

Chapter 18 Test review

Study these slides along with...

- A careful reading of the chapter
- Using the practice tests in your paperback Study Guide
- Trying the practice material on the text book website:
- www.worthpublishers.com/myers8e

Foot in the door phenomenon: example/definition

Foot-in-the-Door Phenomenon: The tendency for people who have first agreed to a small request to comply later with a larger request.

Example: In the Korean War, Chinese communists solicited cooperation from US army prisoners by asking them to carry out small errands. By complying to small errands they were likely to comply to larger ones.

Cognitive Dissonance and attitudes

Leon Festinger:

We act to reduce the difference
between our attitudes and
actions when the tension or
stress is high enough

Photo: www.nap.edu/books/0309049784/html/98.html



Milgram “obedience” experiment: General findings

- a. the teachers were more obedient than predicted (a majority complied)
- b. legitimate authority can be blindly followed

More findings from the Obedience study

- c. obedience was highest when teacher was close to experimenter and far from the learner
- d. even ordinary people can be destructive
- e. less likely to obey when others seen disobeying

Aggression

Aggression can be any physical or verbal behavior intended to hurt or destroy. It may be done reactively out of hostility or proactively as a calculated means to an end.

Research shows that aggressive behavior emerges from the interaction of biology and experience.

Aggression Influences

Biochemical Influences: Animals with diminished amounts of *testosterone* (castration) become docile, and if injected with testosterone aggression increases. Prenatal exposure to testosterone also increases aggression in female hyenas.



Conflict and social trap, 756-757

Conflict is perceived as an incompatibility of actions, goals, or ideas.

A **Social Trap** is a situation in which the conflicting parties, by each rationally pursuing their self-interest, become caught in mutually destructive behavior.

Psychology of Attraction and the *mere exposure effect*, 758

Repeated exposure to novel stimuli increases their attraction

Example: if you see somebody every day you are more likely to be friendly toward them.

Psychology of Attraction and *similarity, 762*

Similarity: Similar views among individuals causes the bond of attraction to strengthen.
Another way of thinking about this: birds of a feather flock together.

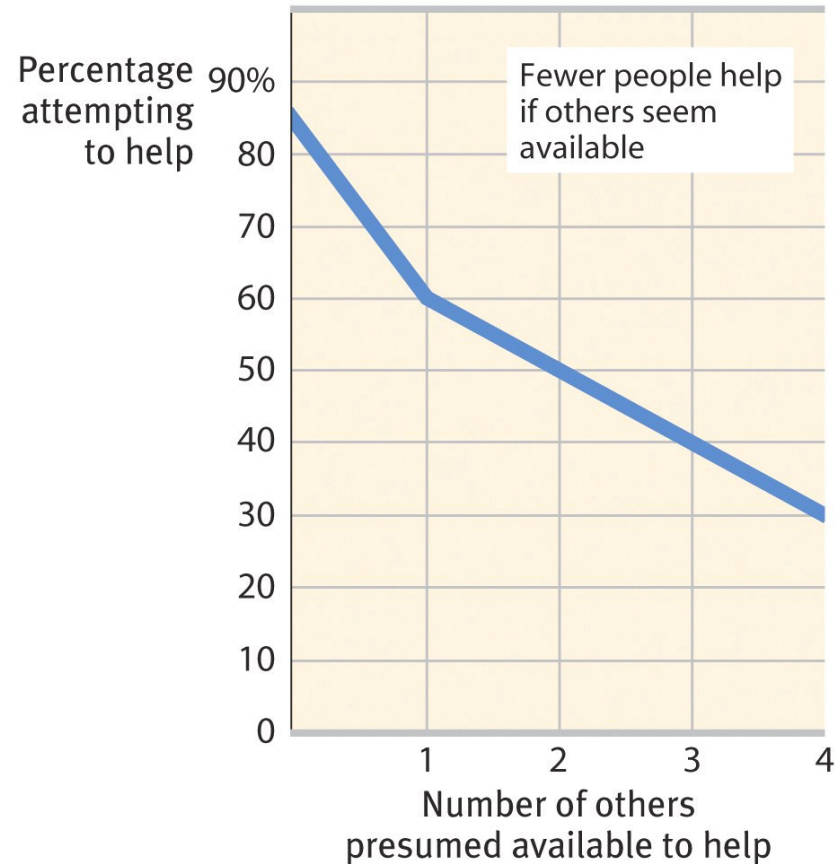
The *Norms* for Helping, 766-767

Social Exchange Theory: Our social behavior is an exchange process. *The aim is to maximize benefits and minimize costs.*

