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| UNIT 14: SOCIAL PSYCHOLOGY |

Zimbardo Prison Experiment pg. 647-648, 40 Studies – 37: A Prison by Any Other Name…

Social Psychology:

Social Context:

**Key Question**: How does the social situation affect our behavior?

Core Concept:

 --We usually adapt our behavior to the demands of the social situation

 --In ambiguous situations, we take our cues from the behavior of others in that setting

Situationism:

***SOCIAL STANDARDS OF BEHAVIOR***

Social Role:

Scripts: (review of term)

Social Norms:

***CONFORMITY***

The Asch Effect (pg. 652 and 40 Studies – 38: The Power of Conformity):

Conformity:

***Group Characteristics that Produce Conformity***

1. Size of the majority

2. The presence of a partner who dissented from the majority

3. The size of the discrepancy

**Groupthink**  pg. 660

**Six Conditions Likely to Promote Groupthink**

1. Isolation of the group

2. High group cohesiveness

3. Direct leadership

4. Lack of norms requiring methodical procedures

5. Homogeneity of members’ social background and ideology

6. High stress from external threats with low hopes of a better solution than that of the group leader

***When was the concept of groupthink first developed?***

***OBEDIENCE TO AUTHORITY***

The People’s Temple example:

Milgram’s Obedience Experiment (pg. 654-657 and 40 Studies – 40: Obey at Any Cost?):

**Why Do We Obey Authority???**

*People tended to be obedient ….*

 …when a peer modeled obedience by complying with the authority figure’s demands

 …when the victim was remote from the ‘teacher’ and could not be seen or heard

 …when the ‘teacher’ was under direct supervision of the authority figure

 …when the participant acted as an intermediary bystander, merely ‘assisting’ the one delivering

 the shock

 …when the authority figure had a higher relative status, as when the participant was a student

 and the experimenter was labeled a ‘professor’ or ‘teacher’

***THE BYSTANDER PROBLEM: THE EVIL OF INACTION***

The Kitty Genovese Case (pg. 685 and 40 Studies – 39: To Help or Not to Help):

Diffusion of Responsibility:

**Key Question**: Constructing social reality: What influences our judgments of others?

Core Concept: The judgments we make about others depend not only on their behavior…..but also on our interpretation of their actions

 with the social context.

**Interpersonal Attraction** pg.678-683

Reward Theory

Proximity

Similarity

Self-disclosure

Physical Attractiveness

Exceptions to the Reward Theory of Attraction

Matching hypothesis:

Expectancy-value Theory:

Cognitive Dissonance:

***MAKING COGNITIVE ATTRIBUTIONS***

Fundamental Attribution Error FAE:

Self-serving bias:

**PREJUDICE AND DISCRIMINATION**

**Causes of Prejudice**

1. Dissimilarity and Social Distance

 In-group:

 Out-group:

 Social Distance:

2. Economic Competition

3. Scapegoating

4. Conformity to Social Norms

5. Media Stereotypes

***OTHER TOPICS IN SOCIAL PSYCHOLOGY***

Social Facilitation:

Social Loafing:

Deindivduation:

Group Polarization:

Romantic Love:

**Key Question**: What are the roots of violence and terrorism?

Core Concept:

The power of the situation can help us understand violence and terrorism, but a broader understanding requires multiple perspectives that

go beyond the boundaries of traditional psychology

Violence and Aggression:

Cohesiveness:

Mutual Interdependence:

Terrorism: