

Constructing Social Reality

Name _____

Hour _____ or Location _____

View it here: <http://www.learner.org/discoveringpsychology/20/e20expand.html>

Social Psychology: How does the situation influence your behavior?

1. Interview Excerpt: Steven Hassan on the Power of Cults and the Myths Surrounding Them

"My definition of a cult is a pyramid-structured, authoritarian group or relationship where deception, recruitment, and mind control are used to keep people dependent and obedient. A cult can be a very small group or it can contain a whole country. *The emphasis of mind control is what I call the BITE model: the control of behavior, information, thoughts, and emotions.*

There is this perception that cults are religious, but religious cults are just one type of cult. There are political cults, therapy cults, business cults, and even family group systems that act like a mind-control cult. Essentially, people are not allowed to be themselves as unique individuals in a mind-control group."

Riceville, Iowa's Jane Elliot, a 3rd grade teacher set up arbitrary discrimination in her classroom. She divided her class into the superior blue-eyed people and the inferior brown-eyed people. Brown eyed people had to wear a collar.

2. How did the discriminated kids feel?

- a. everything bad happened to them
- b. friends were taken away
- c. they felt helpless
- d. all of these at one time or another

3. How did those given superiority by Elliot feel?

- a. Evil
- b. reality was altered
- a. all inhibitions were gone
- d. all of these

5. Once differences become indicators of superiority and inferiority, between how we view reality they become _____

- a. individualized
- b. indifferent
- c. institutionalized

6. The Pygmalion effect occurs when

- a. positive expectations can change a person's expectations of a situation
- b. negative expectations change a person's expectations



Robert Rosenthal says that teacher expectations can influence IQ scores. Those kids who were supposed to show greater gains showed them.

7. Four factors operate in the *self-fulfilling prophecy*.

Match 'em up:

- | | |
|-----------------------------|-----------------------------------------------------|
| ___ climate | a. the favored students are praised more |
| ___ input | b. you teach more to the favored students |
| ___ response
opportunity | c. the teacher calls on favored students more often |
| ___ feedback | d. this is warmer for the favored students |



8. Eliot Aronson and Alex Gonzalez set up the learning team with cooperation in the “jigsaw classroom”. They found that when scared students are made to be in a learning environment that is interdependent they developed more:

- a. competitive behaviors
- b. self respect and performed better

Television and subjective reality. Advertisers do not want us to think, they want us to say “yes”. Robert Cialdini explains the influence professionals use with six strategies.

9. Match 'em up...

- | | |
|------------------|------------------------------------------------------|
| a. reciprocation | saying yes to people you/like |
| b. scarcity | saying yes if others are also saying yes |
| c. authority | we give back to others what they give to us |
| d. commitment | following the lead of the legitimate leader |
| e. liking | we make a stand so we commit to the related activity |
| f. consensus | things that are rare are more attractive |