

<http://www.schooltube.com/video/237e7769aa970bcec446/Zimbardo-Stanford-Prison-Experiment>

http://www.ted.com/talks/philip_zimbardo_on_the_psychology_of_evil.html

http://www.youtube.com/watch?v=3s4o2G6KB4Q&safety_mode=true&persistent_safety_mode=1&safe=active

Apr 18-1:49 PM

Social Thinking

Fritz Heider's **Attribution Theory** states that people "attribute" others' behaviors with either their (internal) disposition or external situations.

1. **Fundamental Attribution Error** – When someone attributes others' behavior as a reflection of their "real" internal disposition not considering situational effects. That is, one makes the mistake of **underestimating** situational influence and **overestimating** personality influence.

2. **Attitudes** – Your feelings and beliefs that direct the way you respond to your surroundings.

3. **Foot-in-the-door-phenomenon** – The tendency for people who have agreed on a small request to comply later to a larger one.

4. **Role** – Expectations on how one should behave in a certain social position. ex. Adults should be responsible, teachers should be fair, policemen should be trustworthy...etc.

In **Philip Zimbardo's 1972 prison study**, students were randomly assigned to act as prisoners or guards. In less than a week, the students became so absorbed into their "role playing" that the roles they played actually became themselves. The guards adopted abusive attitudes and the prisoners became discouraged and even rebellious. After the study, the students quickly grew back into their normal roles. (See **Zimbardo's Simulated Prison Study** - <http://www.prisonexp.org/online>).

The **Cognitive Dissonance Theory** states that if what we believe and what we do are inconsistent, we will feel **cognitive dissonance** (discomforting tension) and we will reduce this tension by changing our attitudes. Ex. If we do something that we know isn't quite right such as tell a lie, we may try to convince ourselves that we did so for good reason.

Apr 18-1:53 PM

Social Influence

We are all influenced by those around us in a variety of ways.

Conformity is defined as the adjustment of behavior or thinking to coincide with others. This often occurs as a result of peer pressure. Know **Solomon Asch's** research on conformity and the conditions that strengthen conformity.

Reasons for conformity:

1. **Normative Social Influence** – Person conforms because they want to gain social approval/acceptance. (NORM – following the social norm)

2. **Informational Social Influence** – Person conforms because they accept others' judgment on reality. (INFO – accepting info/facts about reality) increases when we are unsure & task is seen as important

Stanley Milgram's Obedience Study – Participants act as teachers who deliver electrical shocks to "students" that answer incorrectly. The magnitude of voltage increase as the number of questions answered incorrectly increase. Even though screaming sounds of pain were heard from the "students", 63% of the participants delivered right up to the last 450-volts (which knowingly caused great pain). The experiment showed that obedience was highest when: 1. the order giver has high authority; 2. the victim was far away or unseen and 3. No one was seen disobeying. (Everyone appeared to comply). (Nazi officers during the Holocaust?/soldiers in any war?)

Types of group influence:

1. **Social Facilitation** – Improved performance on well learned tasks in the presence of others (audience).

2. **Social Loafing** – There is diminished effort when working in a group towards a common goal. (When other members slack off)

3. **Deindividuation** – The loss of self-restraint when one is part of a large group. Especially when depersonalized e.g. wearing a mask or a Klu Klux Klan –style hood.

Apr 18-1:53 PM

The effects of group interaction:

1. **Group Polarization** – Pre-existing attitudes become enhanced when discussed with in a group. I.e. when people who are united by their administration talk together, they feel their actions are more justified and they become even more discontent.

2. **Group Think** – Where people in group discussions tend to agree with whatever is being proposed in order to maintain harmony. Alternative views are suppressed even though they are better than the presented one. Can lead to dangerous over-cites as was the case in the 1985 Challenger mission (see text)

Other powers of influence:

1. **Minority influence** – E.g. Rosa Parks's actions that ignited the civil rights movement. A minority that consistently holds its position tends to be more successful in swaying a majority than is a minority that is not cohesive.

2. **Culture** – Passed on behaviors, ideas, and attitudes shared by many people.

3. **Personal Space** – The "zone" we like to maintain around our bodies. Our area of personal space is very dependent on the culture from which we come. North American and British people tend to prefer greater personal space than do Arab and French people for example.

4. **Gender Roles** – Expected behaviors from males and females in a culture. These behaviors are modeled within the community and are obviously influenced by one's gender. Gender roles vary over time as well as across cultures.

5. **Self-fulfilling Prophecy** – This is the situation that occurs when someone's belief about others leads them to act in a way that induces the others to appear to confirm the belief. For instance, if you have heard awful things about a fellow student you have just met, you may treat them in a negative way that ultimately causes them to react negatively to you, thus affirming your feelings.

