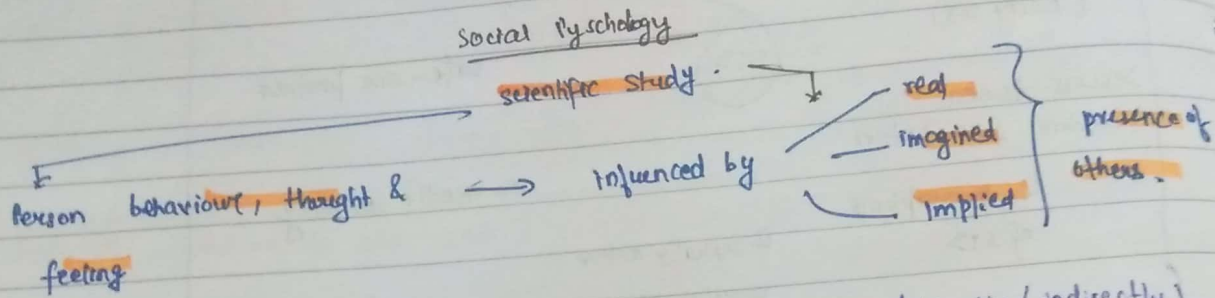


13 Social Psychology

Date:
 MON TUE WED THU FRI SAT SUN

- Human beings are social creatures - live/work/play with others.
- Sociology looks at how does entire group of people behave (top level)
- social psychology → how individual interact with group.



Social influence :- People behaviour affected by other. (directly/indirectly)

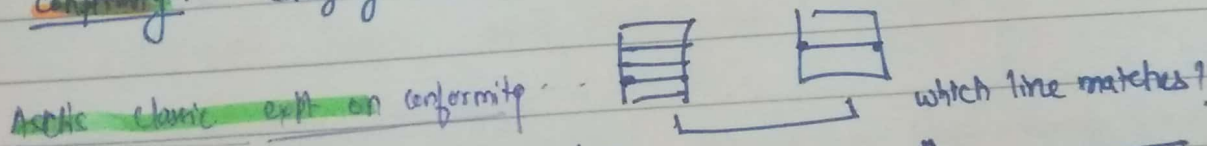
Social cognition :- ways people think about other.

Social interaction :- +ve & -ve aspects of people relating to others.

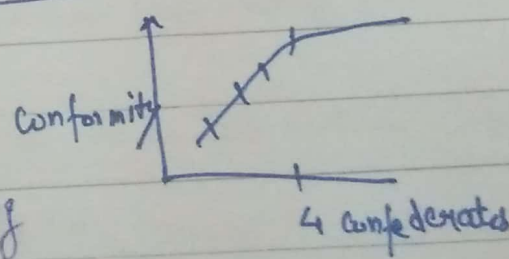
Sheliff 1936 → dark room light expt. conformity

→ **Social influence**

Conformity :- changing one's own behaviour to match that of other people.



only 1 out was real participant?
 confederates deliberately wrong line



inslee: people in that era were more conforming
 as currently done similar expt. not so successful.

