attitude change happens gradually and message have been
- **Identifiable victim effect** messages are more compelling than those without a vivid image

Metacognition and persuasion
- **Metacognition:** people's thoughts about their thinking can play a powerful role in perusaltion
- **Self-validation hypothesis:** when people have greater confidence in themselves

MEdea and persuasion
- **Agenda control** shaping what people think about by controlling the numbers and kinds of stories by issues

Resistance to persuasion
- Resistant to persuasion bc i am by your biases

- What through **Attitude inoculation, :** exposing people to weak arguments against their position and take a walk to figure it out

Textbook Chapter 9: Social Influence Notes

Social Influence

What is Social Influence?
- Types of **Social Influence:**
    - **Conformity**: change in a person's attitudes or behavior in response to explicit or implicit pressure from others
    - **Compliance:** going along with explicitly request made by others
    - **Obedience**: submitting to the demands of a person in authority

Conformity
- Mimicry: conscious or unconscious imitation of someone eel behavior
- Conform because of **Informational social influence:** view the actions of others as information about what is correct or proper
- People conform because of **normative social influence:** conform with others to avoid disapproval and other social sanctions
- Larger the group, greater the group's influence
- Interdependent cultures more likely to conform

Compliance
- **Norm of reciprocity:** doing a favor for someone who then feels obligated to do a favor for you n return or using
- **Reciprocal concessions technique:** (door in the face technique) to get target person to make a concession as well
- **Foot-in the-door technique:** person first gets someone to agree to a small request before making a more substantial request
- Emotion based approaches: Get the targeted person in a good mood to increase compliance from moodm maintenance and influence of the good mood on how the requests is interpreted
- **Negative state relief:** an act of compliance may reduce guilt or sadness
- **Descriptive Norms:** how people actually behave in specific contexts, and
- **Prescriptive norms:** how people should behave in various situations
    - Two should not be pitted against each other

Obedience to Authority
- **Milgram experiments:** surprising willingness of most people to go along with seemingly harmful demands of an authority figure
- Normative social influence vs moral imperatives,
- Most participants made (ineffective) attempts to terminate the experiment, the experimenter took responsibility for what was happening

Textbook Chapter 12: Groups Notes

The Nature and Purpose of Group Living

- **Groups:** collection of individuals who have relations to one another that make them interdependent to some significant degree (Cartwright & Zander)

Social Facilitation

Initial Research : Norman Triplett

- Fastest cyclists who competed directly against one another on the same track
- **Social Facilitation:** studying behavior with other people, children turned fishing reel faster when with other kids
- **Zajonc's Theory of Mere Presence:** mere presence of others tends to facilitate performance on simple or well-learned tasks, but it hinders performance on difficult or novel tasks
    1. Mere presence of others makes us more aroused
    2. Arousal makes us more rigid and narrowly focused, more included to do what we're already automatically included to do, make a dominant response
    3. Increase in dominant response tendencies leads to facilitation of performance on simple tasks and inhibition of performance on complex tasks
- Example in university pool hall: good players did better than before and poor players did even worse

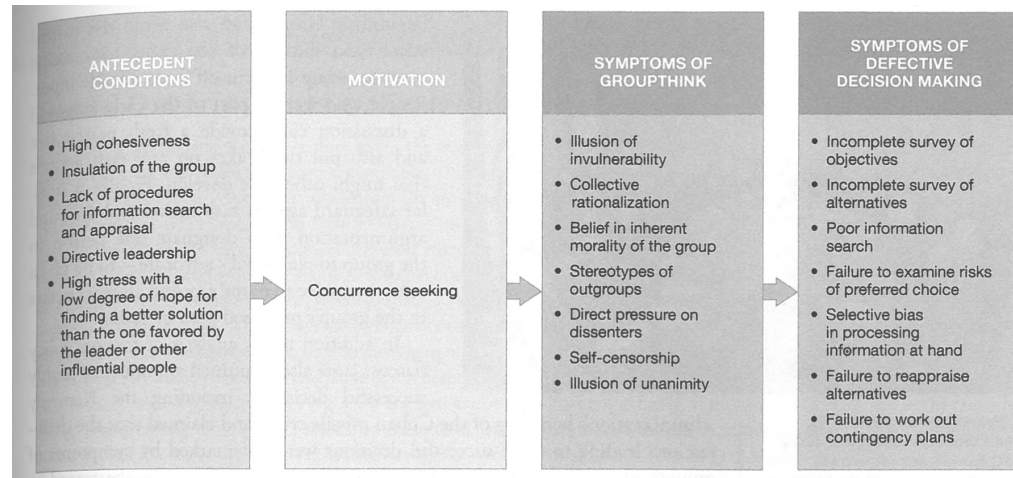Mere Presence or Evaluation Apprehension?