- **Reciprocity Norm:** The expectation that we should return help and not harm those who have helped us.
- **Social-Responsibility Norm:** Largely learned, it is a norm that tells us to help others when they need us even though they may not repay us.

Bystander Effect, 766

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



Peacemaking and Sherif study, 767

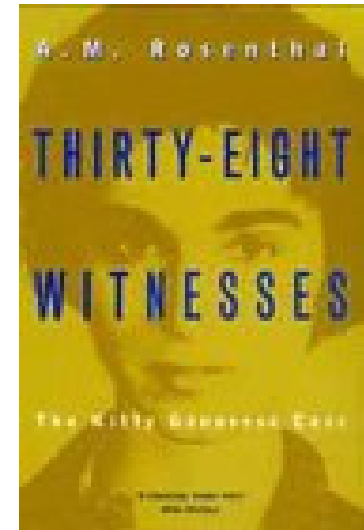
Superordinate Goals are shared goals that override differences among people and require their cooperation.

Sherif demonstrated this in a 1966 study when he required Boy Scouts to work together to solve a problem with the camp water supply. Where formerly the boys had been feuding, they got along and solved the problem because cooperation was required.

Communication and understanding developed through talking to one another. Sometimes it is mediated by a third party.

Kitty Genovese murder, see p. 765

- *bystander intervention*
- Witnesses failed to assume personal responsibility
- *bystander effect*
- less likely to give aid when others present
- Her murder prompted psychologists to study *altruism*, or helping behavior



Romantic Love, 763

Passionate Love: An aroused state of intense positive absorption in another, usually present at the beginning of a love relationship.

Two-factor theory of emotion

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

Do Video Games Teach or Release Violence? 754-756

The general consensus on violent video games is that, to some extent, *they breed violence*. Adolescents view the world as hostile when they get into arguments and receive bad grades after playing such games.

Thus, the *cartharsis hypothesis*, that watching violence makes someone less likely to be violent is NOT confirmed by this research. It was wrongly thought that by seeing violent activity, it would allow the person to “blow off steam” thereby making it less likely the person would commit a violent act.

Prejudice and *stereotype*, 743

Prejudice is an unjustifiable (usually negative) attitude toward a group and its members. Prejudice is often directed towards different cultural, ethnic, or gender groups and is often based on a *stereotype or false belief* about that group.

Components of Prejudice

1. *Inaccurate beliefs (stereotypes)*
2. Emotions (hostility, envy, fear)
3. Predisposition to *act* (to discriminate)

Influencing the majority

Minority influence

More likely to sway a group by consistently holding to your position

Groupthink examples in government

The decision makers wanted group harmony so no one expressed disagreement with the policy and realistic alternatives were never addressed

- a. NASA: Challenger explosion (1986)
- b. JFK Administration and the Bay of Pigs crisis (1961)

De-individuation 739

Losing your awareness and restraints
when in a group situation that makes
you anonymous

Examples: Klan behavior, mob
behavior, riots

Social Loafing

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

Reasons for Conformity, 733

Normative Social Influence: Influence resulting from a person's desire to *gain approval or avoid rejection*. A person may respect normative behavior because there may be a severe price to pay if not respected.

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

Social Influence and conformity 731

Conformity going along with group behavior

Solomon Asch studies

Under certain conditions we will conform *even though we know something is incorrect*



Photo: www.design.otago.ac.nz/grant/psyc/COMPLIANCE.HTML

Conditions that Strengthen Conformity, 733

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 or response.
6. The group observes one's behavior.
7. One's culture strongly encourages respect for a social standard.

