

Social Psychology

Social psychology scientifically studies how we *think about, influence, and relate to* one another.

“We cannot live for ourselves alone.”

Herman Melville

Today we will learn.....

- What is role playing?
- How do we use role playing in every day life?
- How do you use role playing in psychology experiments?

Role Playing

- When you adopt a new role (when you become a college student, marry, or begin a new job) you strive to follow the social obligations.
- You may feel “phony” at first, like you are “acting” a role.
 - Pretending to be a soldier (joining the military)
 - Playing house (getting married)
- Before long, the roles that we take on are no longer forced, but become a part of who we are.

40 Studies that changed Psychology

- Read pages 287-295, “A Prison by any other Name...” in groups of three.
- Discuss each section and fill out the worksheet as you go (One worksheet per group)
- Be prepared to discuss the study with the class.

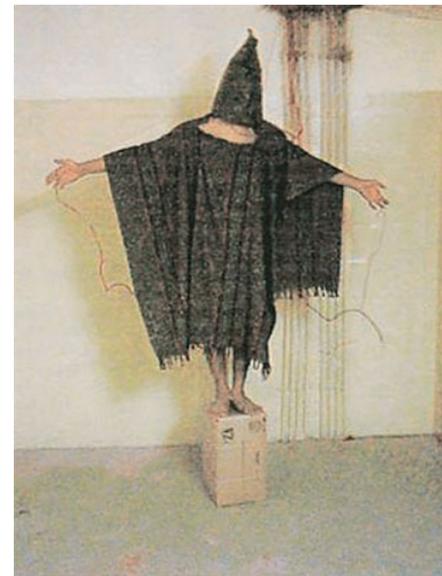


Role Playing Affects Attitudes

Zimbardo (1972) assigned the roles of guards and prisoners to random students and found that guards and prisoners developed role-appropriate attitudes.



Phillip G. Zimbardo, Inc.



Originally published in the *New Yorker*

Stanford Prison Experiment



Stanford Prison Experiment

- Write one fantastic paragraph explaining how the Stanford prison experiment relates to role-playing. Be sure to answer each of the following:
 1. How did the volunteers take on the roles assigned to them?
 2. What roles do you take on in your life?
 3. Do these roles feel forced?
 4. Have you incorporated new roles to the point they feel natural?
 5. Do you think “role playing” is a positive or negative way to interact socially?

Actions Can Affect Attitudes

Why do actions affect attitudes? One explanation is that when our attitudes and actions are opposed, we experience tension.

This is called **cognitive dissonance**.

To relieve ourselves of this tension we bring our attitudes closer to our actions

Social Influence

- By the end of the day you will be able to....
 - Explain the difference between Conformity and Obedience
 - Learn how individual performance is affected by the presence of others.
 - Describe several famous studies on Social influence and relate how the findings impact daily life.

Social Influence

The greatest contribution of social psychology is its study of attitudes, beliefs, decisions, and actions and the way they are molded by **social influence**.

NON SEQUITUR

by WILEY

BANKING ON
the YOUTH
MARKET...

WILEY

2-25 WILEY@NON-SEQUITUR.NET

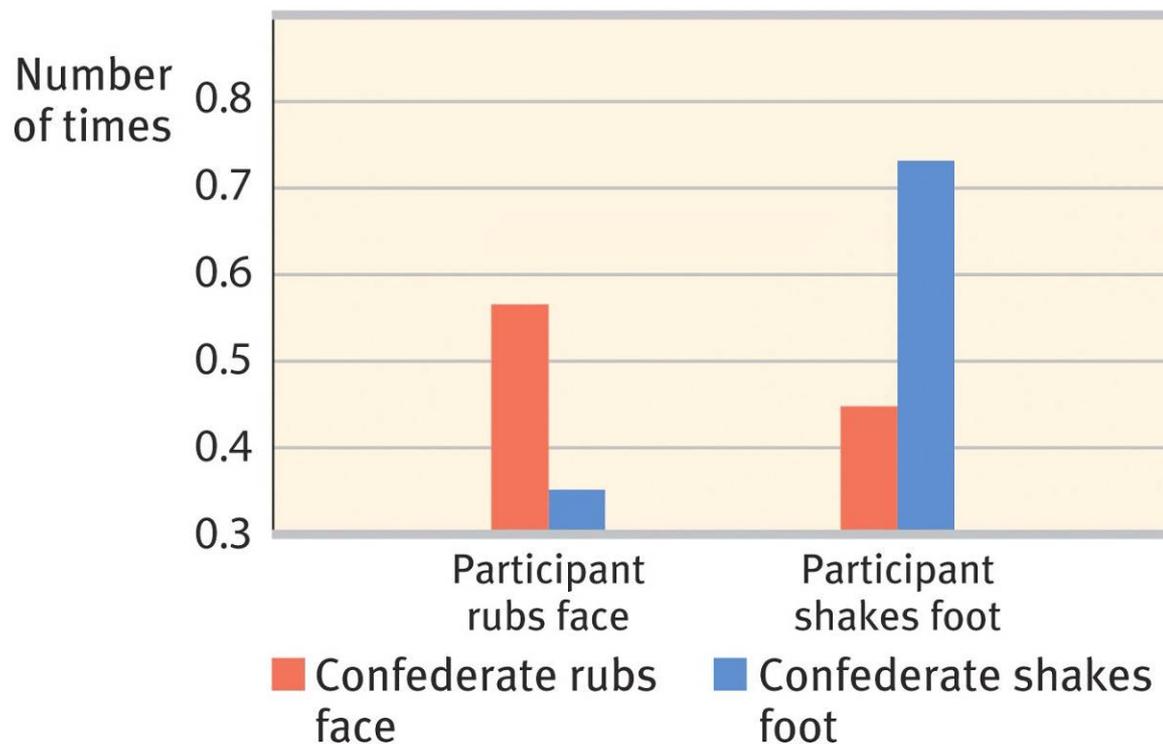


WWW.NON-SEQUITUR.NET

NON SEQUITUR © 2000 Wiley. Dist. by Universal
Press Syndicate Reprinted with Permission

Conformity: Adjusting one's behavior or thinking to coincide with a group standard.