- **Evaluation apprehension:** a concern that looking bad in the eyes of others, evaluation, that seems to be important
    - Ex) Tested on pronouncing words, Participants performing in front of evaluative audience made more dominant responses than those performing alone, performing in front of a blindfolded audience did not, audience that couldn't evaluate had no effect on performance
    - Ex) Hazel Markus tested on how quickly people can dress when a person is in the room
- Mere presence of others is sufficient to increase arousal and thus facilitate performance on well-learned tasks and inhibit performance on oval tasks
- **Social loafing:** exert less effort when working on a group task in which individual contribution cannot be monitored

Group Decision Making

Groupthink

- **Groupthink:** faulty thinking by highly cohesive groups in which the critical scrutiny that should be devoted to the issues at hand is subverted by social pressure to reach consensus

- If under strong leader, groups may discourage others from coming forward with dissenting ideas

ANTECEDENT CONDITIONS	MOTIVATION	SYMPTOMS OF GROUPTHINK	SYMPTOMS OF DEFECTIVE DECISION MAKING
• High cohesiveness • Insulation of the group • Lack of procedures for information search and appraisal • Directive leadership • High stress with a low degree of hope for finding a better solution than the one favored by the leader or other influential people	Concurrence seeking	• Illusion of invulnerability • Collective rationalization • Belief in inherent morality of the group • Stereotypes of outgroups • Direct pressure on dissenters • Self-censorship • Illusion of unanimity	• Incomplete survey of objectives • Incomplete survey of alternatives • Poor information search • Failure to examine risks of preferred choice • Selective bias in processing information at hand • Failure to reappraise alternatives • Failure to work out contingency plans

- At times, issue is so stressful that groups seek reassurance and comfort of premature or illusory consensus which breeds **self-censorship** where withholding information or opinions in group discussions
- Pressures to agree with flawed plan so great because the group was newly created and participants too reluctant to step on each other's toes
- Preventing Groupthink
  - Group leaders refrain from making opinions or preferences known at the start
  - Making sure group isn't cut off from outside input to prevent tunnel vision and illusion of consensus
  - Designate one person to play devil's advocate to safeguard against rash action and unsound argumentation

Group Polarization
- **Group polarization** group decisions tend to be more extreme than those made my individuals, whichever why the majority of the individuals are leaning, group discussion tends to make them lean even further in that direction
- Caused by
  1. Persuasive arguments account: each person exposed to new arguments, skew in favor of action people were predisposed to
     a. Expose average person to more arguments in favor of position that average person was already inclined to take
     b. Reading other's arguments sufficient to produce group polarization
  2. Social Comparison interpretation: people think they are farther out on the correct side of the opinion distribution on most issues, group as a whole can become more riskier on those issues
     a. By exposing people to everyone else' positions without conveying the content of any arguments for or against, group polarization was weaker than usual

<u>Leadership and Power</u>
- Groups quickly evolve with leaders because leaders can help solve problems and motivate selfless action for the group

Characteristics of leaders
- One of most important determinants of leadership is skillful expertise relevant to the goals of the group
- Leaders who have social skills to build strong, cooperative relationship among group members also increase chances of rising to top and can create more effective groups that are cohesive and have sense of unity and common cause
- Emotionally intelligent people who can read moods and needs of others tend to be effective managers

The elements of Power
- **Power:** defined as the ability to control one's own outcomes and those of others; freedom to act and to be free of constraints
- **Status:** outcome of an evaluation of attributes that produces differences in respect and prominence
- **Authority:** power that derives from institutionalized roles or formalized positions within a hierarchy
- **Dominance:** behavior enacted with the goal of acquiring or demonstrating power

The influence of Power on Behavior
- **approach/inhibition theory** of power high power individuals are inclined to go after their goals and make quick judgements, whereas low-power individuals are more likely to constrain their behavior and pay careful attention to others
- Power reduces the ability to take the perspective of others
- Vigilant and narrowed focus that comes with sense of reduced power can diminish an individual's ability to think flexibly and creatively
- Power encourages people to express their underlying inclinats both good and bad

<u>Deindividuation and the Psychology of Mobs</u>
Deindividuation and the Group Mind
- Emergent properties of groups: behaviors that emerge only when people are in groups
- **Deindividualization:** Loss of individuational identity when we're in a large group, lost in the crowd

A Model of Deindividuation
- Dinidividuated state is characterized by diminished self-observation and self-evaluation and lessened concern with how others evaluate us
- Impulsive, irritation, emotional and occasionally destructive behavior characteristic of mobs

Testing the model
- People are more likely to egg on a potential suicide in larger groups or at night
- In war, changing appearance can make you more deindividuation and violent

Self-Awareness And Individuation
- **Individuation:** inclined to act carefully and in accordance with sense of propriety
- **Self-awareness theory:** people focus their attention on themselves, become more concerned with self-evaluation and how current behavior conforms to own standards and values
- **Spotlight effect:** people's conviction that other people re paying attention to their appearance and behavior more than is actually the case

Textbook Chapter 10: Relationships and Attraction Notes

Characterizing Relationships

Importance of Relationships
- Human nature is profoundly social and person's identity and sense of self are shaped by social relationships
- Relationships help individuals and their offspring to survive
- College kids restrict meaningful interactions to on average about six friends

Evidence for the need to belong
- Harry harlow : raised baby monkeys and those that had no contact to others were abnormal
- Married people fare better than unmarried ones on various indicators

Communal and Exchange relationships (Margaret CLark and Judson Mills)
- **Communal Relationship:** special responsibility for one another and expect relationship to be long term , give and receive according to principle of need, who has the most pressing need at any time, ex) family, close friends
- **Exchange relationships:** trade based and often short term, no special responsibility for one another's well-being, governed by equity and reciprocity, ex) sales people and workers and supervisors

Rewards and the social exchange theory of interpersonal relationships
- People tend to like those who make them feel good
- **Social exchange theory:** humans seek out rewards in their interactions with others and willing to pay certain costs to obtain those rewards
- **Comparison level:** expectations people have about what they expect to get out of a relationship
- **Comparison level for alternatives:** outcomes people think they can get out of alternative relationships
- **Equity theory:** people are motivated to pursue fairness, or equity in relationships, equitable when benefits are proportionate to the effort both people put into it

Attachment Styles
- **Attachment Theory:** (john Bowlby) early attachments with parents and other caregivers cna shape relationships for a person's whole life

- Child confidence in secure base of parents is parents' availability and responsiveness to the child's ever-shifting emotions
- Infants who were more securely attached were comfortable moving away from caregivers to explore a novel environment

Attachment Types or Dimensions
- Adult equivalents of each of three attachment types: secure, avoidant, and anxious-ambivalent
- **Anxiety dimension of attachment:** amount of fear a person experiences about rejection and abandonment within close relationships
- **Avoidance dimension of attachment:** facet of attachment that captures the degree to which a person is comfortable with intimacy and dependence on relationship partners
- **Secure:** find it relatively easy to get close to others and comfortable depending on them and having them depend on me, don't worry about being abandoned or about someone getting too close
- **Avoidance:** uncomfortable being close, difficult to trust them completely, difficult to allow myself to depend on them, nervous when anyone gets close
- **Anxious-ambivalent:** reluctant to get as close as I would like, worry that my partner doesn't really love me or won't stay with me desire sometime scares people away

Stability of Attachment styles
- Internal working models of attachment are established early and relatively stable throughout a person's life
- Modest degree of of attachment styles

Attraction

Proximity
- Most enduring friendships are forged between people whose paths cross frequently
- MIT married student housing project ⅔ those respondent listed as friends lived in the same building as the respondent
- Proximity facilitates chance encounters
- **Functional distance:** influence of an architectural layout to encourage or discourage contact between people
- Proximity is powerful across all similarity differences
- **Mere Exposure effect:** idea that repeated exposure to a stimulus such as an object or a person, leads to greater liking of the stimulus
    - People were shown unfamiliar words and the more they saw the word, the more they assumed it referred to something good
    - With increased exposure, we like a painting, photographs more
    - People find it easier perceive and cognitively process familiar stimuli

Similarity
- People tend to like other people who are similar to themselves

Studies of Similarity and Attraction

- More romantically involved with people who are similar in social class, educational level, and religious background
- Average similarity of random couples were more similar than random couples
- Interracial couples more similairty in terms of personality

Don't opposites attract
- **Complementarity:** tendency for people to seek out others with characteristics that are different from and complement their own
    - Effect of complementarity on attracti will be more limited than that of similarity
    - Status exchange hypothesis; romantic attraction increases when two individuals complement each other in social status by elevated status

Physical Attractiveness
- Person's physical appearance is so visible affects our instantaneous gut reaction to someone we meet for the first time,
- How attractive we find someone to be initially can grow based on how much we come to like that person, happy couples tend to perceive each other as physically attractive even if other people don't see them that way

The Halo Effect
- **Halo Effect:** common belief that attractive individuals possess a host of positive qualities beyond their physical appearance
- Attractive people given a break for defendants, more likely to get a pay raise,
- Negative inferences about physically attractive people are that they are immodest and less likely to be good parents

Evolution and attraction
- Evolved to prefer people whose physical features signify health or **reproductive fitness:** capacity to pass one's genees on to subsequent generations

Gender DIfferences in Mate Preferences

Investment in offspring
- women invest more in offspring than men and are more selective
- Men seek youth and beauty and offer material resources and women seek resources and accomplishment and to offer youth and beauty

<u>Romantic Relationships</u>

What is Love?
- Companionate love
    - Experience with friends and family members, people we trust, share activities and interest with and like to be around
- compassionate love
    - Communal relationship with bonds on monitoring and responding to another person's needs, ex) mother and child
- romantic love
    - "In love" with someone intense emotion and sexual desire

Time course
- Early in love relationships, powerful, all=consuming feelings of passion for each other,
- When felt one unique desire and chemistry, feelings were reciprocated

An Investment Model Of Commitment
- **Investment Model of commitment:** once partners have a romantic bond, three determinant make them more committed: satisfaction, relative absence or poor quality of alternative partners, and investments in the relationship
    1. Satisfaction: partner's evaluation of rewards and costs associated with relationship: how much partners feel they get out of the relationship, future satisfaction
    2. Alternative Partners: strong contributor to enduring commitment a partner feels
    3. Investments: if they have heavily invested in it: time, effort, caring, love

Relationship Dissatisfaction
- Marriages are less satisfying today than they were 30 years ago

Predictors of DIssatisfaction and divorce:
- Personality matters: neurotic people (anxious, tense, emotionally volatile, melancholy) less happy romantic relationships and more likely to divorce: low self-esteem and people sensitive to rejection have greater difficulties in intimate relationships
- Lower socioeconomic background more likely to divorce
- Marry at a younger age more likely to divore: not as effective at long-term committed partners, not at successful at choosing the right partners

Four most harmful behaviors (gottman and Levenson)
1. Criticism
    a. Married individuals who continually criticize and find fault with partners have less satisfying marriages
2. Defensiveness
    a. Avoidance as well, unable to talk without getting defensive
3. Stonewalling
    a. Avoidance
4. Contempt
    a. Looking down on another is particularly toxic to maintaining romantic bonds
    b. Expressed more than twice as much contempt as other couples eventually divorced

The more that couple disclose too each other about how they are feeling, better it is for the relationship

Dangerous attribution
- Dissatisfied distressed couple make attributions that cast their partner and relationship in negative light, positive events to stable causes

Creating Stronger romantic Bonds
- Capitalizing on the good: healthy pattern of conversation

- Share what's good in your life and engage with the other's good news
  - Being Playful
    - Unusual levels of fun: exhilarating activities, benefits of exhilarating silliness in a marriage
    - When idealized romantic partner were more satisfied with relationships

Textbook Chapter 14: Altruism and Cooperation Notes

Altruism
- **Altruism:** prosocial behavior that benefits others without regard to consequences for oneself: acto out of compassion

Empathic Concern: A Case for Pure Altruism?
1. **Social Reward:** being esteemed and valued by others in the form of a praise, an award, or recognition in the mass media or social media
- People more likely to choose environmentally friendly consumer products
2. **Personal Distress:** motivated to help in order to reduce their own distress
   a. "Experience own feelings of personal distress"
3. **Empathic concern:** feeling people experience when identifying with someone in need, feeling and understanding what that person is experiencing, accompanied by intention to help the person
- **Volunteerism:** nonmonetary assistance: when people help out with no expectation of receiving any compensation

Situational Determinants of altruism
- **Bystander intervention:** assistance given by a witness to someone in need
  - Less likely to help
- **Diffusion of responsibilit**y: presence of other bystanders reduces the likelihood of helping, reduction of the sense of urgency to help someone in an emergency or dangerous situation, based on assumption that other who are present will help

Victim characteristics
- More Likely to help when the harm to victim is clear and need is unambiguous
- More likely to help those who are similar to them

Construal Processes and Altruism
- Has to believe that assistance is actually needed based on clues from the victim's behavior less likely to fall prey to pluralistic ignorance when they can clearly see one another's initial expression of concern
- Improve chances of getting help: Make your need clear and select a specific person

Culture and Altruism
- Rural areas report higher levels of empathic concern
1. Stimulus overload: urban environments is so great no can register everything that happens, narrow focus in attention and circumstances

2. Diversity Hypothesis: people are more likely to help others who are similar to themselves
3. More people are generally around to help in urban areas and contributes to diffusion of responsibility
4. In rural areas, people' actions are more likely to be observed by people who know them and can comment on their reputation of others

Social Class and Altruism
- Lower-class individuals more empathically attuned to others, strong relationships to help them adapt to environment
- Upper class individuals more resources and opportunities that make them less emphatically in tune with others

Evolutionary
- **Kin selection:** evolutionary strategy that favors the reproductive success of one's genetic relatives at cost to one's own survival and reproduction
- **Reciprocity:** helping others with the expectation that they will probably return the favor in the future

<u>Cooperation</u>
- **Prisoner's dilemma:** situation involving payoffs to two people who must decide whether to cooperate or defect, trust and cooperation leads to higher join payoffs than mistrust and defection

Situational Determinants of cooperation
- **Reputation:** collective beliefs, evaluations, and impressions people hold about an individual within a social network
- Likelihood of repeated interactions, reputation

Construal Processes and Cooperation
- How people view it in the first place, can be primed

Evolution and Cooperation: Tit for Tat
- **Tit-for-tat strategy:** player's first move is cooperative: thereafter, the player micics the other person's behavior whether cooperative or competitive
    - Cooperative and encourages mutually supportive action toward a shared goal
    - Not exploitable, forgiving, easy to read

Textbook Chapter 11: Stereotyping, Prejudice, and Discrimination Notes
Theoretical Perspectives
- **Stereotype:** belief that certain attributes are characteristic of members of a particular group
- **Prejudice:** attitude or affective response toward a group and its individual members
- **Discrimination:** favorable or unfavorable treatment of individuals based on their memebership in a particular group

- **Modern racism:** prejudice directed at racial groups that exists alongside the rejection of explicitly racist beliefs
- Perspectives: economic, motivational, cognitive perspective

Characterizing Intergroup Bias
- Stereotype: generalizations about groups
- Prejudice: positive or negative attitude and emotional response to members of the group
- Discrimination: favroable or unfavorable treament of an invidiaul because person's membership

Economic Perspective
- **Realistic group conflict theory:** groups sometimes confront real conflict over economic issues over limited resources
- **Ethnocentrism:** glorifying one's own group while vilifying other groups
- **Superordinate goal**: transcends the interests of any one group and can be achieved more readily by two or more groups working together
- When noncompetitive situations had to cooperate, hostility dissipated

Motivational perspective
- Motivational perspective, because there are two groups and us/them opposition,
- Minimal group paradigm where members of groups favor their fellow group members over others
- Social identity: ingroup favoritism< self-esteem is derived in part from group membership and group success

Cognitive Perspective
- Stereotypes, rely on them
- Biased information processing, failing to see factor that are inconsistent with them
- Distinctive groups associated with distinctive behaviors
- self-fulfilling prophecies can have result with erroneous stereotypes
- Behavior consistent is attributed to dispositions of the group members inconsistent is associated with situation
- Code favorable evidence about ingroup more abstractly and outgroup less abstractly
- Assume outgroups more homogenous than ingroups "outgroup homogeneity effect"

Being a member in a stigmatized Group
- Suffer from attributional ambiguity, whether due to prejudice or factors unrelated
- Performance imparied by stereotype threat
- Can hide minority group status

Reducing stereotypes, predjuicce and discrimination
- **Contact hypothesis** contact with different groups can reduce intergroup hostility, encourages cooperative pursuit of superordinate goals