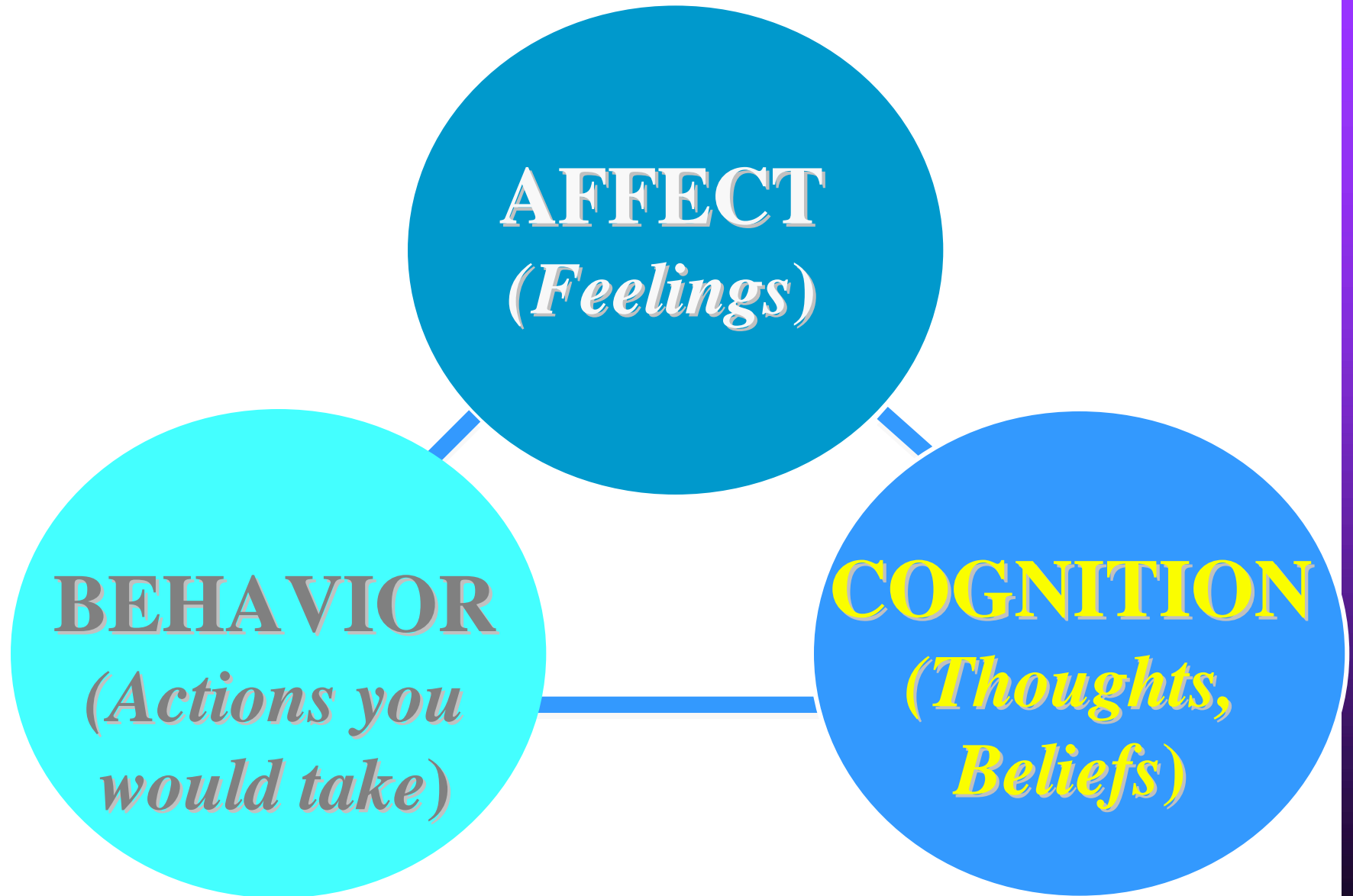


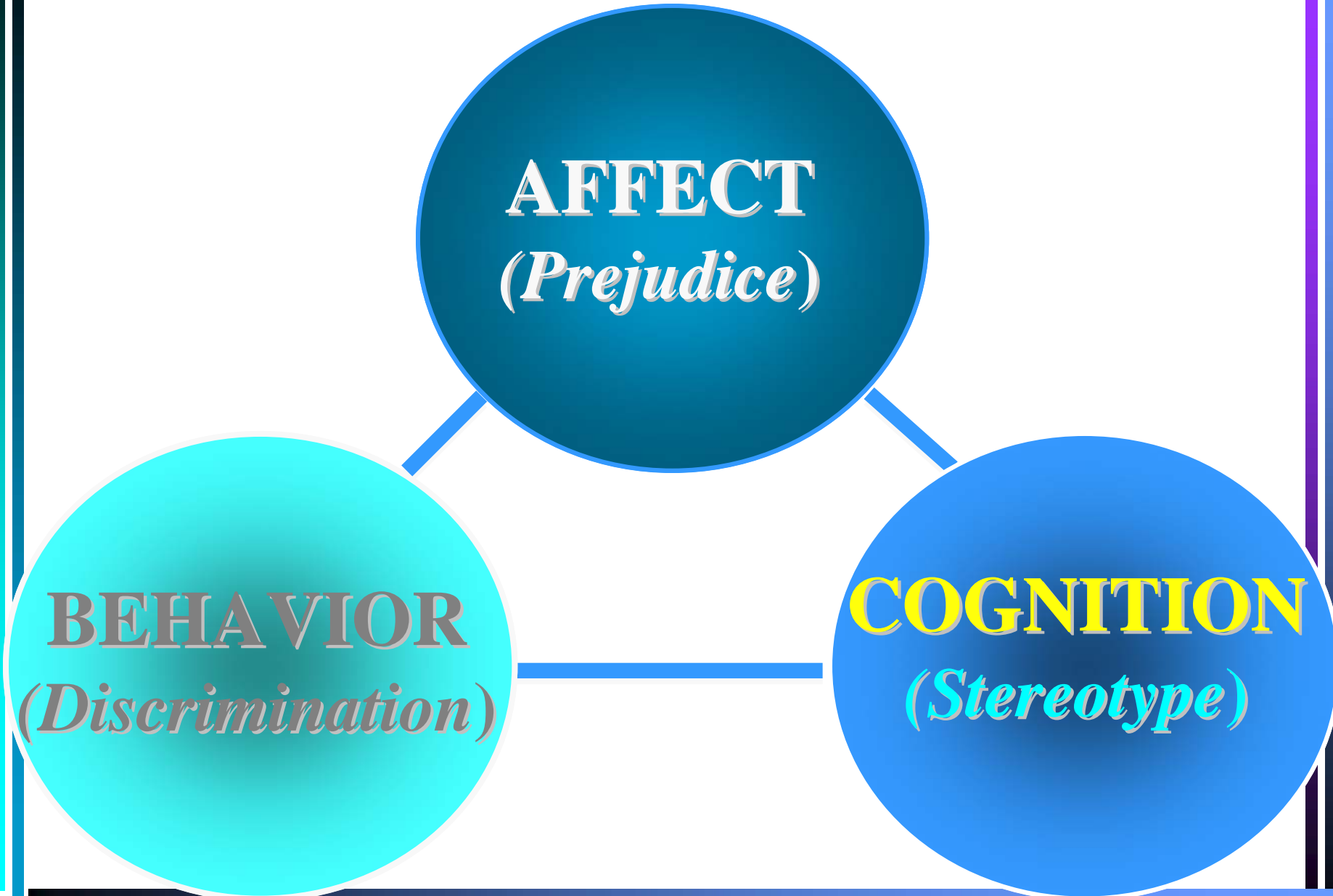
CHAPTER 16

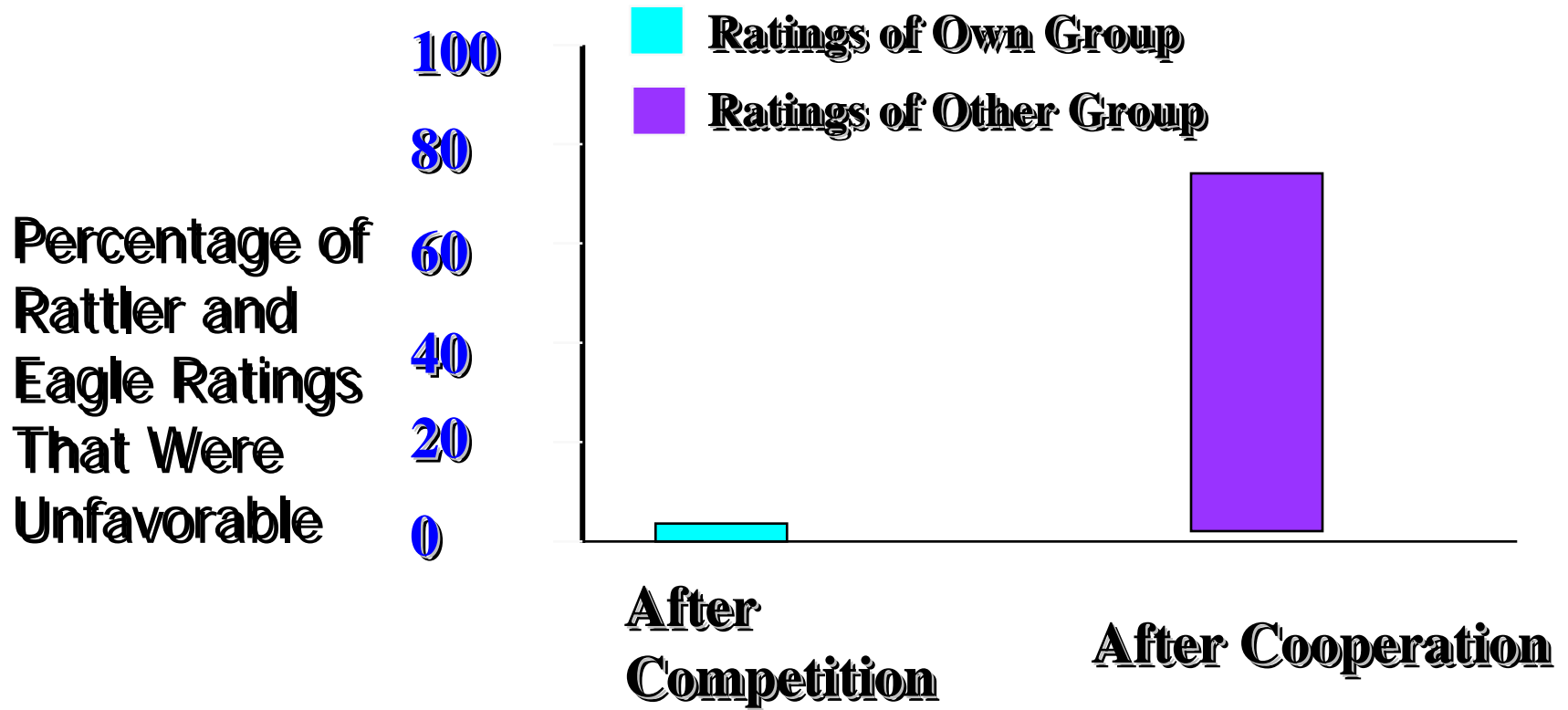