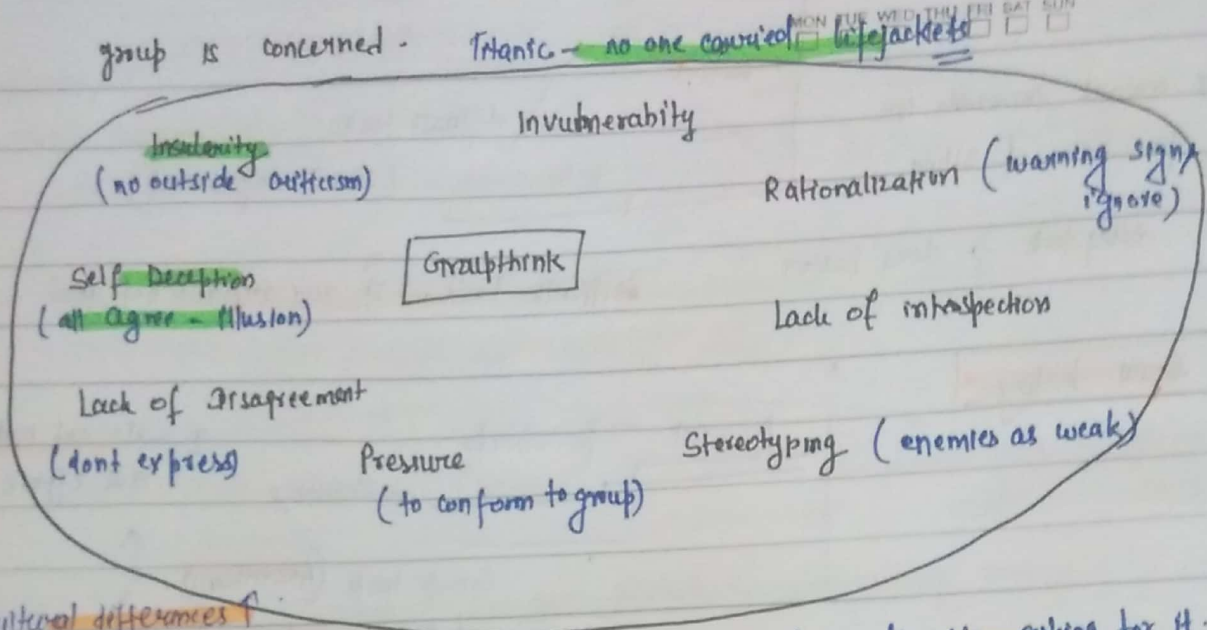
public - women more agreeable

private - same

group think: Bay of Pigs Disaster 1961
 (Castro - dTEx)

- People more group cohesiveness than assessing facts of the problem that group is concerned - Titanic - no one carried life jackets

Date:



Cultural differences ↓

Compliance: change of behaviour as a function of other people directly asking for it.



• **Foot in the door**: small request followed by larger request. ex: home care in absence, plants not water etc. → you do for consistency of answer

• **Door in the face**: larger followed by smaller till you agree (norm of reciprocity)

• **Lowball Technique**: getting commitment from a person → out of that commitment increase buying a car -

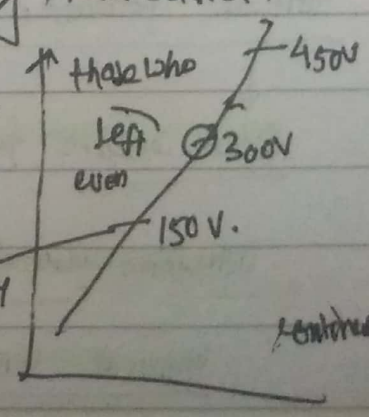
• **That's not all Technique**: something extra before decision | reciprocity |

⊗ foot in the door → individualist culture will show more than collectivist -

Obedience: changing behaviour at command of some authority, Nazi soldier!

Milgram's shocking research: diverse different people - Teacher.

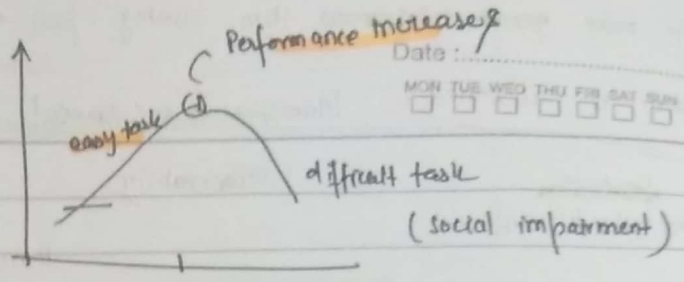
and subjects - learners, none said 150 volt but 450 volt



→ foot in door (Gilbert) / ethical (Milgram responded back)