- Conscious
- Unconscious

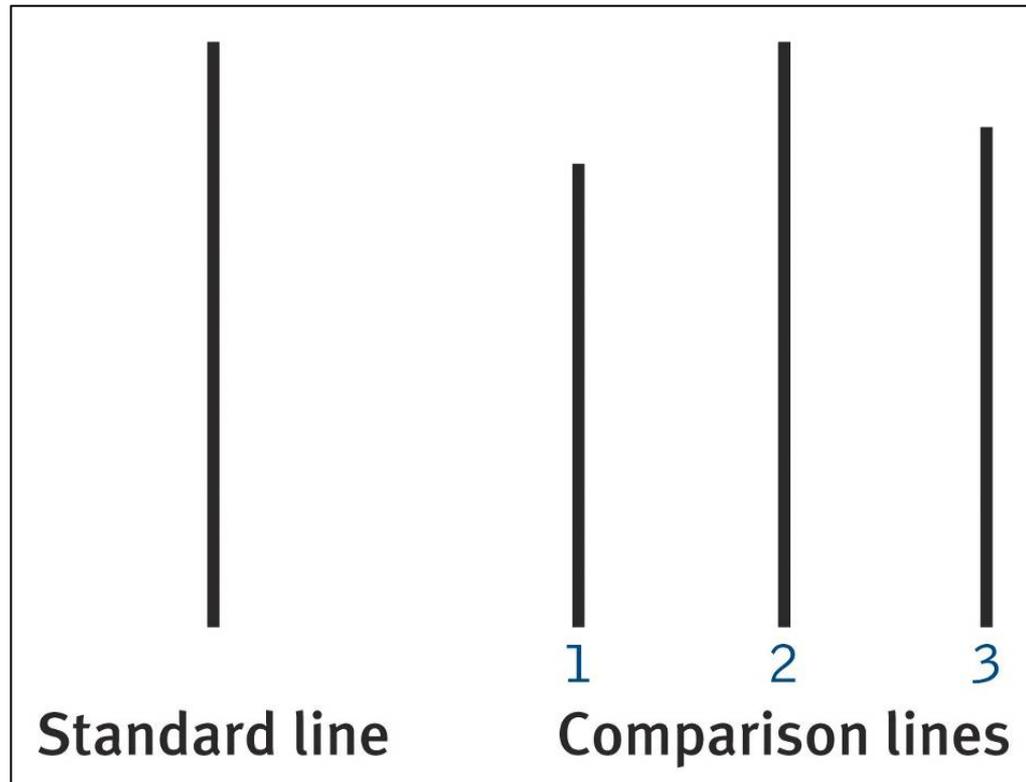


Behavior is Contagious!

- A cluster of people stand gazing upward, and passersby pause to do likewise.
- Baristas and street musicians know to “seed” their tip containers with money to suggest that others have given
- One Person laughs, coughs, or yawns, and others in the group soon do the same.
- “sickness” can also be psychologically contagious.
- We are natural mimics!!

Solomon Asch & Conformity

- Solomon Asch designed a simple experiment in which participants were asked to select the comparison line that was the same size as the standard line



Solomon Asch & Conformity

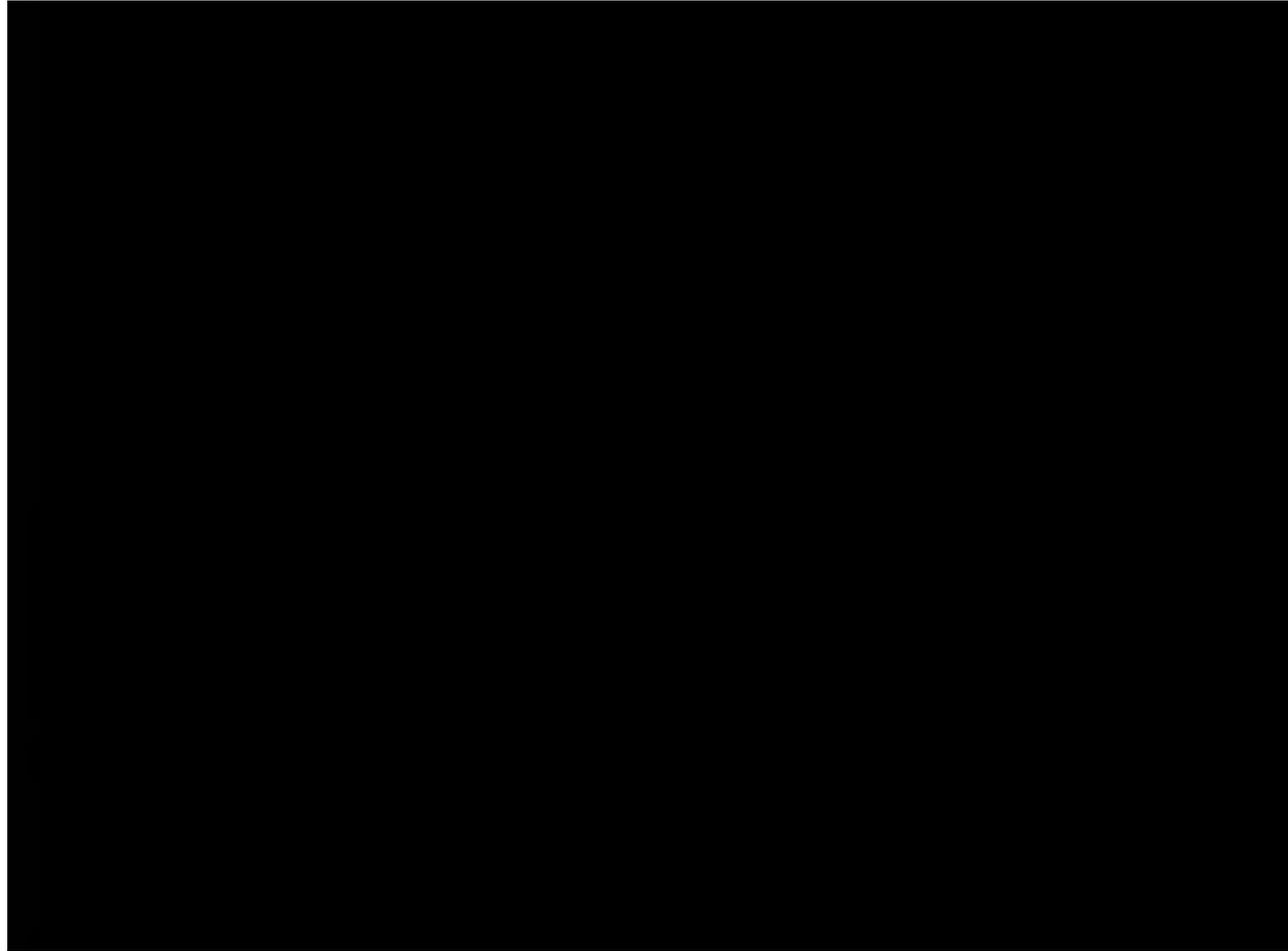
- In a group of 7, only 1 person was a true participant. The rest were “confederates” or actors who were told to give occasional wrong answers.
- How do you think you would react if you found yourself in a situation where 6 other people were giving wrong answers to simple questions?
 - Would you stand your ground?
 - Would you go along with the group?
 - Why?

Solomon Asch & Conformity

- 75% of participants went along with the group at least once.
- For all of the trials combined, participants agreed about 1 / 3 of the time.
- Participants in a control gave correct answers 98% of the time.



Another Asch Study on Conformity



Conditions that Strengthen Conformity

1. One is made to feel incompetent or insecure.
2. The group has at least three people.
3. The group is unanimous.
4. One admires the group's status and attractiveness.
5. One has no prior commitment to a response.
6. The group observes one's behavior.
7. One's culture strongly encourages respect for a social standard.

Reasons for Conforming

Normative Social Influence: Influence resulting from a person's desire to gain approval or avoid rejection.

Informational Social Influence: The group may provide valuable information, but stubborn people will never listen to others.