SOCIAL PSYCHOLOGY

- OBEDIENCE
- ATTITUDES & ATTITUDE CHANGE
- GROUP INFLUENCES
- PREJUDICE
- AGGRESSION
- ATTRACTION
- ALTRUISM

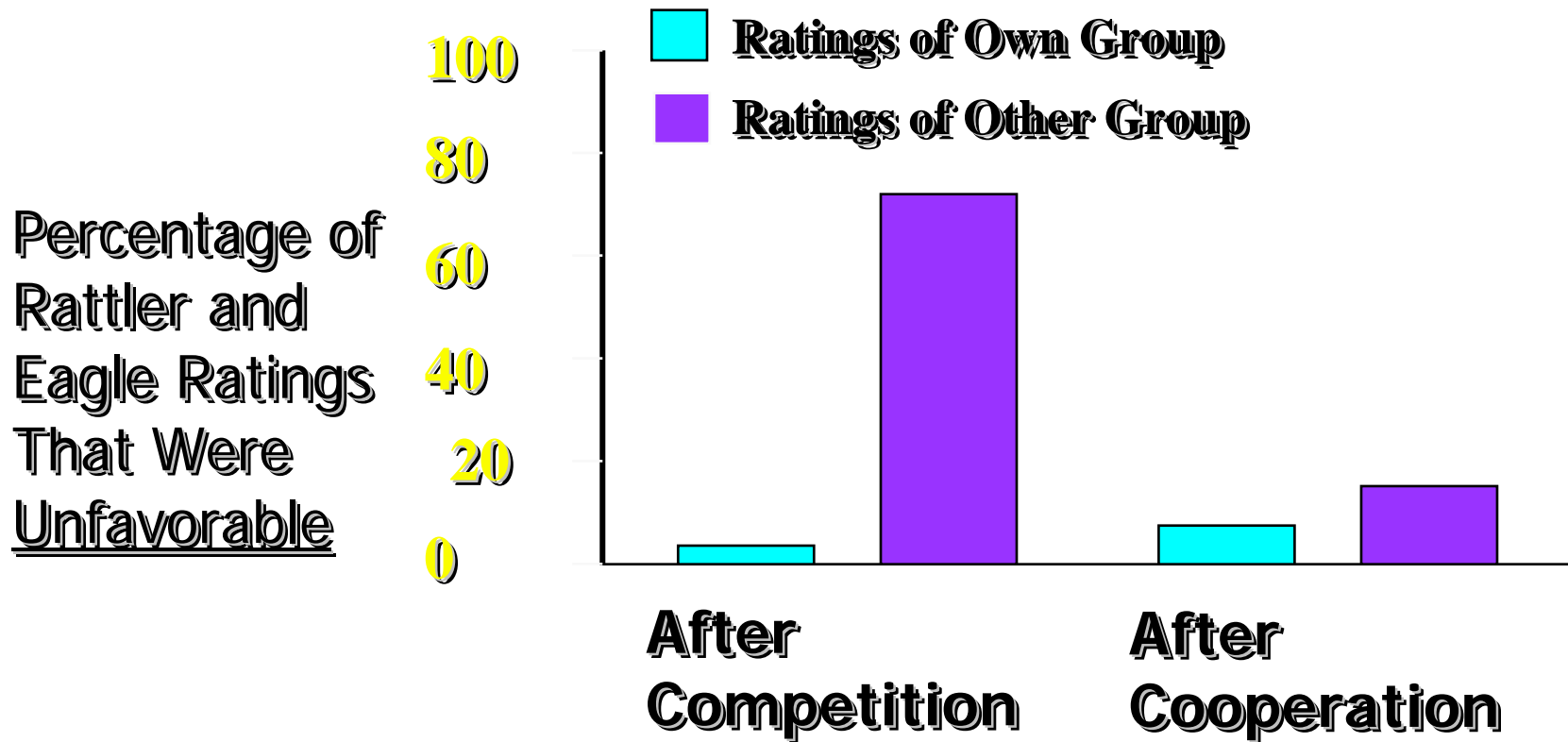
~ Professor Fazakas-deHoog
lfazakas@uwo.ca







