

# Unit XIV Test review

# Other strategies

- A careful reading of Unit XIV, Social Psychology (see page 817 for key terms)
- You can do the Ask Yourself and Test Yourself sections of each Module (answers in the book in Appendix E)
- Try the practice questions on the text book website
- Flashcards are on the course site

# Fundamental Attribution Error

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.

# 756 Persuasion: Central or peripheral route to persuasion

- **Central:** direct appeal to logic and thought
- **Peripheral:** appeal is to superficial cues or gimmicks



# Foot in the door

**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.

# Role Playing Affects Attitudes

Zimbardo (1972) found that guards and prisoners developed role- appropriate attitudes.



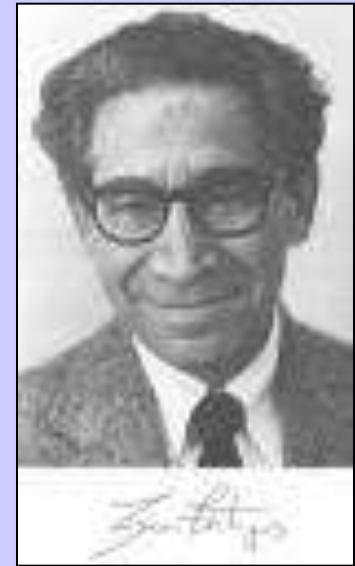
Phillip G. Zimbardo, Inc.

# Cognitive Dissonance and attitudes

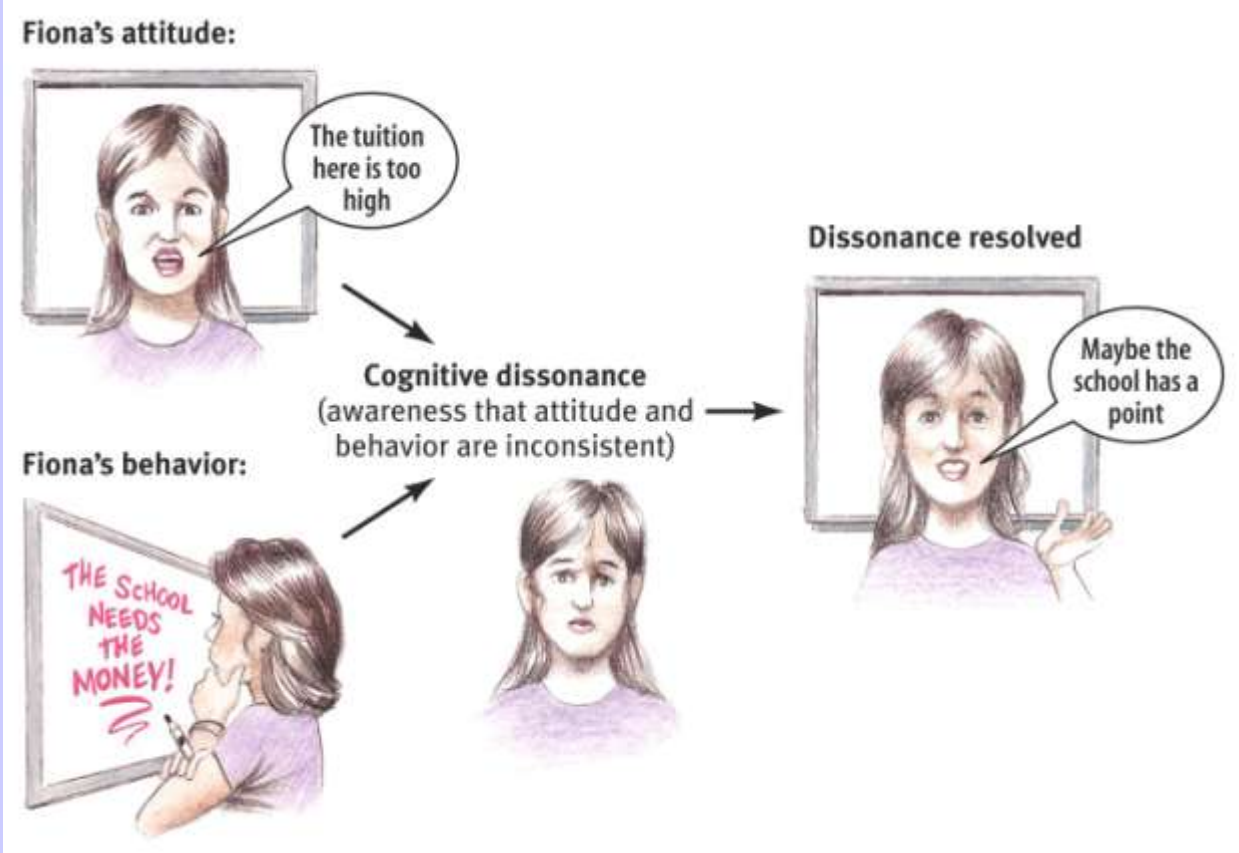
*Leon Festinger:*

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](http://www.nap.edu/books/0309049784/html/98.html)