Apr 18-1:58 PM

Social Relations - (How we relate to each other)

We relate to one another in a variety of ways depending on our perceptions of one another. Our perceptions may be colored by the following:

Prejudice : these are often negative beliefs, emotions, and actions towards a group and its individual members. These attitudes are based on **stereotypes** – overgeneralizations about a group of people. These unjustified thoughts bring about discrimination and social inequalities.

Ingroup Bias : the favoring of your own group. This kind of thinking promotes separations among the human race as people are classified as "ingroup" and "outgroup."

Scapegoat Theory : suggests that the justification of one's prejudice/anger is sought in blaming someone (target). In order to boost one's self-esteem they will resort to degrading others.

Just-world phenomenon : the belief that the world is "just the way it is." I.e. people get what they deserve and deserve what they get (promotes blame and reduces the tendency to help others).

In this lesson it is also important to understand the biological and psychological factors that influence our feelings of aggression, attraction, altruism, etc.

Apr 18-1:54 PM

Aggression

• Defined as physical or verbal behavior intended to hurt or destroy others. People who are aggression-prone are more likely to drink and become violent.

There are two major influences: (What makes us likely to hurt another person?)

Biological influences : genetic link (via twin studies), some connection to the amygdala, testosterone levels. (see text)

Psychological factors: Aversive events, learned aggression (modeling behavior), violence on TV, sexual aggression in the media (TV, x-rated film, pornography)

Frustration-aggression principle: suggests that frustration creates aggression. It has been found that repeated exposure to violent shows diminishes one's self-inhibition just as watching pornography makes one's partner seem less attractive.

Conflict: inconsistencies of actions, goals, and/or ideas. Know the following specific internal conflicts as well (not in text):

Approach-avoidance: a choice must be made between two attractive goals. E.g. Should I have pizza or a burger?

Approach-avoidance : a choice must be made to pursue a single goal that has both positive and negative aspects.

Avoidance-avoidance : a choice must be made between two unattractive goals. "Caught between a rock and a hard place."

Social Traps: situations in which both parties are aiming for self-interest only and therefore gets tied in a mutually destructive situation. I.e. When fishing companies anticipate that other companies will fish just as much or more as themselves so they continue to rigorously fish (sound familiar?). Eventually this situation results in a depletion of fish because none of the companies would lower their fishing amount.

Apr 18-1:59 PM

Attraction

Mere-exposure effect: refers to when one becomes increasingly attracted to a stimulus (something or someone) due to repeated exposure to it or them. For example, the more you look at a picture the more you like it; or, eventually starting to find your best friend attractive.

You will become friends with those geographically close to you (**proximity**). Also, you are likely to marry someone who has the same level of physical attractiveness as you. We are attracted to people similar to ourselves.

Passionate Love: it is usually present at the beginning of a relationship and is a state of intense "HOT" intimate love.

Companionate Love: the affectionate attachment that replaces passionate love and persists in marriage. The requirements are:

1. **Equity** - The constant sharing between partners. You freely get what you freely give. Equity increases chances of sustained companionate love.
2. **Self-disclosure** - Telling your most intimate aspects (fears, wishes, dreams) to another.

Apr 18-2:01 PM

Altruism

Altruism is defined as the act of being unselfishness, nice, and offering unconditional help to others. This positive social interaction dictates the very quality of a hero. Research has been carried out on in an attempt to evaluate the reasons for our kind actions and lack thereof.

The **Bystander Effect** is the diminished possibility of giving aid when other bystanders are present. It is also the failure to take responsibility of the situation when others are around. In order for a bystander to give aid to someone in need, 3 steps must be achieved:

- The incident must be noticed
- The incident must be acknowledged as an emergency
- Responsibility of the incident is achieved.

There is also the **Social Exchange theory** otherwise known as the **Reciprocity Norm** that suggests that social interactions are regarded as an exchange process where the goal is to maximize benefits and minimize costs.

When it comes to peacemaking and cooperation, the following terms are regarded as important:

- Superordinate Goals** are common goals that overlook individual differences and acquired through total cooperation. To get a group these goals requires the individuals to cooperate and possibly compromise their own goals if they are to achieve success.
- Social Responsibility Norm** - We help those who need our help no matter what the cost or benefit.
- GRIT** stands for Graduated and Reciprocated Initiatives in Tension-Reduction. This is a strategy for reducing international tensions through win-win attitudes and communication. See the text for an example of this method of conciliation.

Apr 18-2:02 PM

Apr 18-3:13 PM