Social Influence: Obedience

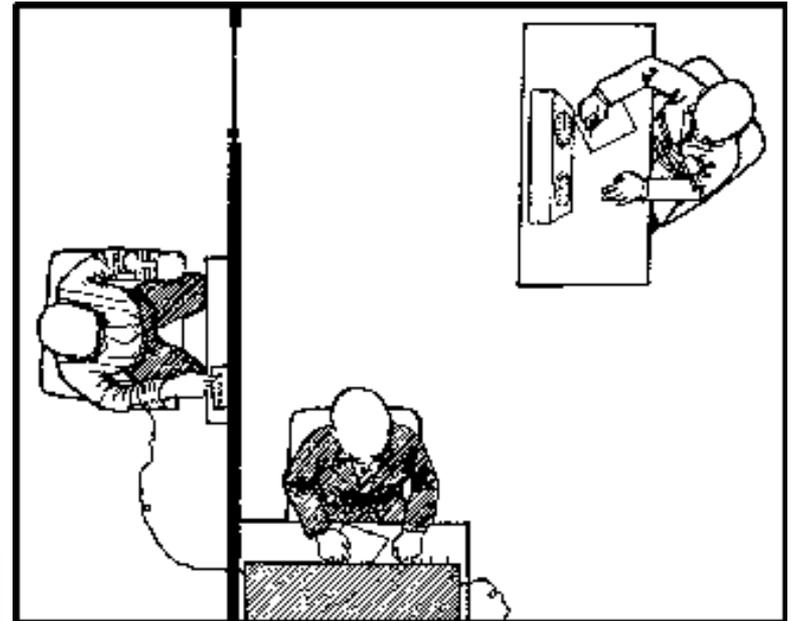
Obedience: People comply to social pressures, especially when dealing with authority.

How do people respond to outright commands?

Stanley Milgram designed a study that investigates the effects of authority on obedience.



Obedience: Milgram Study



Obedience: Milgram Study



Slight
(15-60)

Moderate
(75-120)

Strong
(135-180)

Very
strong
(195-240)

Intense
(255-300)

Extreme
intensity
(315-360)

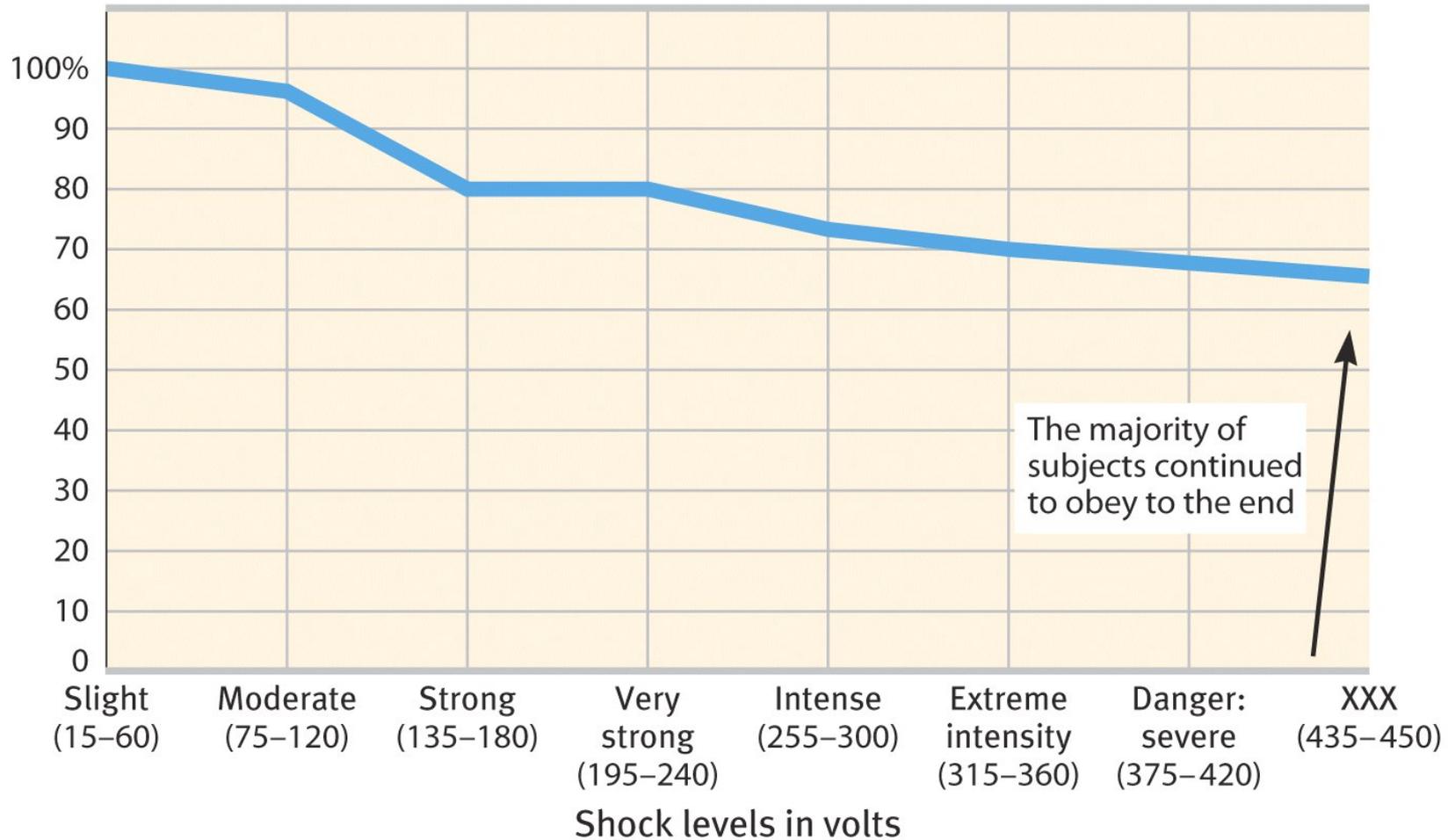
Danger:
severe
(375-420)

XXX
(435-450)

Shock levels in volts

Milgram's Study: Results

Percentage of subjects who obeyed experimenter



Milgram Study on Obedience



Individual Resistance

A third of the individuals in Milgram's study resisted social coercion.



AP / Wide World Photos

An unarmed individual single-handedly challenged a line of tanks at Tiananmen Square.

Lessons from the Conformity and Obedience Studies

In both Asch's and Milgram's studies, participants were pressured to choose between following their standards and being responsive to others.

In Milgram's study, participants were torn between hearing the victims pleas and the experimenter's orders.

Group Influence

How do groups affect our behavior? Social psychologists study various groups:

1. One person affecting another
2. Families
3. Teams
4. Committees

Individual Behavior in the Presence of Others

Social facilitation:
improved performance
on tasks in the presence
of others.

Triplet (1898) noticed
cyclists' race times were
faster when they
competed against others
than when they just
raced against the clock.



Social Loafing

The tendency of an individual in a group to exert less effort toward attaining a common goal than when tested individually

- Group projects
- Tug of war
- Work environments with no personal accountability

Deindividuation

The loss of self-awareness and self-restraint in group situations that foster arousal and anonymity.