Social facilitation

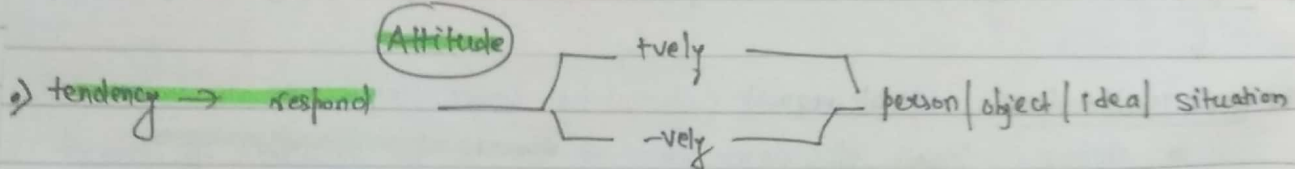
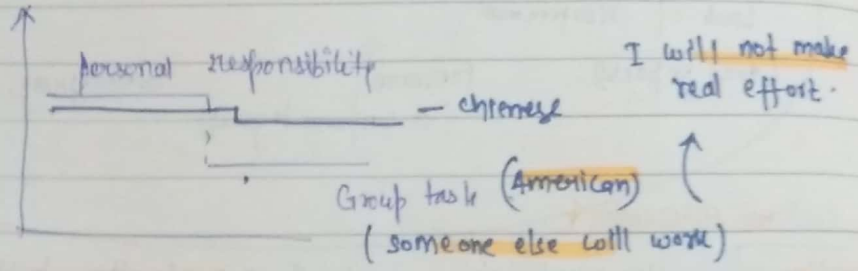
As arousal increases in presence of others



easy task → done better

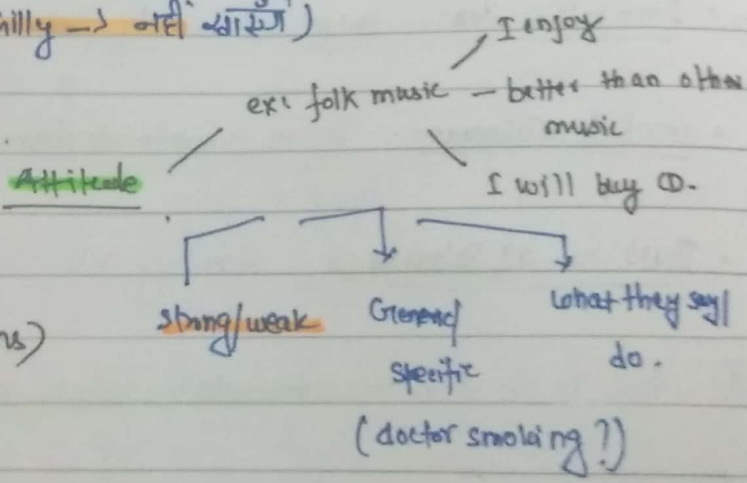
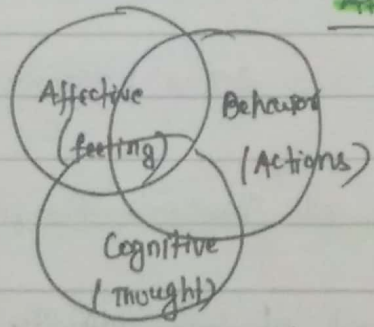
difficult task → if arousal not good

Social loafing



- ✓ How people view things is influenced by attitude
- ✓ Predisposition (new chilly → نفي الدنيا)

ABC model of Attitude



Attitude formation

2 different ways but all different forms of learning

Direct contact: food to eat

Direct instruction: parent anti-smoking

Interaction with others: Smoking is cool - with friends

Various conditions: mother father classical music

mass media education

immature people

Attitude change (Persuasion)

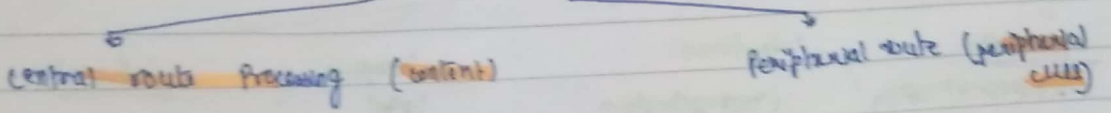
Source
(exposed communication)

Message
($\frac{1}{2}$ 30s)
✓ Moderate fear.

Date: _____
MON TUE WED THU FRI SAT SUN
Target audience
young age then old ones.

How people process info also determines how the person will be influenced

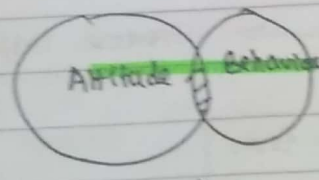
elaboration likelihood model



Cognitive Dissonance: what people have attitude & what actually happens

↳ unpleasant result

→ knowing cigarette injurious
still smoking | smoking



Cognitive dissonance.