- After competing, the groups viewed each other negatively



- The hostility between the groups eventually turned into friendship and acceptance after working together toward a common (superordinate) goal
- Tajfel & Turner's "minimal group" study

IMPORTANT FACTORS IN CONFORMITY

Situational Factors

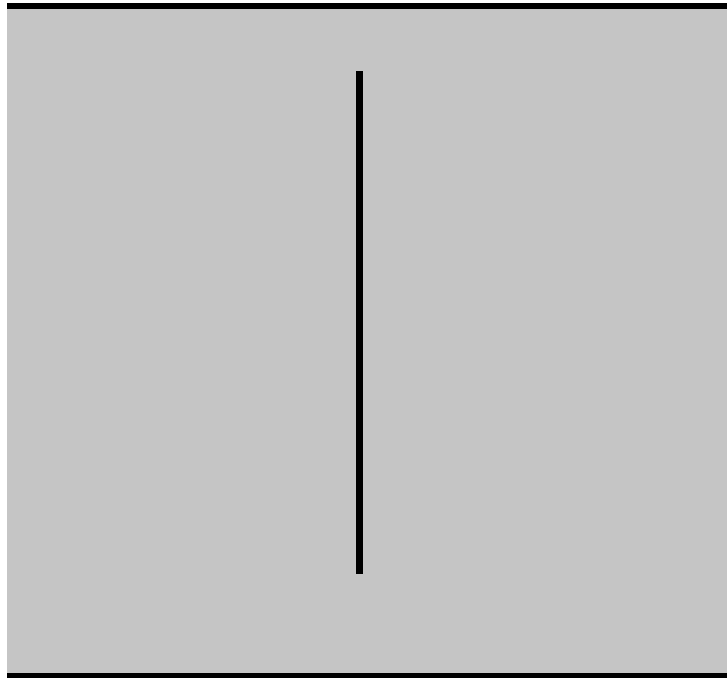
- **Group size**
- **Cohesiveness**
- **Social support**

Personality Factors

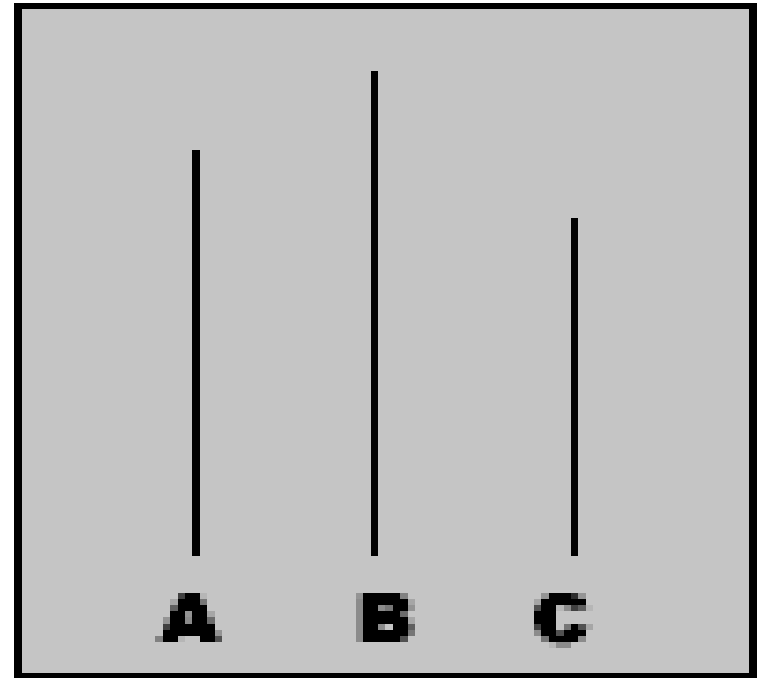
- **Self-awareness**
- **Self-presentation**
- **Need for individuation**
- **Desire for personal control**

Gender & Culture

Asch's CONFORMITY STUDIES



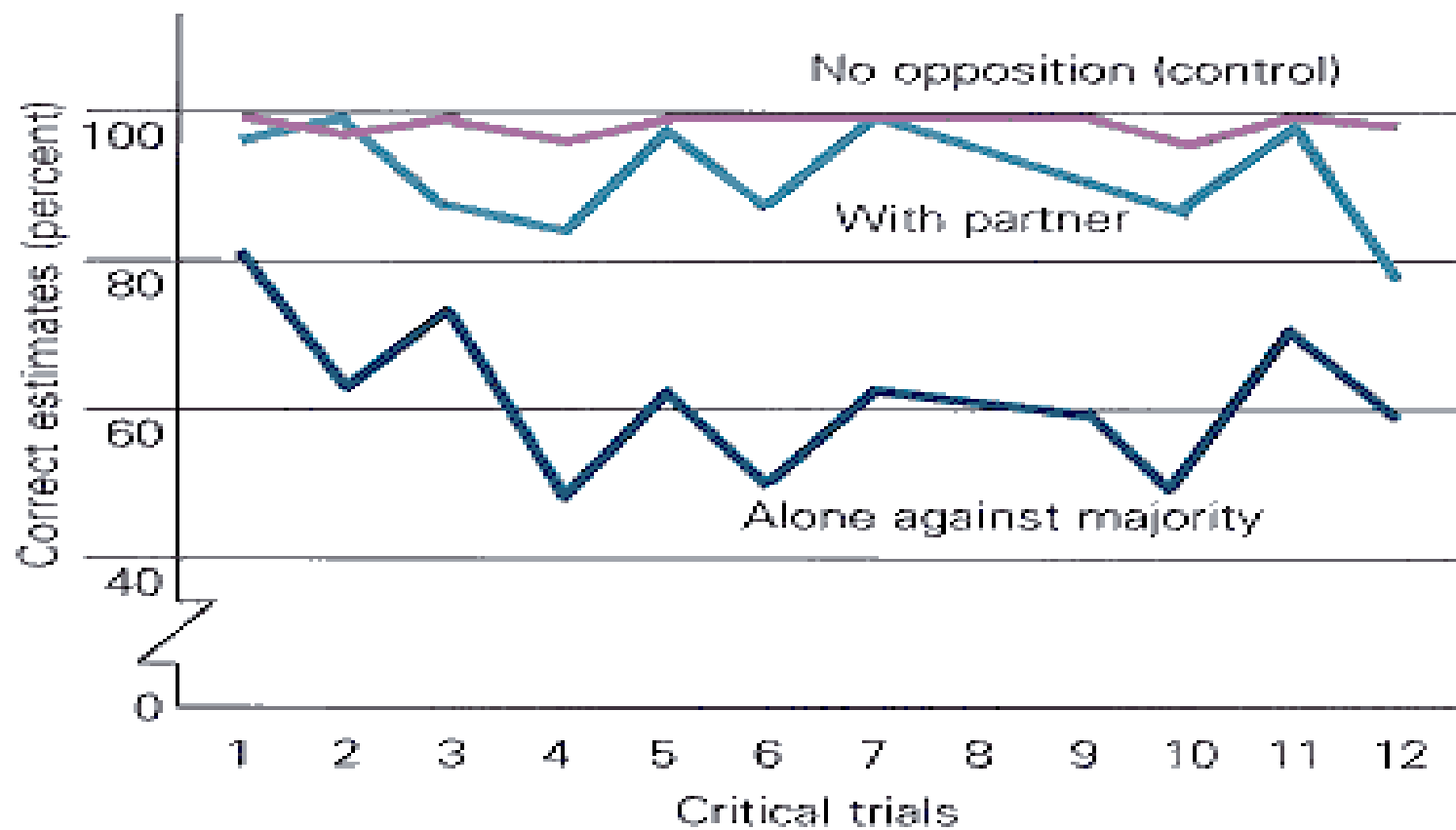
Standard Line



Comparison Lines

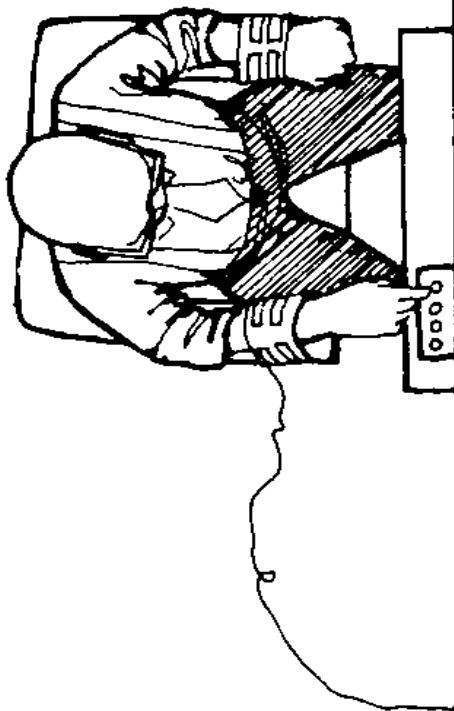
Subjects trusted other's opinions over their own senses.

37 % conforming

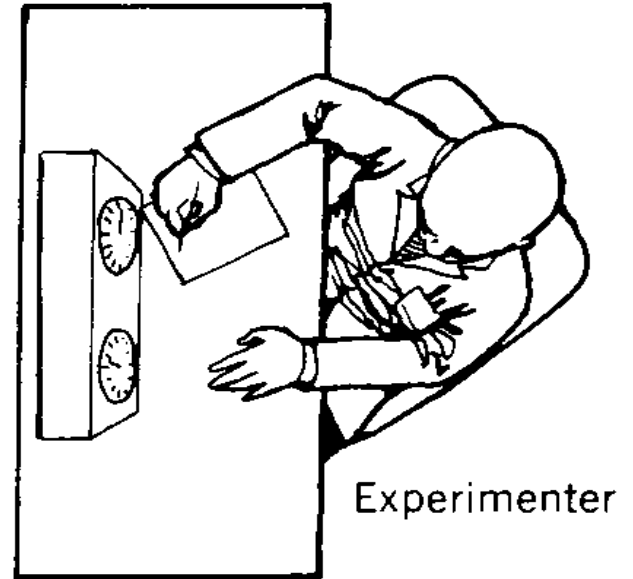
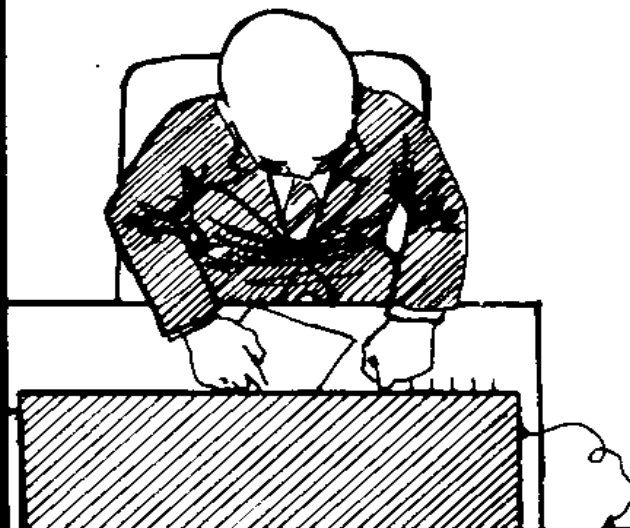


Milgram's Obedience Experiments

Learner



Subject



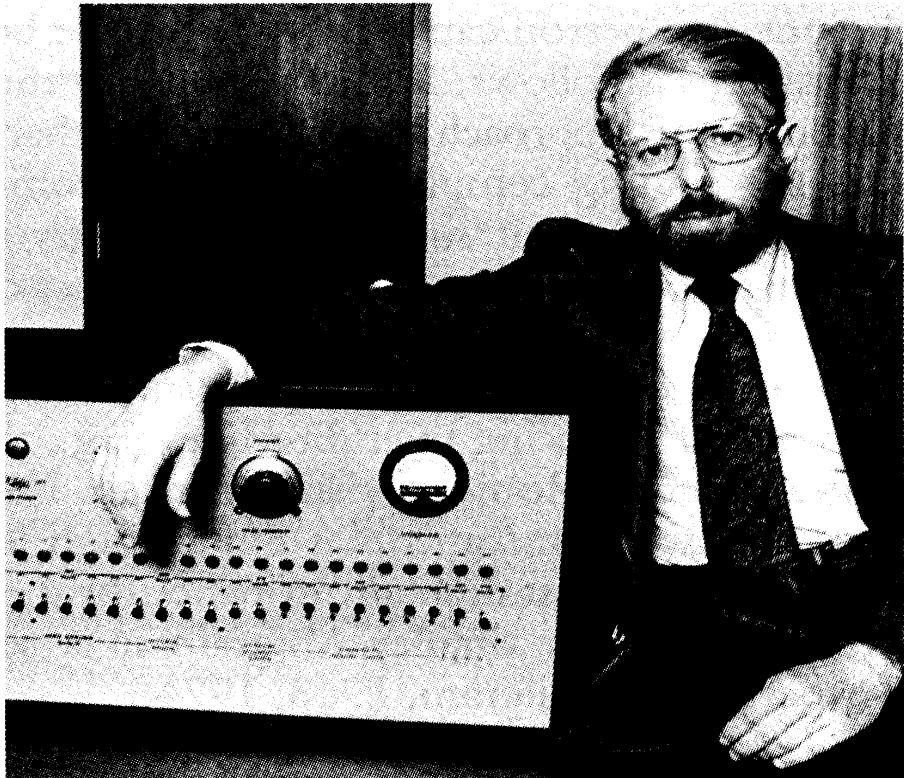
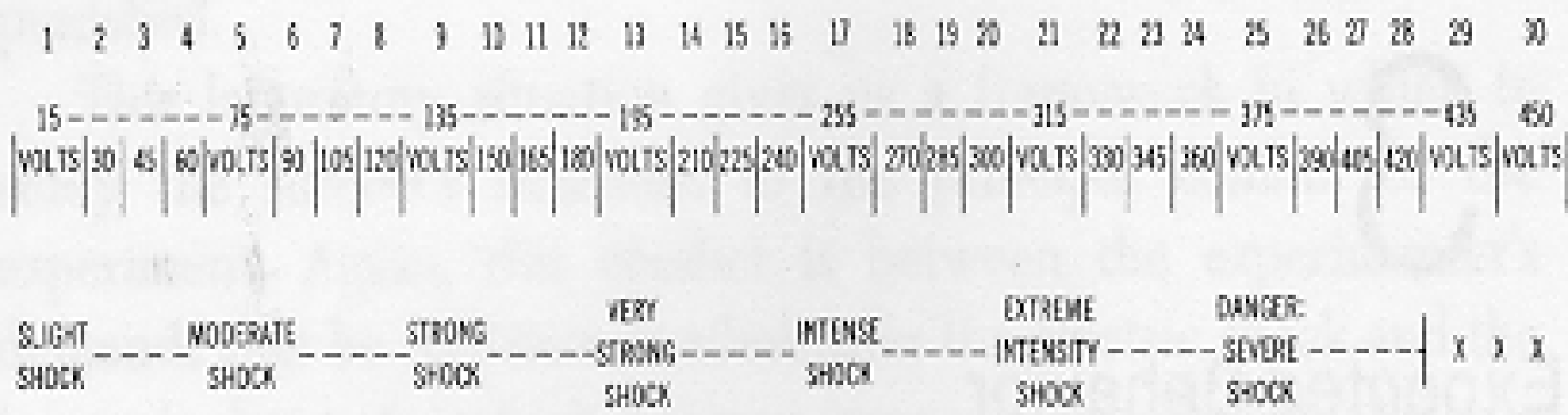
Experimenter