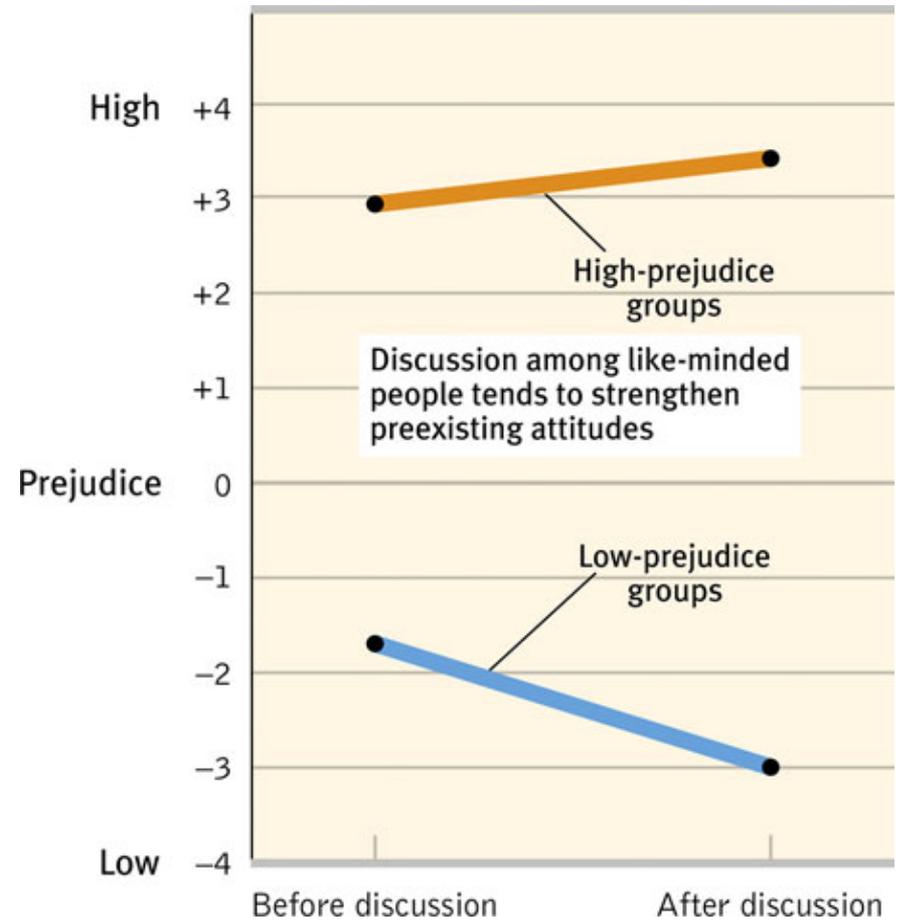


Mob behavior

Effects of Group Interaction

Group Polarization enhances a group's prevailing attitudes through a discussion.

If a group is like-minded, discussion strengthens its prevailing opinions and attitudes.



Groupthink

A mode of thinking that occurs when the desire for harmony in a decision-making group overrides the realistic appraisal of alternatives.

Attack on Pearl Harbor

Kennedy and the Cuban Missile Crisis

Watergate Cover-up

Chernobyl Reactor Accident

Power of Individuals

The power of social influence is enormous, but so is the power of the individual.

Non-violent fasts and appeals by Gandhi led to the independence of India from the British.



Margaret Bourke-White / Life Magazine. © 1946 Time Warner, Inc.

Gandhi

Social Relations

Social psychology teaches us how we relate to one another through prejudice, aggression, and conflict to attraction, and altruism and peacemaking.

Social Relations

- Prejudice: an unjustifiable (and usually negative) **attitude** toward a group and its members. Prejudice generally involves stereotyped beliefs, negative feelings, and a predisposition to discriminatory action.
- Stereotype: a generalized (sometimes accurate but often overgeneralized) belief about a group of people.
- Discrimination: unjustifiable negative **behavior** toward a group and its members.

Blue eyes vs. Brown eyes

- As we watch “a class divided” be sure to write at least 5 statements, personal thoughts, or impressions about each of the following segments of the film. You should have 20 facts in total.
- <http://www.pbs.org/wgbh/pages/frontline/video/flv/generic.html?s=fro102p66&continuous=1>

Social Relations

- Ingroup: “us” —people with whom we share a common identity.
- Outgroup: “them” —those perceived as different or apart from our ingroup.
- Ingroup bias: the tendency to favor our own group.
- Scapegoat theory: the theory that prejudice offers an outlet for anger by providing someone to blame.
- Just-world phenomenon: the tendency for people to believe the world is just and that people therefore get what they deserve and deserve what they get.

Prejudice and discrimination WS

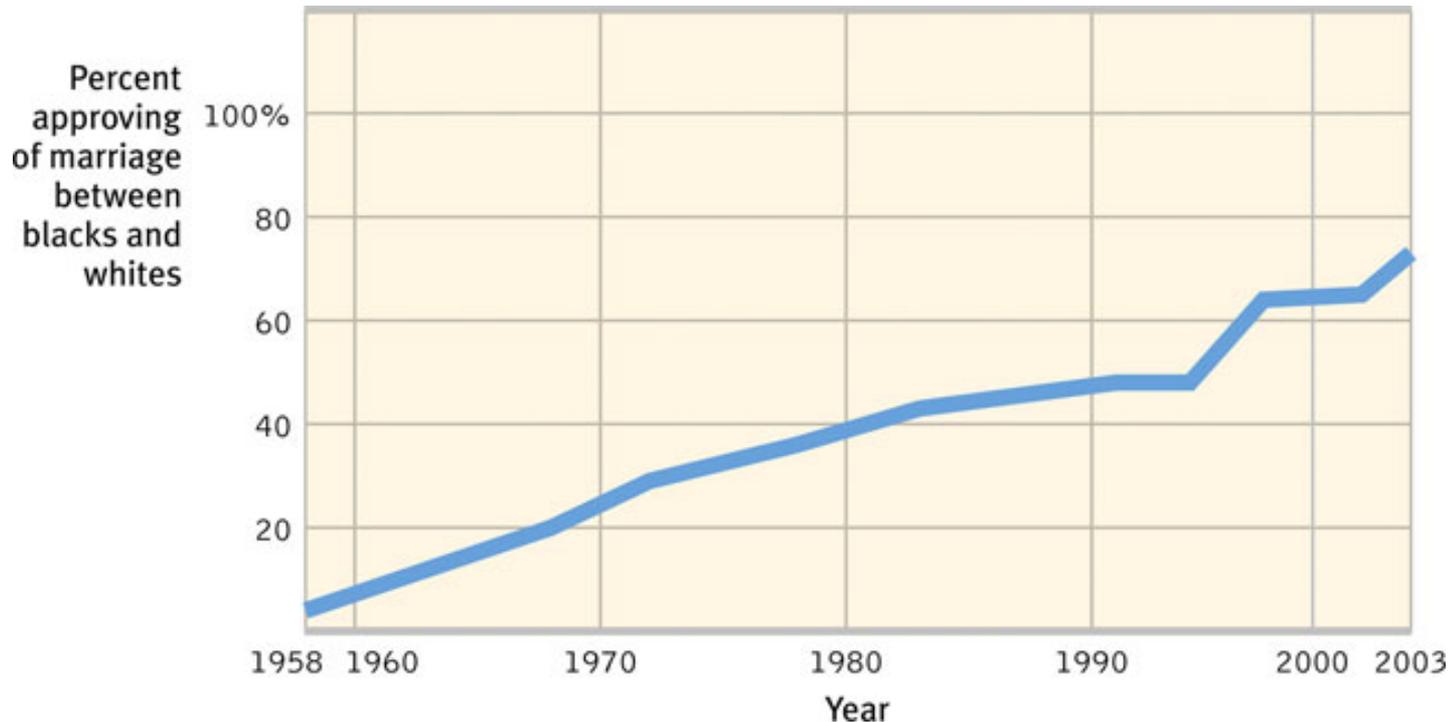
- Be as open and honest as you can as you answer the questions on the worksheet.
- If we are willing to acknowledge our past mistakes and shortcomings we are admitting we are capable of learning and becoming kinder, better people. 😊

Reign of Prejudice

Prejudice works at the conscious and [more at] the unconscious level. Therefore, prejudice is more like a knee-jerk response than a conscious decision.