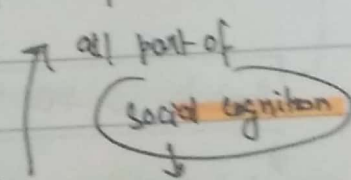
move towards each other.

\$1 - \$20 example for a task for lying → \$1 people lied thinking would be really great hence they were being paid to promote

Information / Impression formation: forming a first knowledge a person for other one.

(Categorization and prediction)

↓
primacy effect: first impressions do count



automatic without much awareness.

(kind of natural process)

↓
But no wrong stereotyping

misjudgment
→ very resistant to change

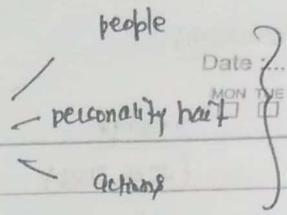
mental process to make of world around us.

tattoo on the arm → ask yourself logical question - doesn't mean I stereotype
be aggressive

Implicit Personality Theory

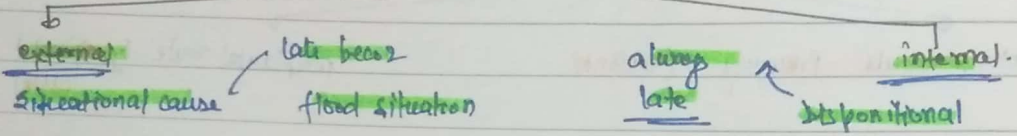
- assumptions about different type of people
- formation of schemas.
- (based on limited experience - it becomes dangerous)
- cultural differences

Date: _____
 MON TUE WED THU FRI SAT SUN



Attribution - (Heider - Attribution Theory 1958)

explaining both own & other behaviour → etc stress & cognitive dissonance.

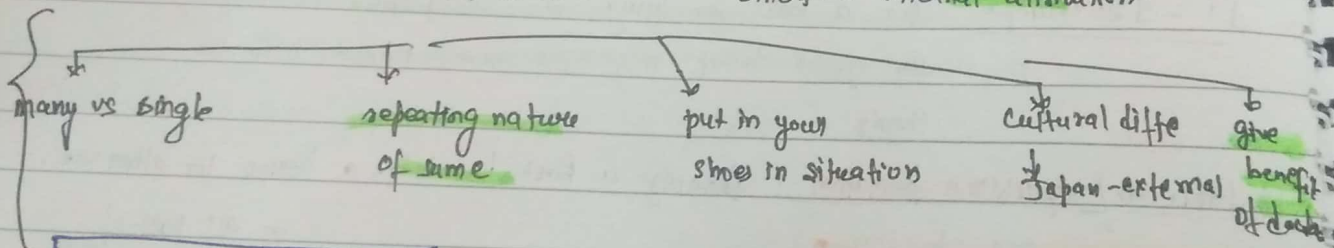


⊗ Marriage - Happy - Good ones (internal) - Bad ones (external)
 unhappy → reverse happens ⊗

Fundamental Attribution Error

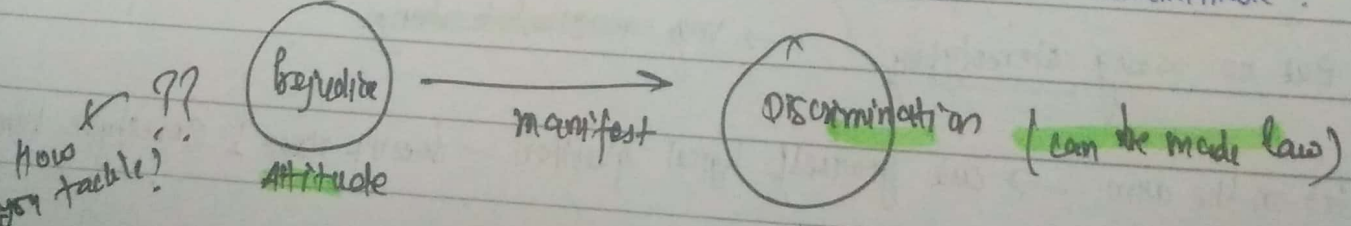
example! Non paying tax in time
 cheating in class

↳ your mistake - external attribution others - internal attribution.