Supposed memory study

Teacher (participant) &
learner (confederate)

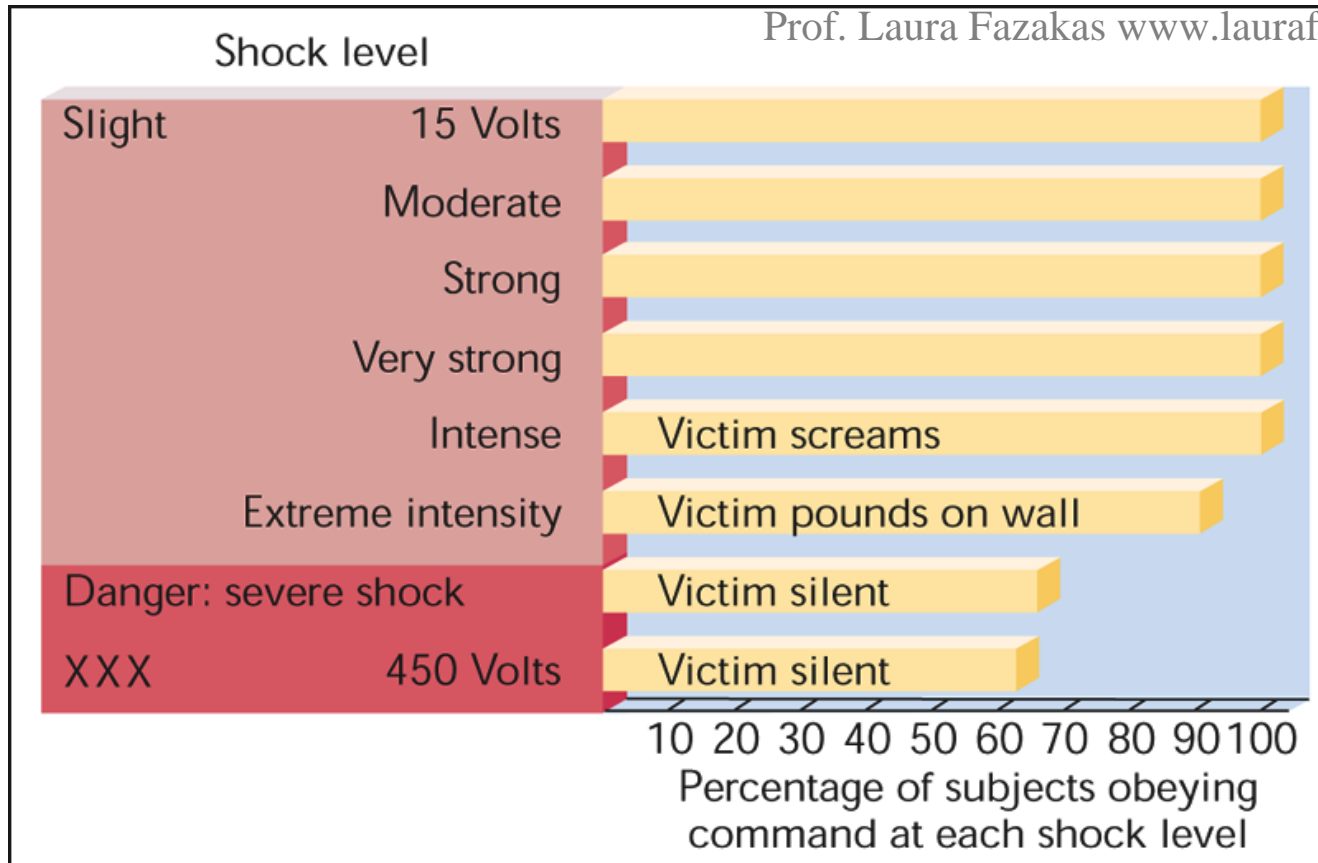
Teacher gives learner
increasingly intense "shocks"
if he answers incorrectly

When will people stop
giving shocks?



