Social Psychology

Social Perception:
- Attribution Theory
- Prejudice
- Stereotypes
- How we view others
- How others view us
- How we view ourselves

Social Influence

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

The Persuader

- We tend to be persuaded by communicators who are attractive, credible, likeable, trustworthy, are similar to ourselves in some way. We also tend to be persuaded by famous people and health professionals.
The Target

- Age and strength of attitudes
- Mood
- Personality
- Critical thinking skills
- Motivation

The Medium

- Print versus radio versus television versus paper.
- In person or via phone?

The Message

- Repeated Exposure: Repeated exposure to people and things (such as politicians and classical music) enhances their appeal.
- Emotional Appeal: Attempts to influence behavior on the basis of feelings that are aroused instead of rational analysis of the issues.
- Counter-arguments: People tend to believe arguments that run counter to the vested interests of the communicator.

Sales Ploys

- The Foot-in-the-Door: A method for inducing compliance in which a small request is followed by a larger request.
- Low-Balling: A method in which extremely attractive terms are offered to induce a person to make a commitment. Once the commitment is made, the terms are revised.
- Bait-and-Switch: The sales tactic of baiting customers with low-priced, but inferior merchandise and then switching them to a higher-priced item of more acceptable quality.

E.L.M.

- Elaboration Likelihood Model (ELM): The view that persuasion occurs through two routes, a central route involving careful evaluation (elaboration) of the content of a persuasive message, and a peripheral route involving attention to associated cues that are peripheral to the content of the message.

Jonny Love

- Not really interested in Politics
- Rarely worries about the economy
- Just likes to surf and flirt with women at the bar
Stanley Milgram wondered about this and conducted an experiment to determine how many people would resist authority figures who made immoral requests.

**Milgram Studies**

- Milgram recruited 40 men from all walks of life to take part in the study.

- These participants were then placed in the role of “teacher” and took part in an experiment in which they believed they were studying the effects of punishment upon learning.

- The “teachers” were to punish the “learner’s” errors by pressing levers on an “aggression machine.” The voltage went from 15 volts up to a lethal level.

- The “learners” were never shocked, but did provide the “teachers” with emotional cues by playing sounds on a tape recorder at predetermined levels of voltage. For example, at 210 volts the “teacher” might hear a scream of pain.
• When the “teacher” would become uncomfortable with going further, the “scientist” would simply respond with a statement such as “The experiment requires that you continue.”

Milgram Studies

• Of the 40 men in the first phase, only 5 refused to go beyond the 300-volt level.
• Nine more men defied the scientist within the 300-volt range.
• 65% of the participants in the study went all the way to 450-volt shocks.
• Women and college students also showed similar results in later studies.

Factors in Blind Obedience

• Propaganda
• Socialization
• Lack of Social Comparison
• Perception of legitimate authority
• There were no resistance role models
• Inaccessibility of values
• Buffers
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It would never happen again.

Milgram Take 2

Conformity

- Conform: To change one’s attitudes or behaviors to adhere to social norms.
- Social norms: Explicit and implicit rules that reflect social expectations and influence the ways people behave in social situations.
- The tendency to conform to social norms impacts us in many areas.

Asch Study

- Participants were asked to take part in a study on “visual discrimination.” The participant was one of eight people who judged line lengths on a card held by an individual facing the row of eight people.
- The participant was given the seventh of the eight seats. The other seven individuals were confederates working for the experimenter.

Solomon Asch
Asch Study

- The participants were to match the comparison line with the standard line by saying "1", "2" or "3".
- On a "key trial", the first six in the row answer incorrectly.

Factors in Conformity

- Belonging to a collectivist rather than an individualistic society
- Desire to be liked by other members of the group
- Low self-esteem
- Social shyness
- Lack of familiarity with the task
- Group size
- Social support

Group Behavior

- Deindividuation: The process by which group members discontinue self-evaluation and adopt group norms and attitudes.
- Diffusion of Responsibility: The dilution or loss of individual responsibility for behavior when members of a group act in unison.
Deindividuation

Diffusion of Responsibility

Bystander Effect

- Bystander effect: The tendency for bystanders to fail to act to help a person in need.

Who Helps?

- Observers are more likely to help if they are in a good mood. Elevated mood might impart a sense of personal power.
- People who have a developed sense of empathy will be more likely to help as they will feel the distress of others.
- Women are more likely than men to be empathic and therefore, more likely to help.

Who Gets Help?

- People are more likely to help people they know. Especially with family and relatives.
- People are more likely to help others who are similar to themselves.
- Women are more likely than men to get help.
Darley and Latane

Ask the confederate: About 25%
Ask the target: About 55%

That's All