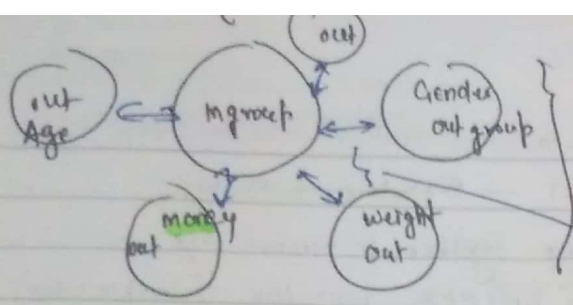


Prejudice & Discrimination

- ✓ stereotype - ve attitude towards particular social group - Prejudice.
 - ✓ treating people differently because of prejudice towards group they belong.
- Ex: Higher class (rich kids) - prejudice - slum kids → discriminate.



How to tackle??



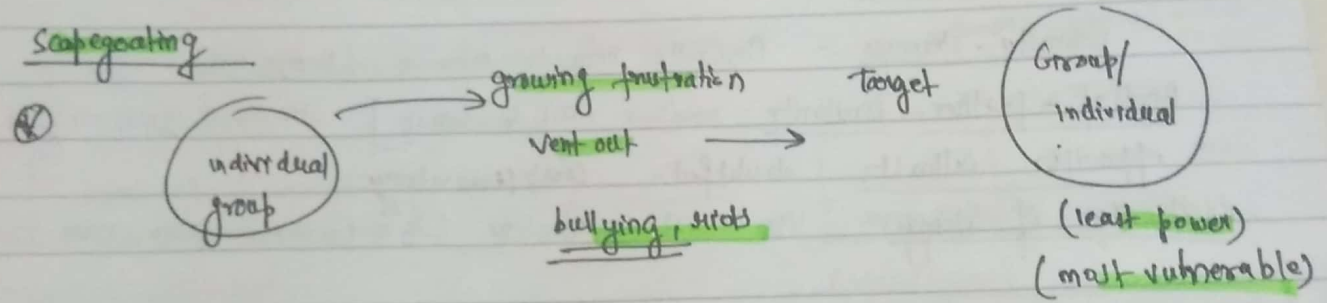
Date:
 MON TUE WED THU FRI SAT SUN
 Prejudice formation

conflict (realistic conflict theory)
 because of prejudice.

classical expt: Blue eyes - Brown eyes

- ① class divide: prejudice & discriminate → impacted test scores
- ② even students started discriminating } miserable or confident
- ③ scores reversed with treatment reverse
- ④ After age together - less prejudiced as adult because of that expt.

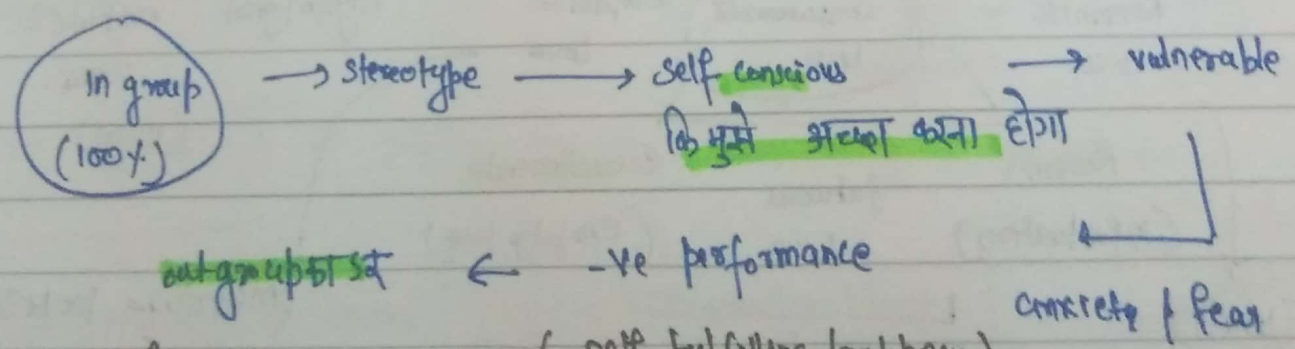
Scapegoating



Learning Prejudice

* Social Identity theory: social categorization (reference group) + identification (in group) + social comparison (self-esteem)

* Stereotype vulnerability: - knowing that stereotype exists in their group.