Foot in the door, 727

Foot-in-the-Door Phenomenon: The tendency for people who have first agreed to a small request to comply later with a larger request.

Example: In the Korean War, Chinese communists solicited cooperation from US army prisoners by asking them to carry out small errands. By complying to small errands they were likely to comply to larger ones.

How we explain others' behavior

Attribution Theory: Fritz Heider (1958) suggested that we have a tendency to give causal explanations for someone's behavior, often by crediting either the situation or the person's disposition.



<http://www.stedwards.edu>

Fritz Heider

In and Out Groups, 746

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.

Scapegoat theory

Frustration causes people to blame others for their problems, justifying discrimination

Media Violence and Acquiring Social Scripts, 754

The media portrays *social scripts* and generates mental tapes in the minds of the viewers. When confronted with new situations individuals may rely on such social scripts. If social scripts are violent in nature, people may act them out.

Do Video Games Teach or Release Violence? 754-756

The general consensus on violent video games is that, to some extent, they breed violence.

Adolescents view the world as hostile when they get into arguments and receive bad grades after playing such games.

Media violence studies

- *television violence*
- George Gerbner: Exaggerates the frequency of violence in the world
- Correlates with aggressive behavior in children (Leonard Eron)

The Norms for Helping, 766-767

Social Exchange Theory: Our social behavior is an exchange process. The aim is to maximize benefits and minimize costs.

- **Reciprocity Norm:** The expectation that we should return help and not harm those who have helped us.
- **Social-Responsibility Norm:** Largely learned, it is a norm that tells us to help others when they need us even though they may not repay us.

Individual Behavior in the Presence of Others

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

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



Michelle Agnis/ NYT Pictures

Proximity and the Psychology of Attraction, 758

1. **Proximity:** Geographic nearness is *the most powerful predictor* of friendship.

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



Rex USA

Fundamental Attribution Error, 724

The tendency to *overestimate the impact of personal disposition* and *underestimate the impact of the situations* in analyzing the behaviors of others leads to the **fundamental attribution error**.

Example: We see Joe as quiet, shy, and introverted most of the time, but with friends he is very talkative, loud, and extroverted.

Frustration-Aggression Principle, 751

A principle in which *frustration* (caused by the blocking of an attempt to achieve a desired goal) creates anger, which can generate *aggression*.

Mirror image perceptions, 758

People in conflict form diabolical images of one another. These are known *as mirror image perceptions*.



<http://www.cnn.com>

Saddam Hussein:
“Wicked Pharaoh”



<http://www.aftonbladet.se>

George Bush:
“Evil”

Equity theory

- Equity theory of attraction: we feel most strongly attracted to people with whom we have an equitable or fair relationship of give and take.
- Both people need to feel that their benefits and costs are approximately equal.

How to write the essay

- The essay:
- The police chief of New City states publicly that she sees a direct relationship between teenage arrests in New City for violent crimes and the popularity among New City teens of especially violent television shows.

Design a correlational study: link two variables

- Design a co-relational study to research this claimed relationship, being sure to address how each of the following design elements would apply to your study.
 - a. operational definition of variables p. 25
(define the two variables you are correlating)
 - b. selection of participants p. 28
(tell me how you are going to select the subjects you will study)

More essay

c. Generalizability see next slide

How would your correlational study results generalize to the entire population?

d. ethical considerations p. 48

What ethical considerations do you need to make to protect your subjects?

Generalizability of research

- The extent to which research findings and conclusions from a study conducted on a sample population can be applied to the population at large.
- Example: if your study contains only 13-17 males, the results can be applied to only that gender and age range.

What is your conclusion?

- The police chief concludes that watching violent television shows leads to teens' committing violent crimes in New City. Do you support her conclusion? Explain your response.
- You must cite a study or studies from the text to get credit. (Name of researcher, year of study or page no. in book)



Pages to consult for the essay:

- Ch. 18: violence and TV, 752-756
- Ch. 1: correlational studies, 30-36
- Ch. 1: variables, 38-39
- Ch. 1: ethics: 48