# Cognitive Dissonance example



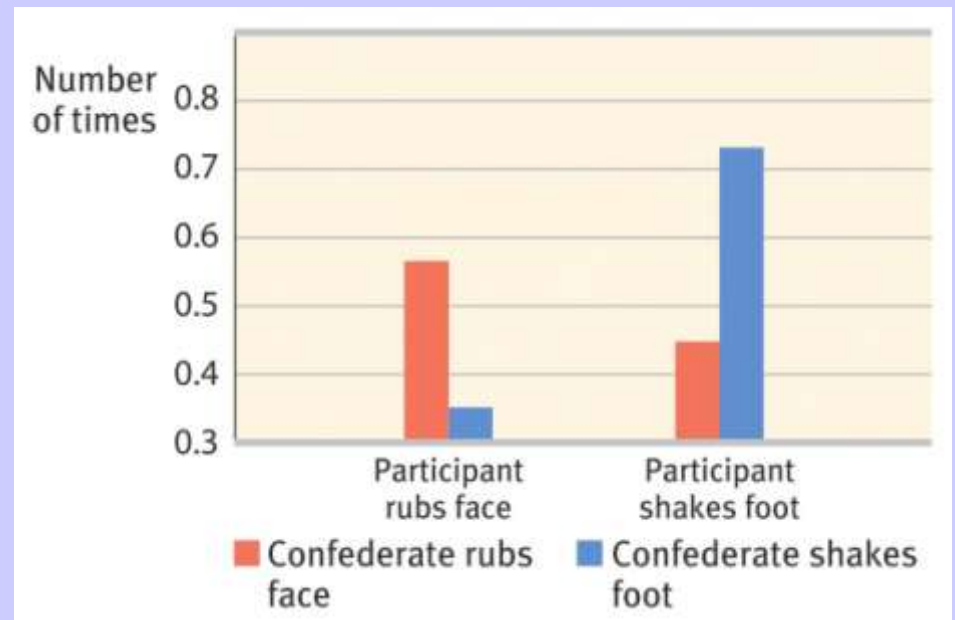


# Unconscious conformity: **The Chameleon Effect, 763**

**Conformity:** Adjusting one's behavior or thinking to coincide with a group standard (Chartrand & Bargh, 1999).

Unconsciously mimicking others behavior is called the **chameleon effect**.

**Mimicry** is due to our propensity for empathy. Those with empathy are liked the most by others.



# *Social Influence and conformity*

*Conformity* going along with  
group behavior

*Solomon Asch studies*

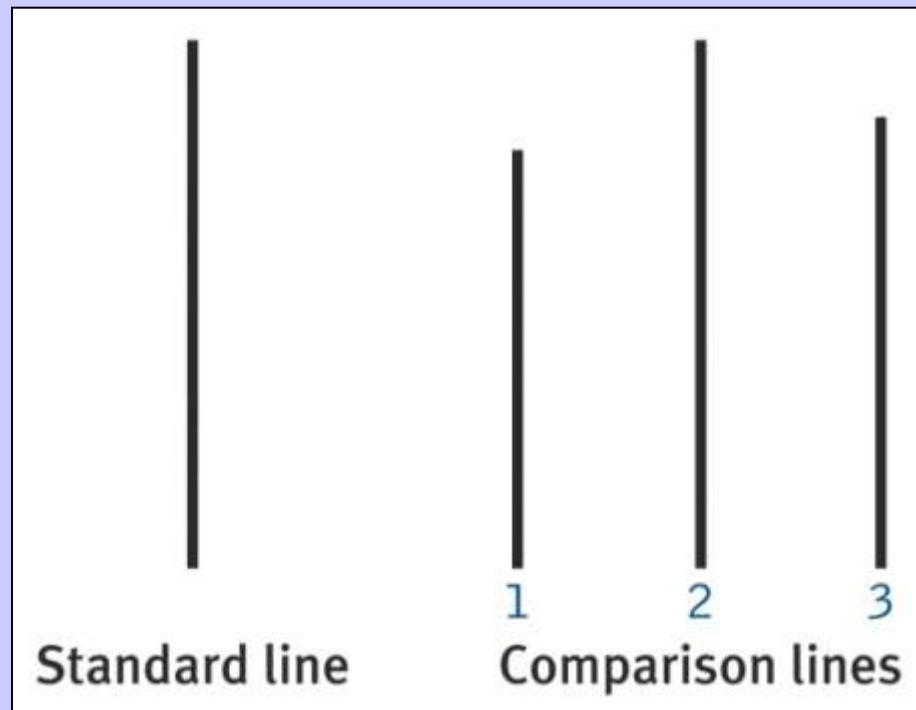
Under certain conditions we  
will conform *even though we*  
*know something is incorrect*