* overcoming prejudice: - (self fulfilling prophecy)

- learning & education, inter-group contact (colleges में) (Hall 3 - Hall 100)

Equal Status Contact:-

Date:
 MON TUE WED THU FRI SAT SUN

Robber's Cave (Sherif 1961) expt

- ✓ 22 boys - 11-11 2 teams (groups) - Prejudice + Hostility
- ✓ It took multiple week of working together to remove this
- ✓ Equal status → +ve effect on removing prejudice (cooperative)

Jigsaw classroom

share the info they have
 piece of puzzle each student → specific goal → work together

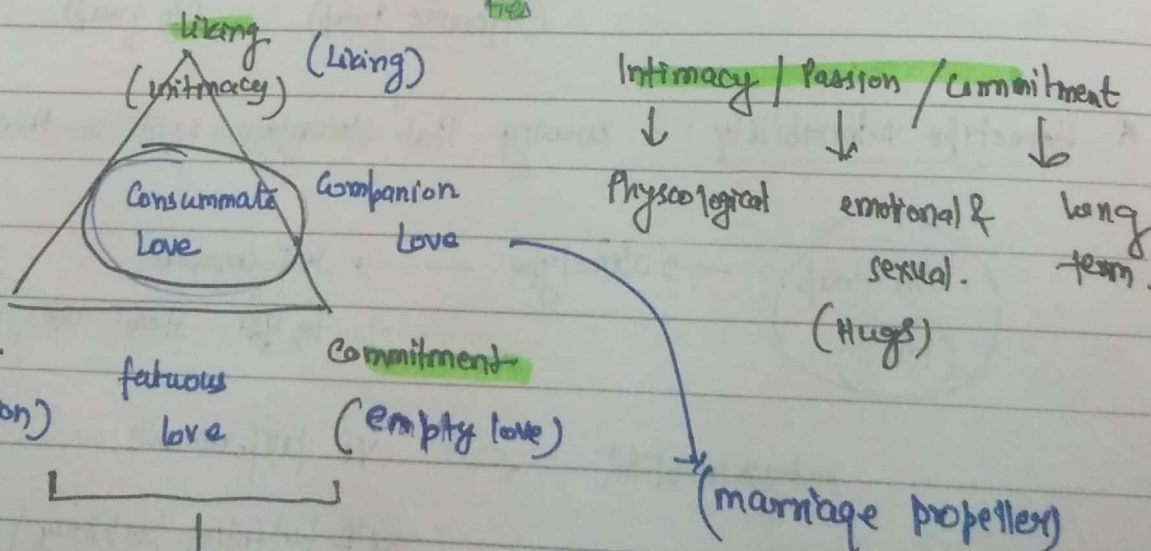
Interpersonal Attraction

- Physical Attractiveness - beauty at initial stage for attraction
- Proximity - closeness :- Physically near to someone. (things grow on you → attraction grows on you)
- Birds of a feather - similarity : similar attitude & belief
- opposites attract, doubtful - complementary.
- Reciprocity of liking :- like will create like (to 4 pic like - ~~SEER~~ SEER like)

Sternberg's Δ Theory of love

strong affection for other person - intimacy passion commitment
 sexual attraction admiration

Love Triangle



(youth)
 (western culture)

