

SOCIAL PSYCHOLOGY

Social Influence	Attitudes, Persuasion, Attitude Change	Social Perception	Group Influences	Inter-personal Relations
<ul style="list-style-type: none"> -Social Comparison -Social Facilitation -Social Interference -Social Norms -Conformity -Compliance -Obedience 	<ul style="list-style-type: none"> -Nature of Attitudes -Prejudice, Stereotypes & Discrim. -Persuasive Communications -Behavioral/ Cognitive Influences 	<ul style="list-style-type: none"> -Impressions -Group Stereotypes & Prejudice -Attribution Theory 	<ul style="list-style-type: none"> -Conformity -Compliance -Obedience -Aggression -Altruism/ Prosocial Behavior -Cooperation and Competition -Group Dynamics -Group Decision-making -Group Performance -Group Leadership 	<ul style="list-style-type: none"> -Friendship -Love -Marriage & Family -Prosocial Behavior- Helping Others

INTRODUCTION TO PSYCHOLOGY 202

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SOCIAL PSYCHOLOGY (Handout)

AREAS OF SOCIAL PSYCHOLOGY:

Social Influence - The area of social psychology that studies the ways in which people influence the thoughts, feelings and behavior of others.

Social Comparison: Most people continually evaluate their own behavior, perceptions and abilities and tend to compare themselves with others.

Social Facilitation: Circumstances in which the mere presence of other people improves performance.

Social Interference: the presence of other people sometimes impair performance.

Social Norms: Learned, socially based rules that prescribe what people should and should not do in various situations. Transmitted by parents, teachers clergy, peers and other cultural agents. There are reciprocity norms and differing norms.

Attitudes, Persuasion and Attitude Change

Attitude: A predisposition to respond to an object in a particular way. Affects the way we think, feel and act toward an object. Has 3 components: 1) cognitive - a set of beliefs; 2) affective - an evaluation, liking or disliking of the object of the attitude; and 3) behavioral - the way the person acts toward the attitude object. Attitudes tend to be relatively stable but can change.

Stereotypes and Prejudice

Stereotypes: A set of beliefs or traits attributed to a particular group, such as women and minorities. A fixed, conventional idea about a group. Stereotypes lead to prejudice.

Prejudice: Can be positive or negative. Is generally negative. Refers to unfair biased, or intolerant attitude toward another group of people or an individual representative of that group. A belief that a person or group on the basis of race, ethnicity, sex, etc., will possess negative characteristics or perform inadequately.

Discrimination Specific unfair behaviors exhibited toward members of a group. Denial of privileges to a person or group because of prejudice.

Theories of Prejudice: Motivational, Learning, and Cognitive. **NOTE: Get definitions from class lecture.**

Sources of Prejudice: 1) Assumptions of Dissimilarity 2) Social Conflict 3) Authoritarianism 4) Social Learning 5) Information Processing, and 6) Fear and Ignorance. **NOTE: Get definitions from class lecture.**

Persuasive Communications

Analyzing communications that attempt to change attitudes. Examines characteristics of communication, nature of message and characteristics of the audience.

Behavioral/Cognitive Influences: Links between attitudes and behavior

1. **Cognitive Dissonance Theory** (Developed by Leon Festinger)
A state that occurs when a person's attitudes, beliefs and behaviors are in conflict. People are motivated to reduce the dissonance. In order to relieve the dissonance, the person will try to change the cognitions so that they will be in agreement.
2. **Self-Perception Theory** (Developed by Daryl Bem)
Situations may occur in which people are not sure about their attitudes or the reasons for their behavior. In these cases, people may infer their attitude from their behavior and from those around them.

Social Perception - Studies the ways in which we form and modify impressions of others.

Impressions: Easily formed, difficult to change and influential. **Primacy Effect**: the tendency to evaluate others in terms of first impressions. **Schemas**: a coherent, organized set of beliefs and expectations. Influences the way you perceive people and events. **Self-Fulfilling Prophecies**: When people act in ways consistent with impressions or expectations.

Group Stereotypes and Prejudice: Discussed above.

Attribution Theory: A process of developing explanations about why people behave as they do. Process by which people draw inferences about the motives and traits of others.

Group Influences

Conformity: A change in one's behavior or beliefs as a result of real or imagined but unspoken pressure from some group.

Compliance: When people adjust their behavior because of directly expressed pressure.
Example: The Asch Study.

Obedience: A change in behavior as a result of a specific demand. Example: Milgram Studies.

Aggression: Social Learning; Television; Genetic; Hormonal.

Altruism & Helping Behavior: Unselfish interest in the welfare of others.

"Bystander Effect": Data from over 50 studies indicate that 75 percent of people tested alone offer assistance in situations that require help, but fewer than 53 percent of those tested in a group do so.

Cooperation and Competition: Cooperation - attaining common goal; competition - attain goal for self to the exclusion of others.

Group Dynamics, Decisionmaking and Performance: An analyses of group processes and dynamics. How groups interact and make decisions.

Group Leadership: Leadership Roles