Photo: [www.design.otago.ac.nz/grant/psyc/COMPLIANCE.HTML](http://www.design.otago.ac.nz/grant/psyc/COMPLIANCE.HTML)

# Group Pressure & Conformity

Suggestibility is a subtle type of conformity, adjusting our behavior or thinking toward some group standard. See fig. 18-3 (732)



# 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.

# 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

# Social Loafing

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

We feel less accountable in groups

Any one contribution isn't seen as necessary to achieve the group goals

# 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.





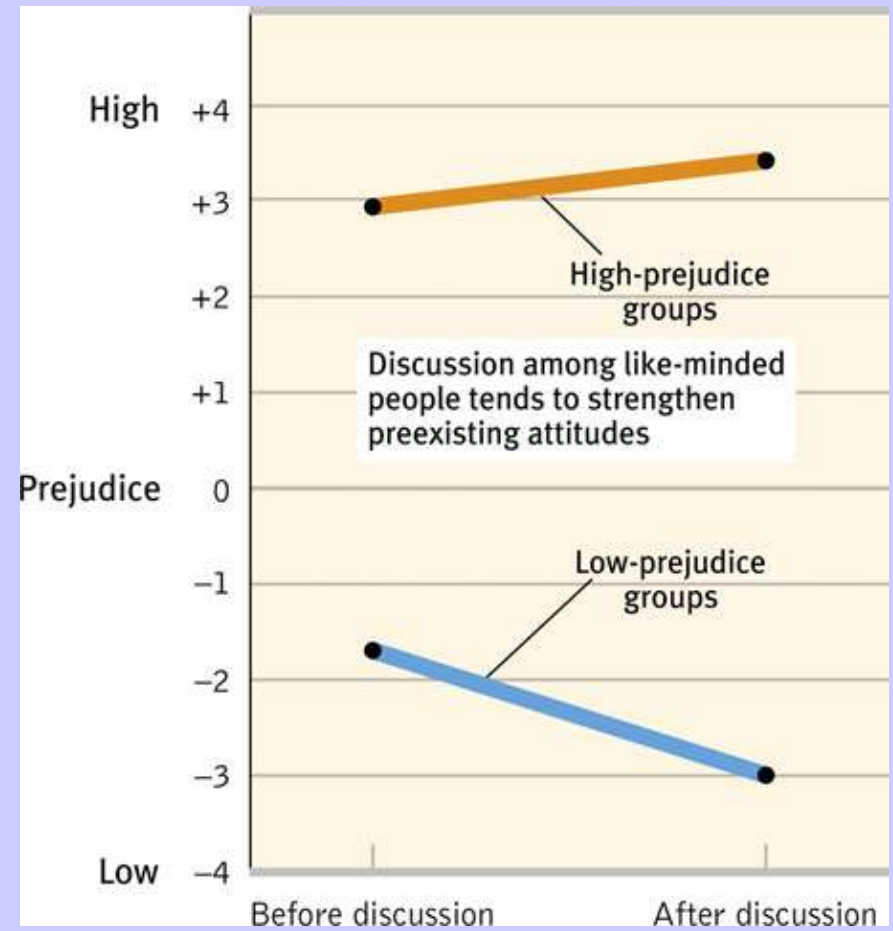
# *De-individuation*

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

Examples: Klan behavior, mob  
behavior, riots

# 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 examples in government, 740*

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 and the Bay of Pigs invasion (Cuba), 1961