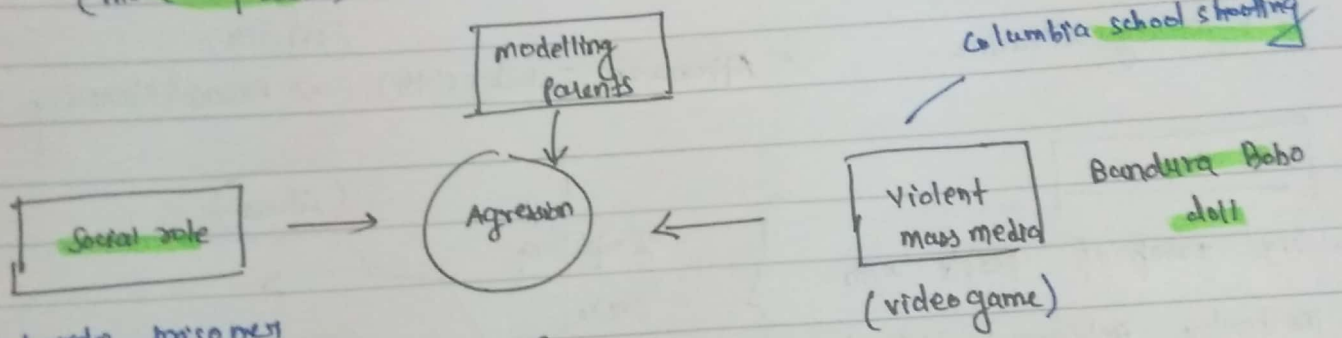
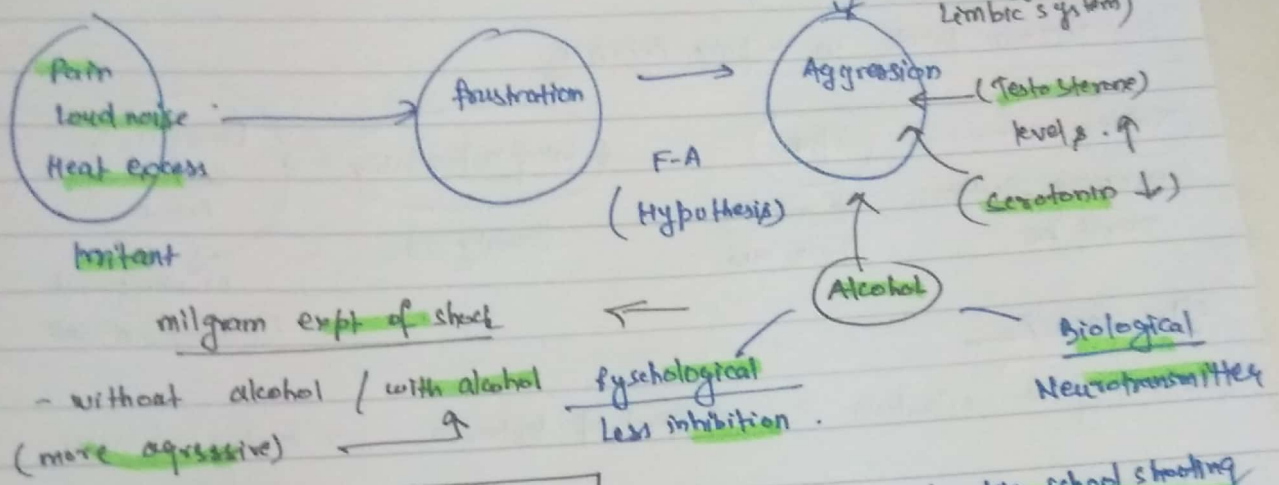
(marriage propeller)
 (non-western)