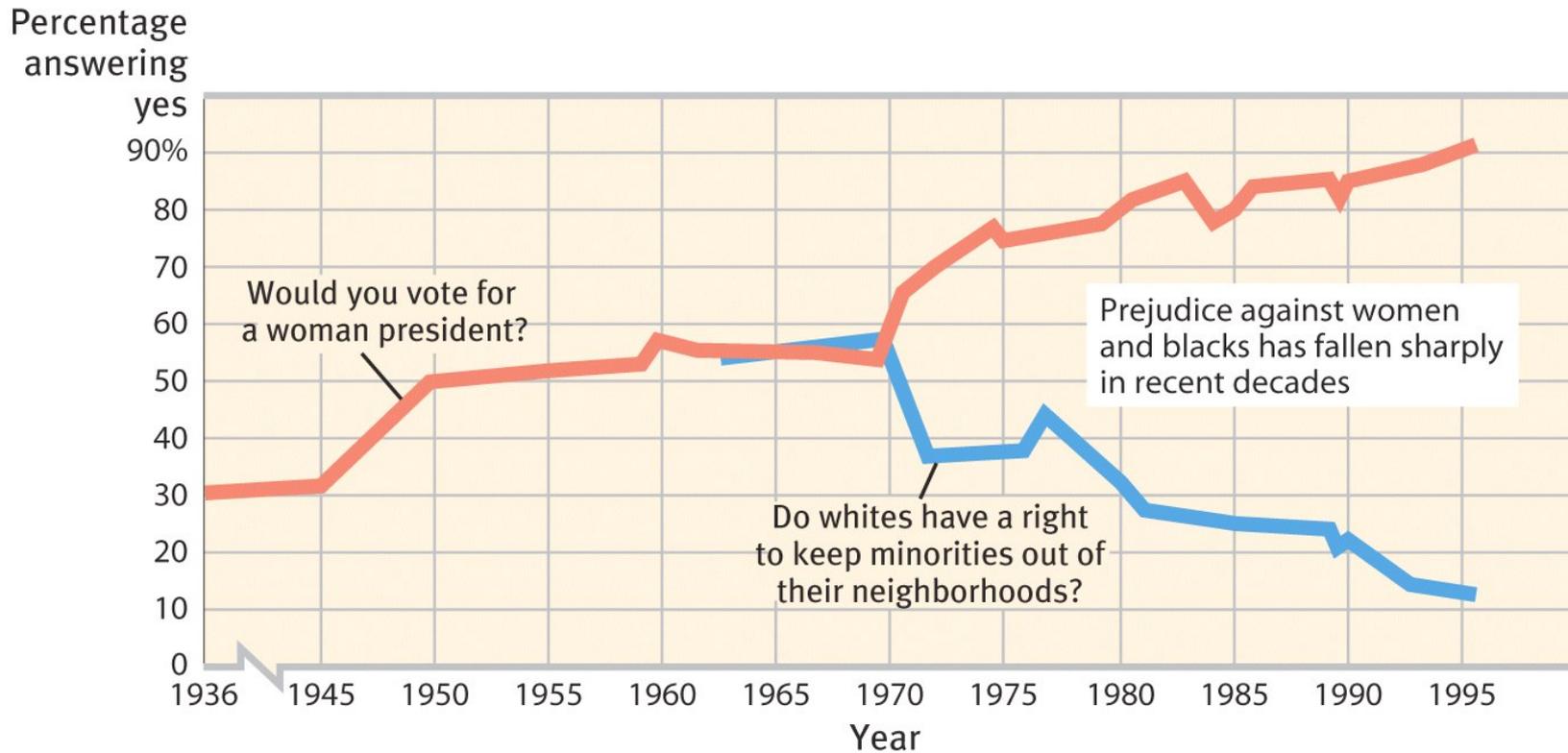
How Prejudiced are People?

Over the duration of time many prejudices against interracial marriage, gender, homosexuality, and minorities have decreased.



Racial & Gender Prejudice

Americans today express much less racial and gender prejudice, but prejudices still exist.



Race

Nine out of ten white respondents were slow when responding to words like “peace” or “paradise” when they saw a black individual’s photo compared to a white individual’s photo (Hugenberg & Bodenhausen, 2003).

Gender

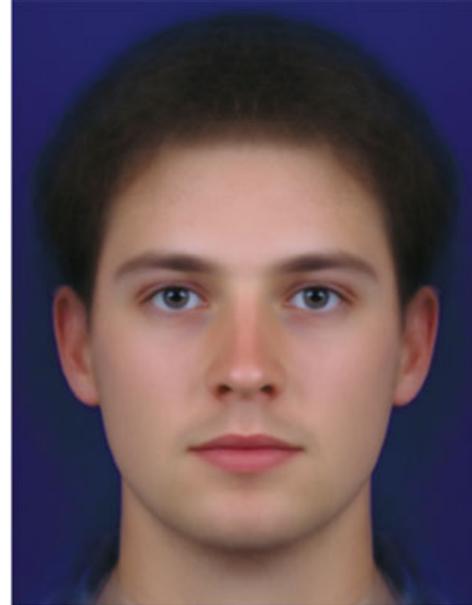
Most women still live in more poverty than men. About 100,000,000 women are missing in the world. There is a preference for male children in China and India, even with sex-selected abortion outlawed.

Gender

Although prejudice prevails against women, more people feel positively toward women than men. Women rated picture b [feminized] higher (66%) for a matrimonial ad (Perrett & others, 1998).



(a)



(b)

Professor Dave Perrett, St. Andrews University

Social Roots of Prejudice

Why does prejudice arise?

1. Social Inequalities
2. Social Divisions
3. Emotional Scapegoating

Social Inequality

Prejudice develops when people have money, power, and prestige, and others do not. Social inequality increases prejudice.

Us and Them

Ingroup: People with whom one shares a common identity. **Outgroup:** Those perceived as different from one's ingroup. **Ingroup Bias:** The tendency to favor one's own group.



Mike Hewitt / Getty Images

Scotland's famed "Tartan Army" fans.

Emotional Roots of Prejudice

Prejudice provides an outlet for anger [emotion] by providing someone to blame. After 9/11 many people lashed out against innocent Arab-Americans.

Cognitive Roots of Prejudice

One way we simplify our world is to **categorize**.
We categorize people into groups by
stereotyping them.

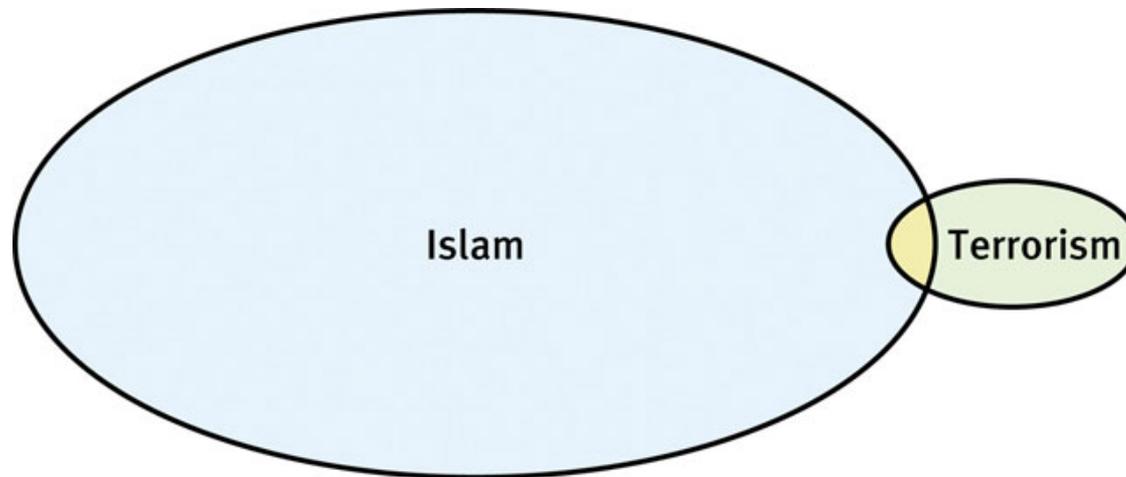


Michael S. Yamashita / Woodfin Camp Associates

Foreign sunbathers may think Balinese look alike.