# Prejudice and *stereotype*

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)

# In and Out Groups

**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.

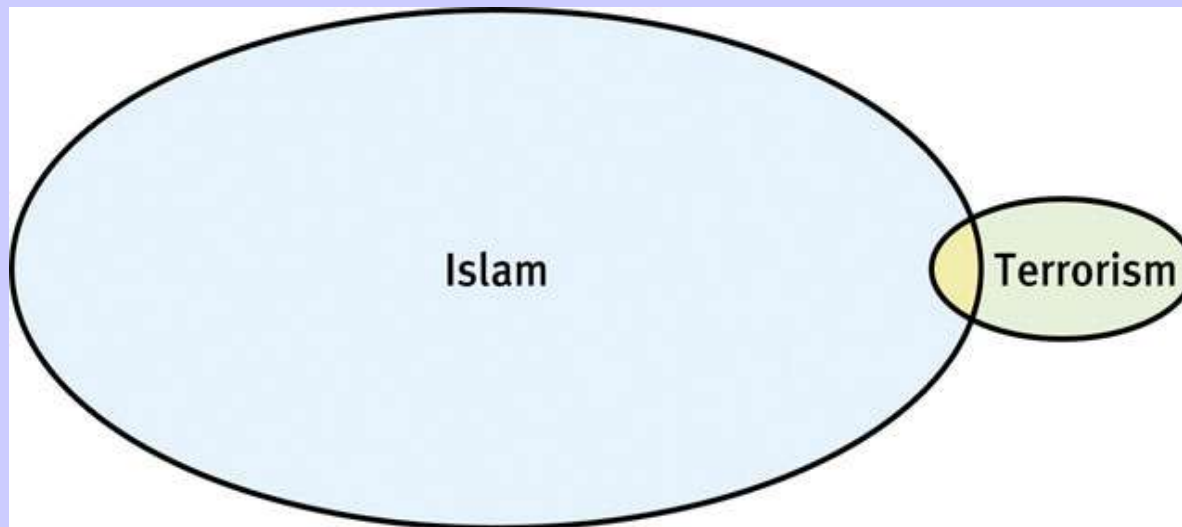
# *Scapegoat theory*

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

It can be a way to express anger: blame someone else to relieve the stress of your failed situation

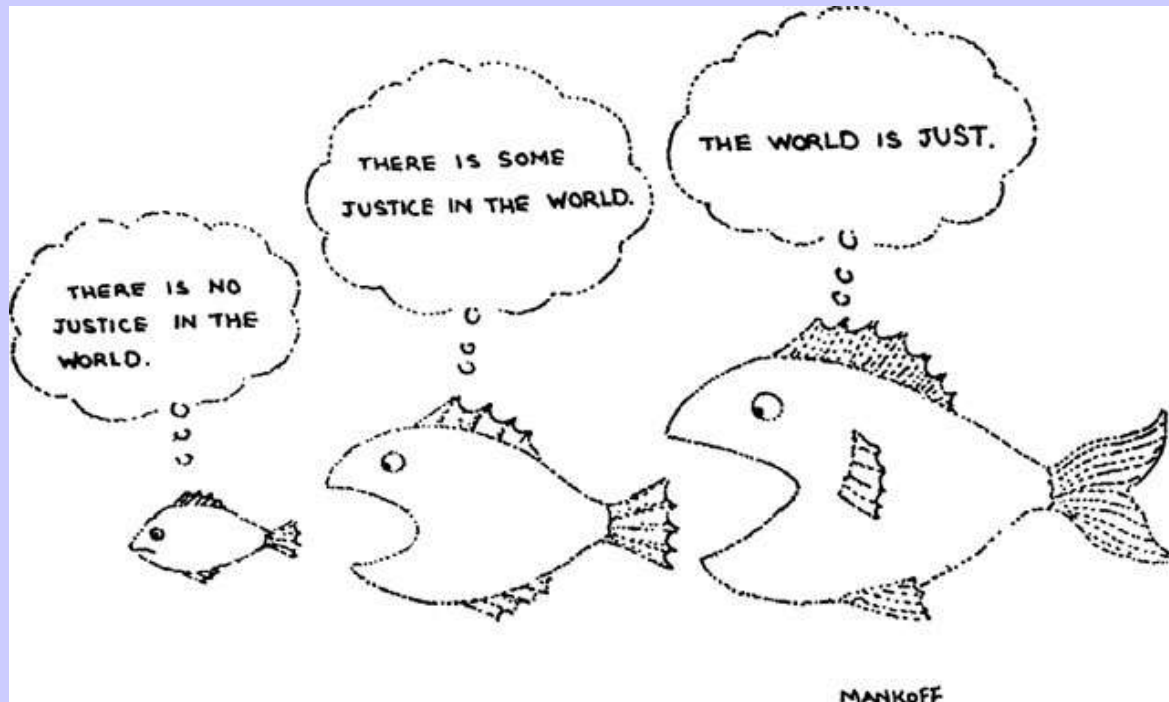
# Cognitive Roots of Prejudice: Vivid cases, 786, fig. 77.6