forced arrange

Consummate love = marriage ultimate goal → companion love with time

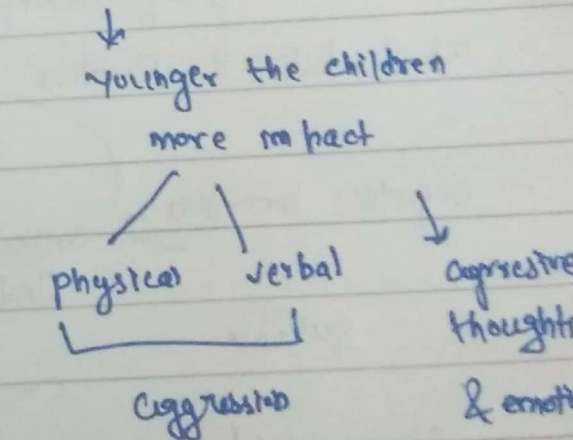
Aggression

behaviour intended to hurt / destroy other person



Zimbardo - prisoners guarded expt
 ↓
 guard → violent
 prisoners - expt stop

Genetic + frustration

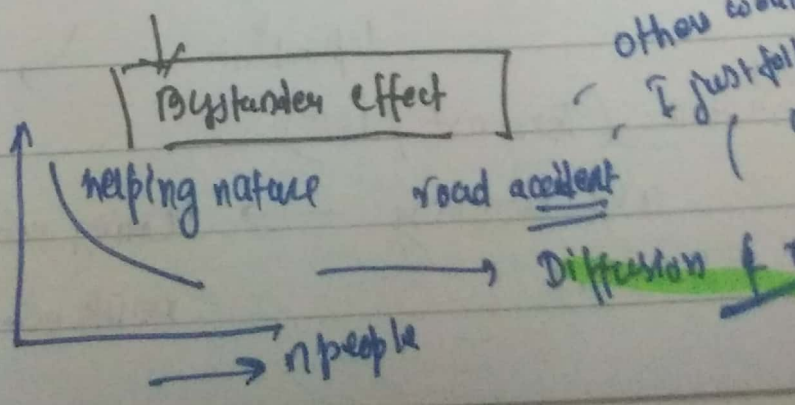


Real Life Iraq war (2003)

Prosocial Behavior : Socially desirable - pleasant form of behavior.

Altruism (no expectation of reward for help, fear of own safety)

example: stranger fire house to protect the child.



Latané & Darley (1969) expt

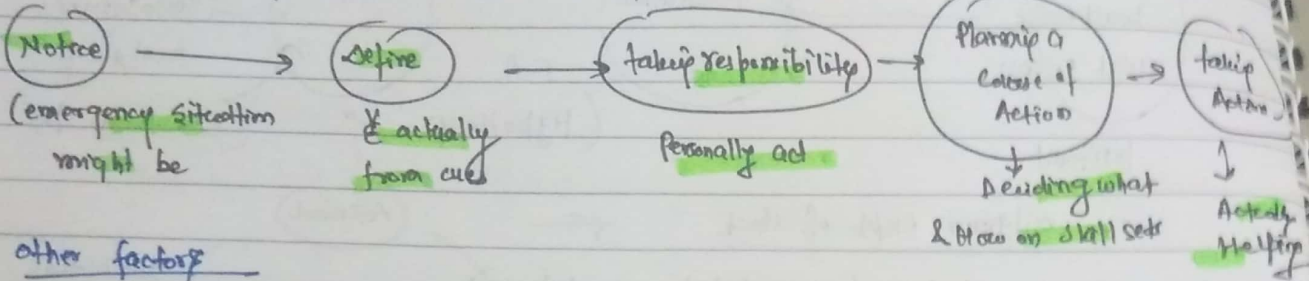
Reporting of smoke in room

Single participant → more reporting

Date:
MON TUE WED THU FRI SAT SUN

Confederates not reported.

Five decision points in Helping Behavior



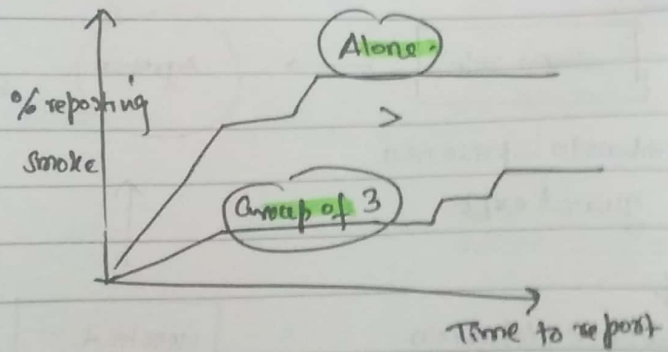
Other factors

- ✓ unambiguous situation
- ✓ mood of bystanders
- ✓ Gender of victims (opposite)
- ✓ Physically attractive
- ✓ Appearance (shabby cloth)
- ✓ Racial & ethnicity

Cult behavior

- any group of people with particular religious / philosophical set of beliefs & identities

- negative connotation



concretistic idealist

distress

gullible

strong group desire

Cult people

dissatisfied with life

dependent

unassertive

Cult organization (Terrorist / ISIS)

Love Bombing (AFJ love)

tearing out resistance

no contact

no questioning

outside / family leaving difficult

group adherence