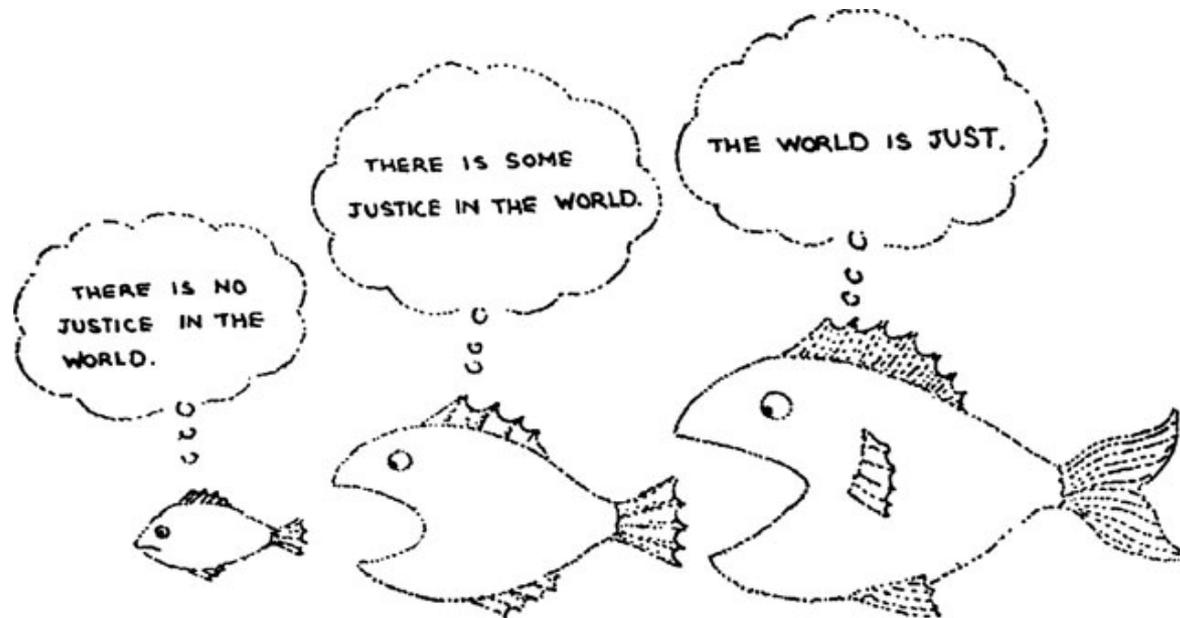
Cognitive Roots of Prejudice

In **vivid cases** such as the 9/11 attacks, terrorists can feed stereotypes or prejudices (terrorism). Most terrorists are non-Muslims.



Cognitive Roots of Prejudice

The tendency of people to believe the world is just, and people get what they deserve and deserve what they get (**the just-world phenomenon**).



Hindsight Bias

After learning an outcome, the tendency to believe that we could have predicted it beforehand may contribute to blaming the victim and forming a prejudice against them.

Love and Attraction

- Why do we befriend or fall in love with some people but not with others?

Love and Attraction

WALT DISNEY PICTURES
presents

Personal Ads

- Do not write your name!
- Give your age, gender, and a brief description of yourself and interests
- Next, explain what you are looking for in a potential mate
- Keep it clean. 😊

The Psychology of Attraction

1. Establish proximity

- **Proximity:** Geographic nearness is a powerful predictor of friendship.
- **Mere Exposure Effect:** Repeated exposure to novel stimuli increases their attractiveness.

A rare white penguin born in a zoo was accepted after 3 weeks by other penguins just due to proximity.



Mere Exposure Effect



Proximity/Mere Exposure Effect



Psychology of Attraction

2. **Physical Attractiveness:** After Proximity, the next most important thing in attraction is physical appearance.



Physical Attractiveness



Psychology of Attraction

3. **Similarity:** Similar views among individuals causes the bond of attraction to strengthen.

Similarity



Matching Phenomenon

- Match up!

Psychology of Attraction

- Matching phenomenon: The tendency for men and women to choose as partners those who are a “good match” in attractiveness and other traits.

Romantic Love

Passionate Love: Emotional, exciting, intense. If reciprocated, one feels fulfilled and joyous, if not, one feels empty or despairing.



Two-factor theory of emotion

1. Physical arousal plus cognitive appraisal
1. Arousal from any source can enhance one emotion depending upon what we interpret or label the arousal



Romantic Love

Companionate Love: A deep, affectionate attachment we feel for those with whom our lives are intertwined.

MATRIMONY



COURTSHIP

Courtship and Matrimony (from the collection of Werner Nakes)

Attachment Styles

- **Secure attachment:**
attachments rooted in trust
and marked by intimacy
- “I feel comfortable in
intimate relationships.”



Attachment Styles

- **Preoccupied attachment:**
Attachments marked by a sense of one's own unworthiness and anxiety, ambivalence, and possessiveness.
- “I really want to be in an intimate relationship, but sometimes I worry I'm not good enough...”



Attachment Styles

- **Dismissive attachment:** An avoidant relationship style.
- “I don’t need close relationships to be happy”



Attachment Styles

- **Fearful attachment:** An avoidant relationship style marked by fear of rejection.
- “I would like to be in an intimate relationship, but I have a hard time getting close to people.”



Romantic Love

- **Equity:** A condition in which people receive from a relationship in proportion to what they give.



Romantic love

- **Self-Disclosure:** Revealing intimate aspects of oneself to others.