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: Just World Phenomenon, 784

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**).



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# Aggression, 789

**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.

# Frustration-Aggression Principle, 791

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

# Acquiring Social Scripts, 792

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.



# Summary of aggression factors: 795

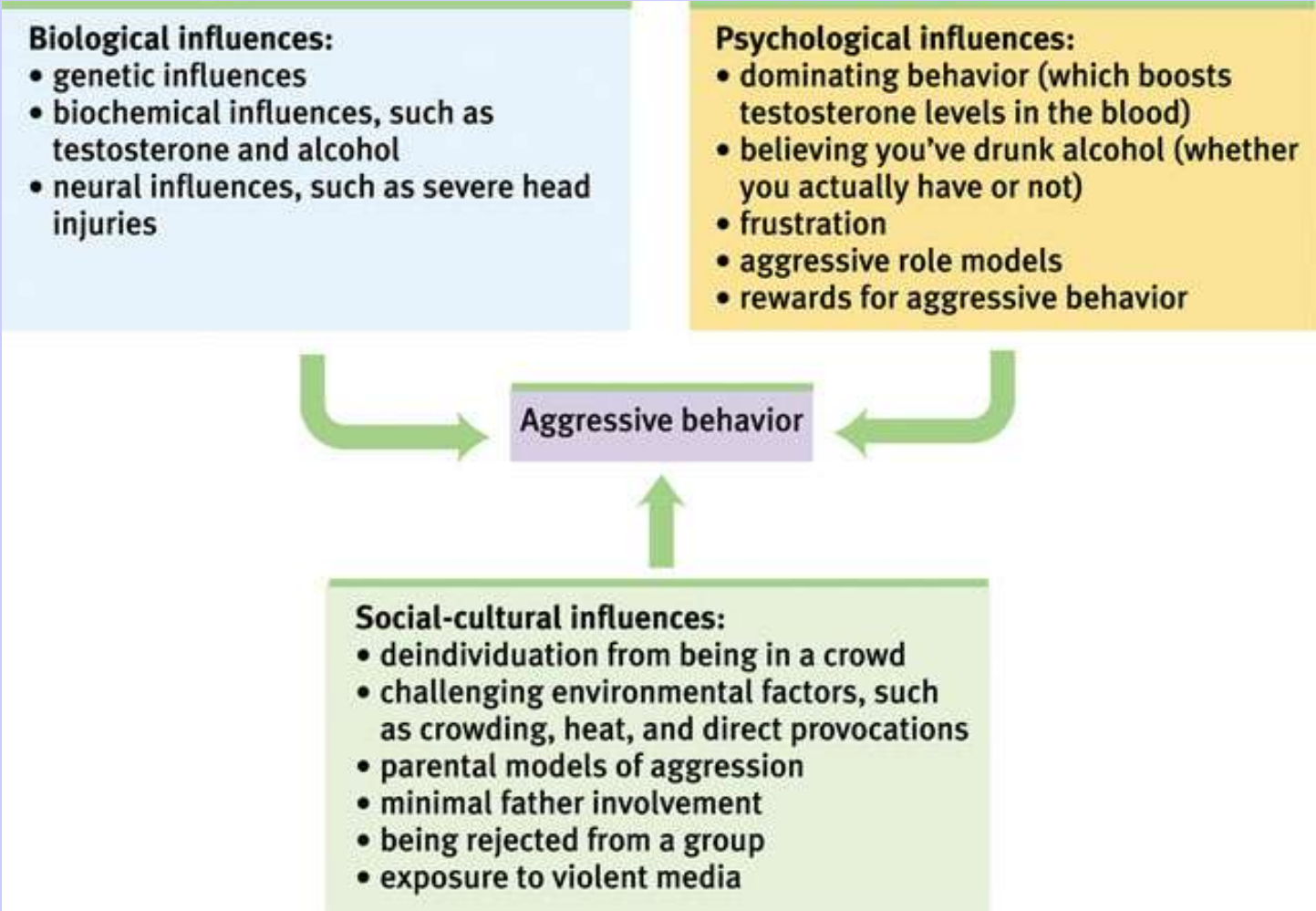
## Biological influences:

