

UNIT 14 — SOCIAL PSYCHOLOGY

Vocabulary Term	Definition of Term	Example
Social psychology	The scientific study of how we think about, influence, and relate to one another	
Attribution theory	The theory that we explain someone's behavior by crediting either the situation or the person's disposition	Either a person is always angry or they are angry because they were just stung by a large jellyfish while swimming...
Fundamental attribution error	The tendency for observers, when analyzing another's behavior, to underestimate the impact of the situation and to overestimate the impact of personal disposition	If someone cuts you off on the highway, you are more likely to say they are always a bad driver than to say they just forgot to check their blind spot that one time...
Attitude	Feelings, often influenced by our beliefs, that predispose us to respond in a particular way to objects, people and events	If you believe Harry Potter should be a banned book, anyone you see wearing a Harry Potter T-shirt would likely be someone you wouldn't like to talk to...
Central route to persuasion	Occurs when interested people focus on the arguments and respond with favorable thoughts	People who are naturally analytical or involved in an issue...
Peripheral route to persuasion	Occurs when people are influenced by incidental cues, such as a speaker's attractiveness.	Endorsements by respected people...
Foot-in-the-door phenomenon	The tendency for people who have first agreed to a small request to comply later with a larger request	An activist may first ask one to sign a petition, followed by a monetary request...
Role	A set of explanations/norms about a social position, defining how those in the position ought to behave	Zimbardo's Stanford Prison simulation
Cognitive dissonance theory	The theory that we act to reduce the discomfort/dissonance we feel when two of our thoughts are inconsistent	When our awareness of our attitudes and our actions clash, we can reduce the resulting dissonance by changing our attitudes
Normative social influence	Influence resulting from a person's desire to gain approval or avoid disapproval	Asch's conformity experiments
Informational social influence	Influence resulting from one's willingness to accept others' opinions about reality	After seeing slides 1 and 2, participants judged which person in slide 2 was the same as in slide 1 (fig.16.3 – pp 683)
Social facilitation	Stronger responses on simple or well-learned tasks in the presence of others	A baseball team does better when they have an audience than when they are practicing...
Social loafing	The tendency for people in a group to exert less effort when pooling their efforts toward attaining a common goal than when individually accountable	During a group project, people don't work as hard because their group will be held responsible as a whole and they're only partly responsible...
Deindividuation	The loss of self-awareness and self-restraint occurring in group situations that foster arousal and anonymity	"Mob Mentality" ...
Group polarization	The enhancement of a group's prevailing inclinations through discussion within the group	After hearing why one's religion is the best, one is more likely to believe it...
Groupthink	The mode of thinking that occurs	Although your idea would look better

	when the desire for harmony in a decision-making group overrides a realistic appraisal of alternatives	and be easier, you don't want to cause tension in the group, so you say nothing about you idea...
Prejudice	An unjustifiable attitude toward a group and its members	Generally involves stereotyped beliefs, negative feelings, and a predisposition to discriminatory action
Stereotype	A generalized belief about a group of people	All Asian kids are great violinists...
Discrimination	Unjustifiable negative behavior toward a group and its members	Colored v. White drinking fountains before the Civil Rights Movement
In-group	"us" – people with whom we share a common identity	All students at Monona Grove
Out-group	"them" – those perceived as different or apart from our in-group	All students at Mt. Horeb, etc.
In-group bias	The tendency to favor our own group	"Of course we'll win state..."
Scapegoat theory	The theory that prejudice offers an outlet for anger by providing someone to blame	The Jewish people during WWII were scapegoats for the German people's anger...
Other-race effect	The tendency to recall faces of one's own race more accurately than faces of other races	Also called the cross-race effect or the own-race bias
Just-world phenomenon	The tendency for people to believe that the world is just	People get what they deserve and deserve what they get
Aggression	Any physical or verbal behavior intended to hurt or destroy	
Frustration-aggression principle	The principle that frustration – the blocking of an attempt to achieve some goal – creates anger, which can generate aggression	After missing a shot, the golfer is more likely to become aggressive than if he had achieved his goal...
Mere exposure effect	The phenomenon that repeated exposure to novel stimuli increases liking of them	One is more likely to fall in love with someone if they see them often than if they see them only once per year...
Passionate love	An aroused state of intense positive absorption in another	Usually present at the beginning of a love relationship, but does not usually last
Companionate love	The deep affectionate attachment we feel for those with whom our lives are intertwined	Growing old together happily...
Equity	A condition in which people receive from a relationship in proportion to what they give to it	Sarah is only half-interested in the relationship, and so is Brad, so neither feels they are losing as much...
Self-disclosure	Revealing intimate aspects of oneself to others	Sharing the story of how your younger brother threw a machete at you when you were nine, which is why you have an embarrassing scar across your back...
Altruism	Unselfish regard for the welfare of others	Hotel Rwanda example (pp 712)
Bystander effect	The tendency for any given bystander to be less likely to give aid if other bystanders are present	Although Mark is crying in a corner, no one stops to help him because others, not feeling responsible for Mark's well-being, are not helping...
Social exchange theory	The theory that our social behavior is an exchange process, the aim or which is to maximize benefits and minimize costs	Helping Mark would make one late for work, which would have repercussions, although leaving him there causes one's self no harm...
Reciprocity norm	An expectation that people will help, not hurt, those who have helped them	Because Jenna loaned Bill money, she expects he will loan her money later...
Social-responsibility norm	An expectation that people will help	One is more likely to help a child or

	those dependent upon them	elderly person that to help a teenager or middle-aged person...
Conflict	A perceived incompatibility of actions, goals or ideas	
Social trap	A situation in which the conflicting parties, by each rationally pursuing their self-interest, become caught in mutually destructive behavior	Figure 16.17 on pp 715
Mirror-image perceptions	Mutual views often held by conflicting people	The "enemy" is cruel is a rationalization made by both sides...
Superordinate goals	Shared goals that override differences among people and require cooperation	Things like sporting events, which require teamwork to succeed...
GRIT	Graduated and Reciprocated Initiatives in Tension-Reduction	A strategy designed to decrease international tensions

Name of Important Person	What this person is known for	Impact on Psychology
Phillip Zimbardo	Stanford Prison Study	A toxic situation triggers degrading behaviors based on assigned or self-assigned roles
Solomon Asch	Conformity Experiments ~ Line Comparisons	Severe discomfort comes from disagreeing with the responses of others, thus one is likely to agree even if they know the others are incorrect
Stanley Milgram	Obedience Experiments ~ Shocks for Incorrect Answers	People display genuine distress when ordered to do something they find morally wrong, but most will continue to follow the orders of a more powerful figure
Mahatma Gandhi	India's fight for independence from Britain in 1947	Consistent and persistent minority voice can sometimes sway the majority
Kitty Genovese	Rape and Murder Victim in NY (1964)	Bystander effect
Wesley Autrey	Subway Hero	Social-responsibility norm