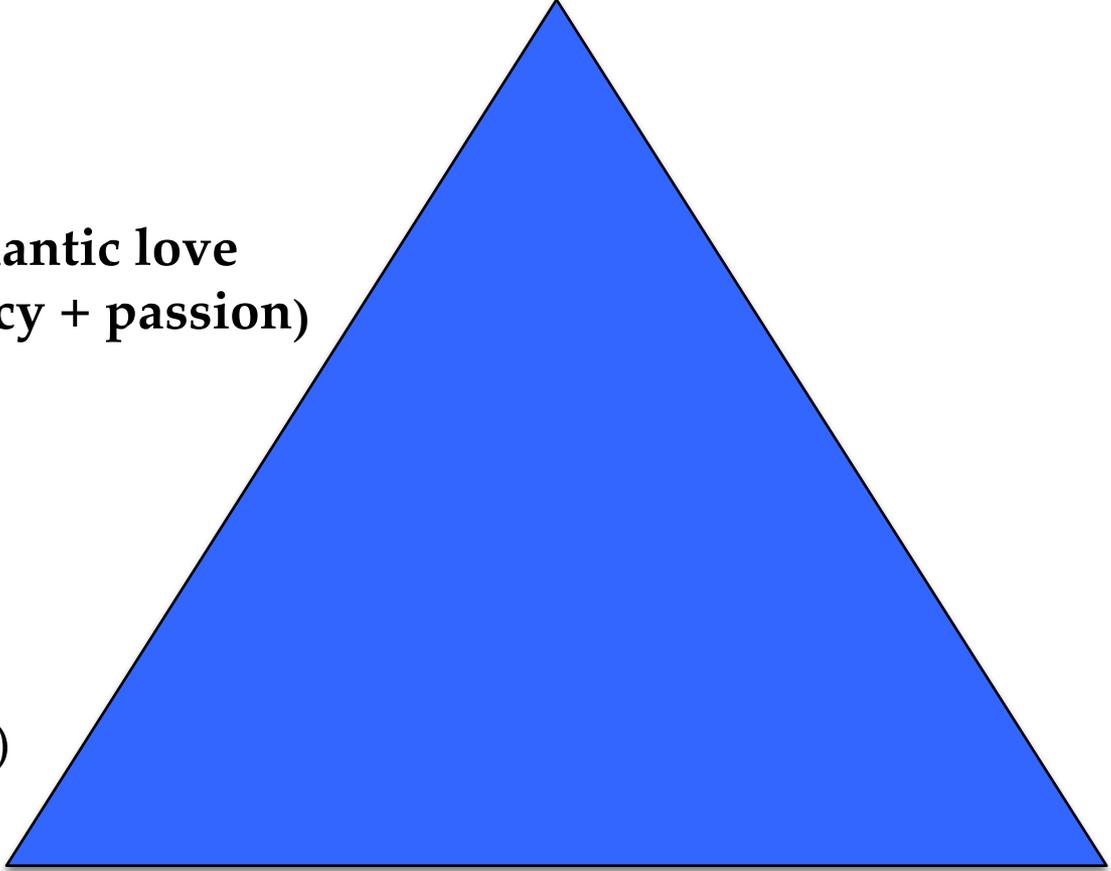


Romantic Love

Intimacy
(liking)

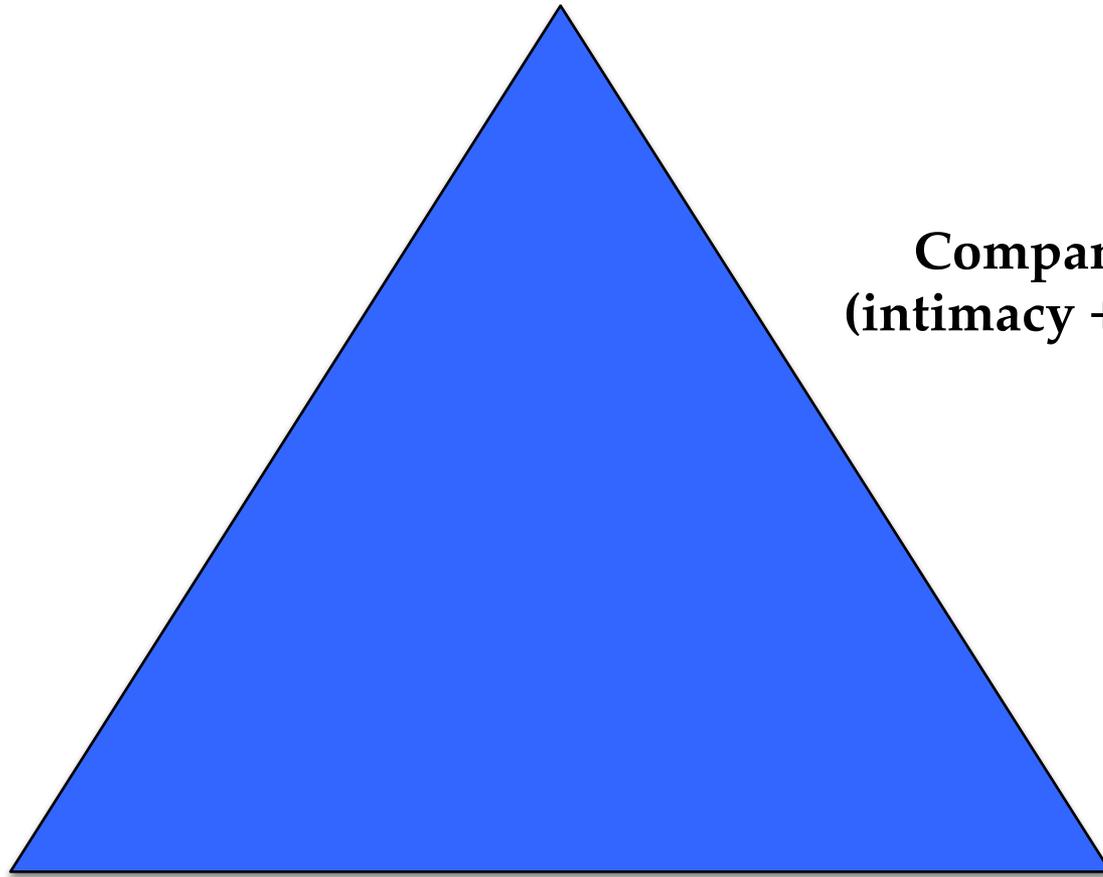
Romantic love
(intimacy + passion)

Passion
(infatuation)



Companionate love

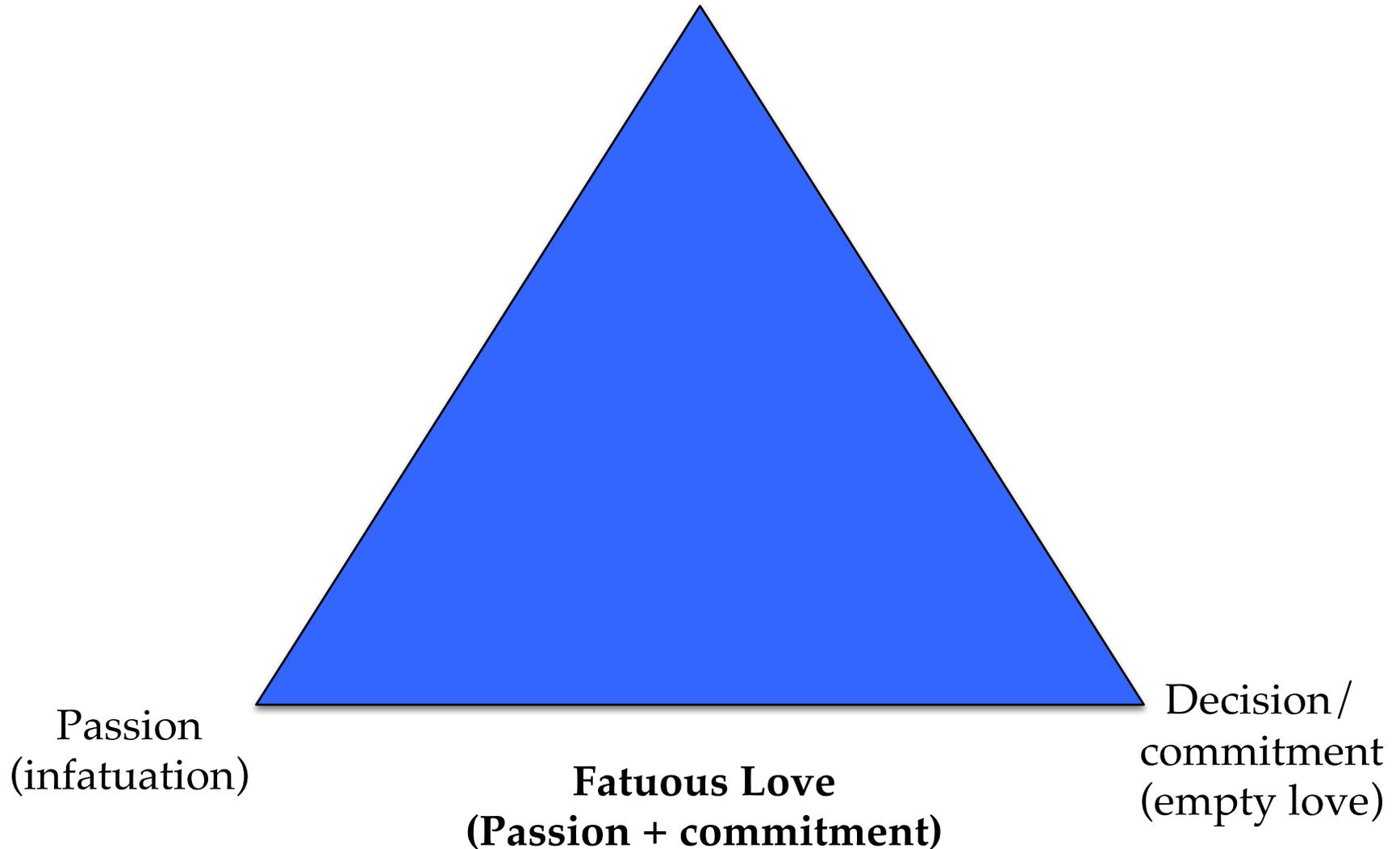
Intimacy
(liking)