- genetic influences
- biochemical influences, such as testosterone and alcohol
- neural influences, such as severe head injuries

## Psychological influences:

- dominating behavior (which boosts testosterone levels in the blood)
- believing you've drunk alcohol (whether you actually have or not)
- frustration
- aggressive role models
- rewards for aggressive behavior

Aggressive behavior



## Social-cultural influences:

- deindividuation from being in a crowd
- challenging environmental factors, such as crowding, heat, and direct provocations
- parental models of aggression
- minimal father involvement
- being rejected from a group
- exposure to violent media

# Factors of Attraction, 798

1. Proximity: Geographic nearness is a powerful predictor of friendship. Repeated exposure to novel stimuli increases their attraction (*mere exposure effect*).

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



Rex USA

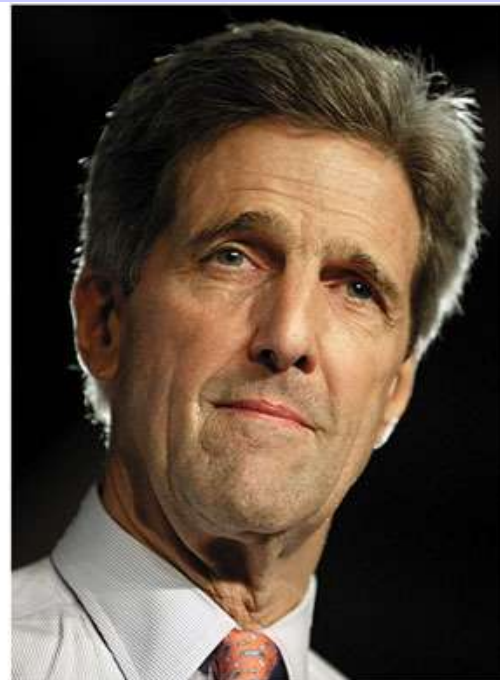
# Psychology of Attraction and the *mere exposure effect, 758*

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, 800

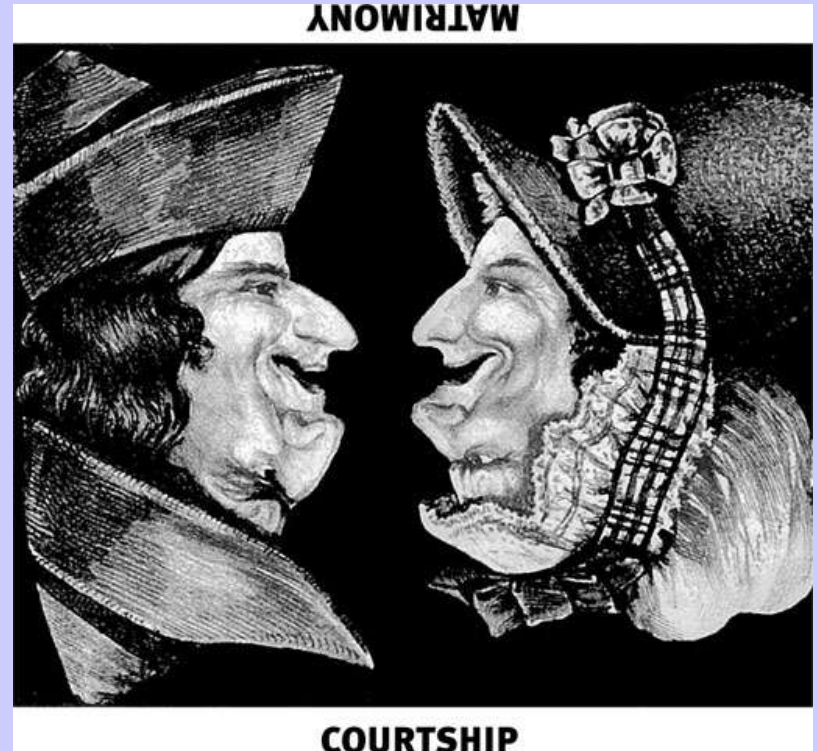
2. Physical Attractiveness: Once proximity brings people together, the next most important thing in attraction is physical appearance.





# Companionate Love: 803

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





# 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.

# Altruism, 807-808

An unselfish regard for the welfare of others.

The Genovese case led to more study of this topic.

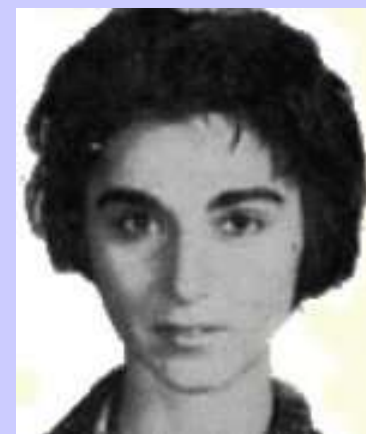
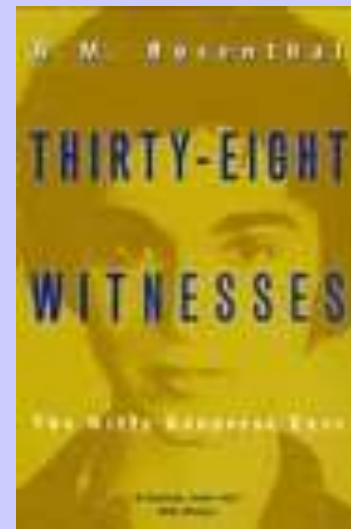


**Hotel Rwanda  
trailer, Unit  
XIV folder**

**Paul Rusesabagina (left)** helped save 1268 Tutsis and Hutus  
From the Hutu militia during the Rwandan genocide, 1994 (*Hotel Rwanda*)

