

Chapter 14: Social Psychology

Social Psychology

- The study of how people's thoughts, feelings, and actions are affected by _____

Attitudes and Social Cognition

- _____
 - Learned predispositions to respond in a favorable or unfavorable manner to a particular person, behavior, belief, or thing

Persuasion: Changing Attitudes

- _____
 - The characteristics of a person who delivers a persuasive message, known as the attitude communicator
- _____
 - What the message is like
 - One-sided argument
 - Two-sided argument
 - Fear-producing message

Persuasion: Changing Attitudes

- Characteristics of the target
 - _____
 - Occurs when the recipient thoughtfully considers the issues and arguments involved in persuasion
 - _____
 - Occurs when people are persuaded on the basis of factors unrelated to the nature or quality of the content of a persuasive message

Cognitive Dissonance

- Occurs when a person holds two attitudes or thoughts (referred to as cognitions) that _____ each other

Social Cognition: Understanding Others

- _____
 - Processes that underlie our understanding of the social world
- _____
 - Sets of cognitions about people and social experiences

Social Cognition: Understanding Others

- _____
 - The process by which an individual organizes information about another person to form an overall impression of that person
- _____
 - Traits utilized to form an overall impression of others

Attribution Process

- _____
 - Seeks to explain how we decide, on the basis of samples of an individual's behavior, what the specific causes of that person's behavior are

Attribution Process

- _____
 - A cause of behavior that is brought about by something in the environment
- _____
 - A cause of behavior that is prompted by the person's disposition (his or her internal traits or personality characteristics)

Biases in Attribution

- - Tendency to over-attribute others' behavior to dispositional causes, and the corresponding failure to recognize the importance of situational causes
- - Phenomenon in which an initial understanding that a person has positive traits is used to infer other uniformly positive characteristics

Biases in Attribution

- - The tendency to think of people as being similar to oneself, even when meeting them for the first time

Social Influence

- The process by which the actions of an individual or group affect the behavior of _____

Conformity

- A change in behavior or attitudes brought about by a desire to follow the beliefs or standards of other people
- Example: the Solomon Asch study, 1951

Important Variables Producing Conformity

- Characteristics of the group
- Situation in which the individual is responding
- Kind of task
- Unanimity of the group
 - Social supporter
 - Person who shares an unpopular point of view along with another group member, thereby reducing nonconformity

Groupthink

- Type of thinking in which group members share such a strong motivation to achieve consensus that they lose the ability to critically evaluate _____

Compliance: Submitting to Direct Social Pressure

- - Small request followed by a larger request
- - Large request followed by a smaller request
- - Offered a deal at an inflated price
- - Norm of reciprocity

Obedience: Obeying Direct Orders

- - A change in behavior due to the commands of others
- Stanley Milgram, 1963

Prejudice and Discrimination

- - Generalized beliefs and expectations about social groups and their members
- - The negative (or positive) evaluations of groups and their members
- - Negative behavior toward members of a particular group
 - Self-fulfilling prophecy

The Foundations of Prejudice

- Social learning approaches
 - People's feelings about members of various groups are shaped by the behavior of parents, other adults, and peers
- Social identity theory
 - We use group membership as a source of pride and self-worth

Working to End Prejudice and Discrimination

- Increasing contact between the target of stereotyping and the holder of the stereotype
- Making positive values and norms against prejudice more conspicuous
- Providing information about the objects of stereotyping
- Reducing stereotype vulnerability

Positive and Negative Social Behavior

- ---

 - Proximity
 - Mere exposure
 - Similarity
 - Reciprocity-of-liking effect
 - Physical attractiveness

Types of Love

- ---

 - Represents a state of intense absorption in someone that includes intense physiological arousal, psychological interest, and caring for the needs of another
- ---

 - Strong affection that we have for those with whom our lives are deeply involved

Components of Love: Robert Sternberg

- Intimacy component
- Passion component
- Decision/commitment component

Aggression

- ---

 - Intentional injury or harm to another person
- Instinct approaches
 - ---

 - Process of discharging built up aggressive energy

Aggression

- Frustration-aggression approaches
 - ---

 - The thwarting or blocking of some ongoing, goal-directed behavior
- Observational learning approaches
 - Effects of

Prosocial Behavior

- ---

 - Helping behavior
- ---

 - Helping behavior that is beneficial to others but clearly requires self-sacrifice
- ---

 - Tendency for people to feel that responsibility for acting is shared, or diffused, among those present