**Companionate love
(intimacy + commitment)**

Decision/
commitment
(empty love)

Fatuous Love



Consummate love

Intimacy
(liking)

Romantic love
(intimacy + passion)

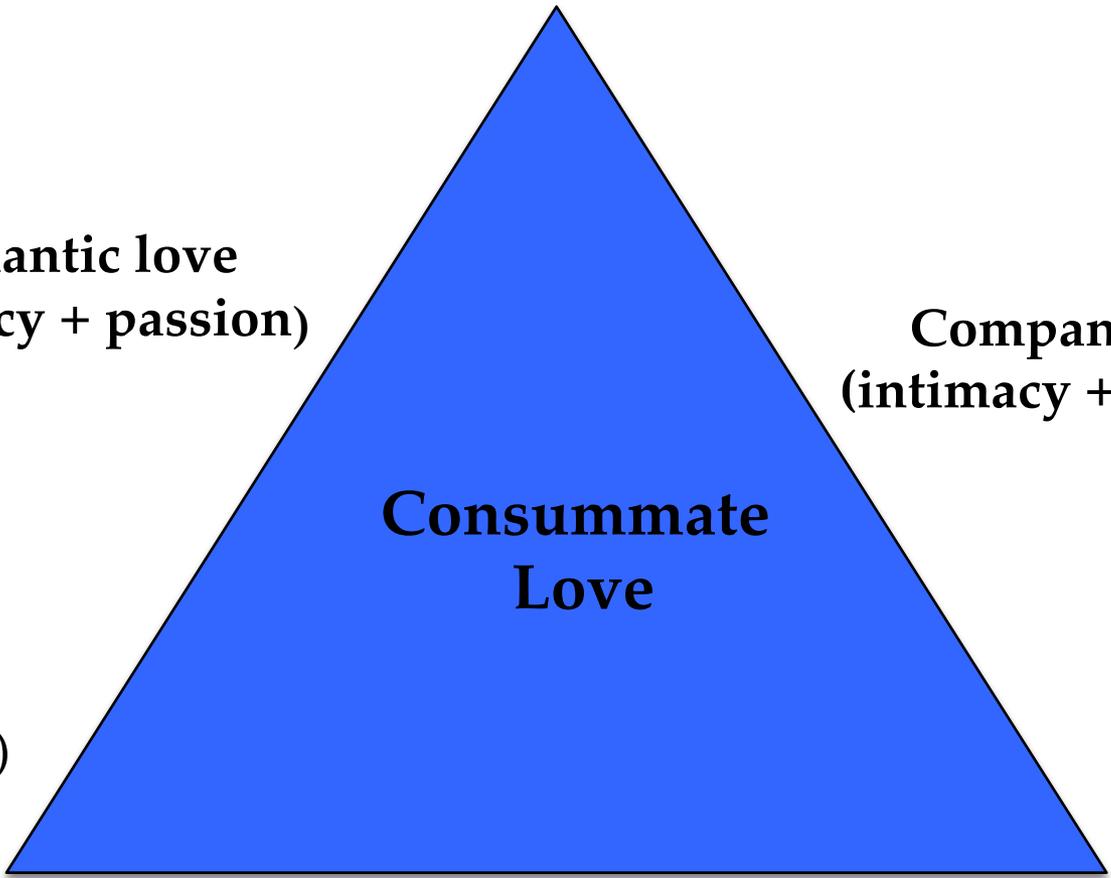
Companionate love
(intimacy + commitment)

**Consummate
Love**

Passion
(infatuation)

Decision/
commitment
(empty love)

Fatuous Love
(Passion + commitment)



Altruism

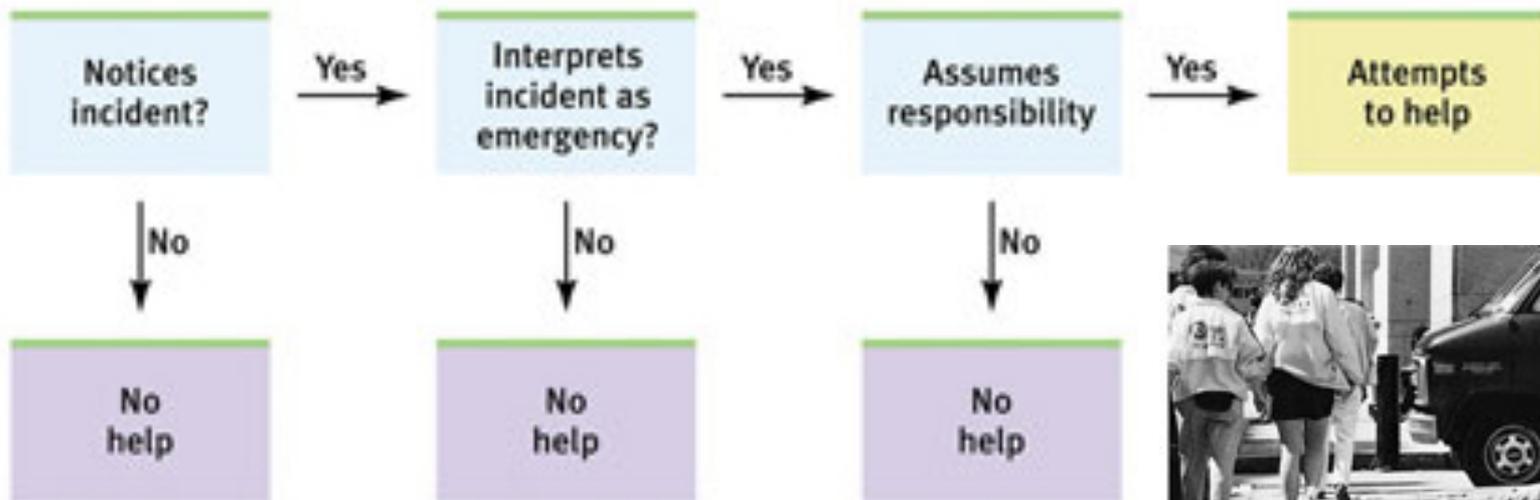
An unselfish regard for the welfare of others.

Bystander effect



Bystander Intervention

The decision-making process for bystander intervention.



Bystander Effect

Tendency of any given bystander to be less likely to give aid if other bystanders are present.