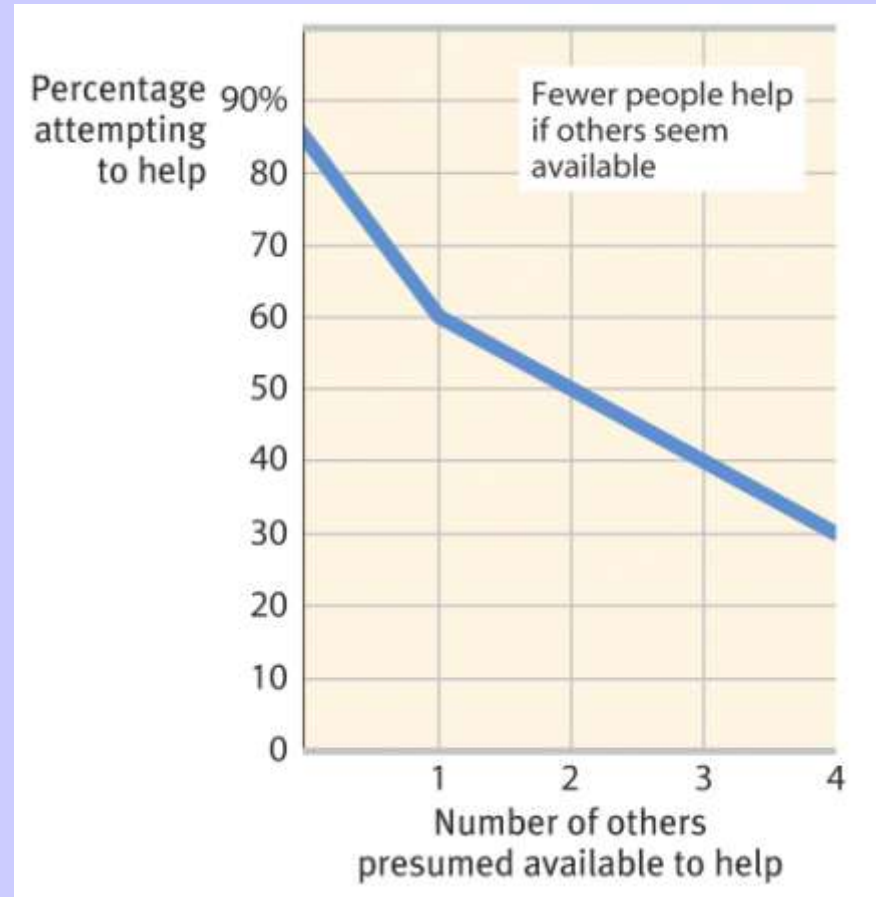
# Kitty Genovese murder, see p. 765

- *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



# *Bystander Effect, 766*

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



# The Norms for Helping, 809-810

**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.**

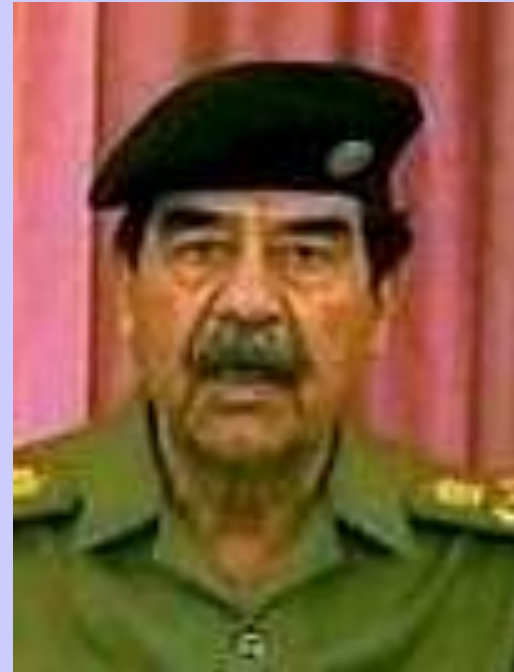
# Mirror image perceptions, 758

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”

# Social trap, 810-812

- A group of people act to obtain short-term individual gains, which in the long run leads to a loss for the group as a whole.
- **Examples of social traps include:**
  - overfishing,
  - energy "brownout" and "blackout" power outages during periods of extreme temperatures,
  - the overgrazing of cattle in/near deserts, and
  - the destruction of the rainforest by logging interests and agriculture.



- Batman Ferry scene

## Peacemaking: *GRIT*

- Reduces conflict through *conciliation*
- Tensions reduced; mutual interests supported
- 1963: JFK stops atmospheric atomic bomb tests; Russia reciprocates; leads to international test ban treaty





# Peacemaking, 813

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

Communication and understanding developed through talking to one another.

Sometimes it is mediated by a third party.



# Robber Cave Study Conclusions

- ▣ 1. Co-operation on shared goals is of vital importance in resolving conflict peacefully.
- ▣ 2. Simply stopping the fighting or bringing hostile groups together is not enough.



# The Unit XIV essay

- Apply these terms to prejudice
- 1. Fundamental attribution error
- 2. Stereotype
- 3. Discrimination
- 4. Scapegoat
- 5. Ingroup bias
- 6. Just world phenomenon

# Fundamental attribution error

- Intro: when we try to explain someone, we are making an attribution
- A. In explaining someone's behavior
- We often discount the effect of the situation and...  
overestimate personality factors
- Example:
- “*Indians are lazy*” (when seeing a Native American lounging in the street) not taking into account the overall economy or that person's education and training

# Prejudice and stereotype

*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.

Example: *Irish are hot tempered* and are more likely to get in trouble as a result; so if you base your judgment on their membership in a group rather than as an individual, that's prejudice; or...forming a first impression based on a *stereotype*, not the evidence (**not seeing the person as unique**)

# Prejudice and Discrimination

- **Prejudice** is the negative *attitude*;
- **Discrimination** would be the negative *behavior* that results
- So, these two go “hand in hand” or “work together”
- Example: A manager is prejudiced against African Americans. When an African American applies for a job, they don't hire them on that basis.

# Prejudice and the Just World Phenomenon

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](#)).

Example: *Poor people are poor because they don't work hard enough.*

A prejudicial assumption: those who succeed must be good; those who don't must be bad; *you don't have to get to know their individual situation*

# Prejudice and In and Out Groups

**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.

- Example 'we're better than they are'

So, it's the tendency to see our group as always better than the other group because we are a member.

Example cliques that form in high school: people in your group are cool, others are "losers"

This one goes to the social roots of prejudice: you don't have to get to know someone from the out-group; you're better than them because of their group membership



# *Scapegoating*

- Theory of prejudice: frustration causes people to blame others for problems justifying discrimination
- This goes to the *emotional root of prejudice*
- This is prejudice expressed through anger
- Example: Hitler blaming the Jews for Germany's economic problems; *any one Jew could not be recognized for their individuality because Hitler was prejudiced against them all.*