Milgram's Obedience Experiments

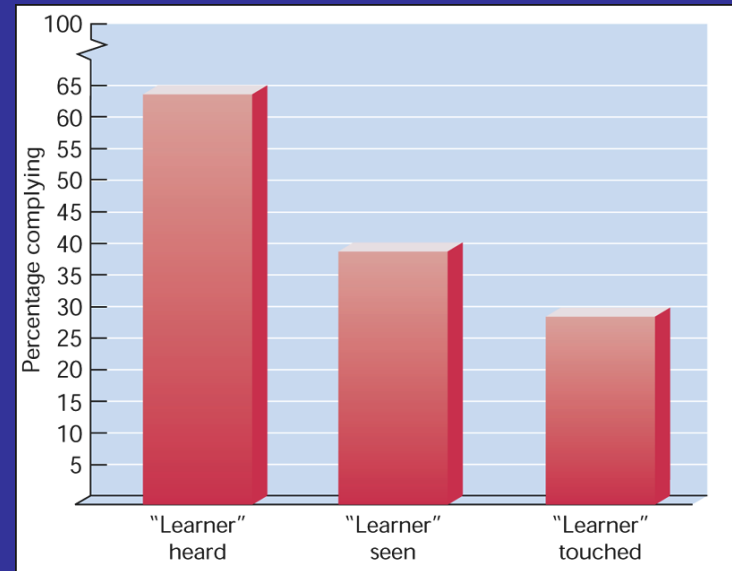
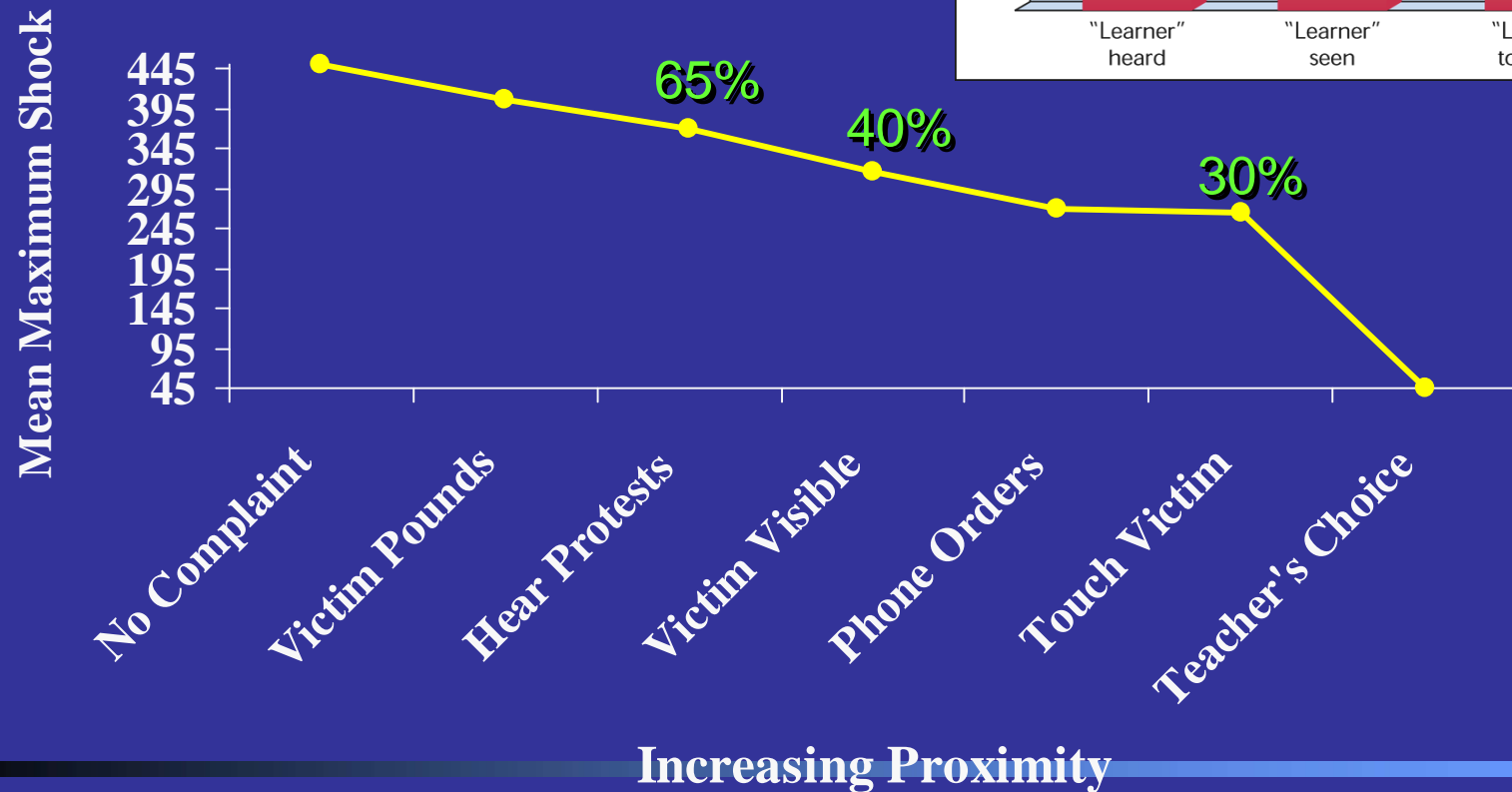
Prof. Laura Fazakas www.laurafazakas.com



“Please continue”...

60 % continued to the highest level of shock

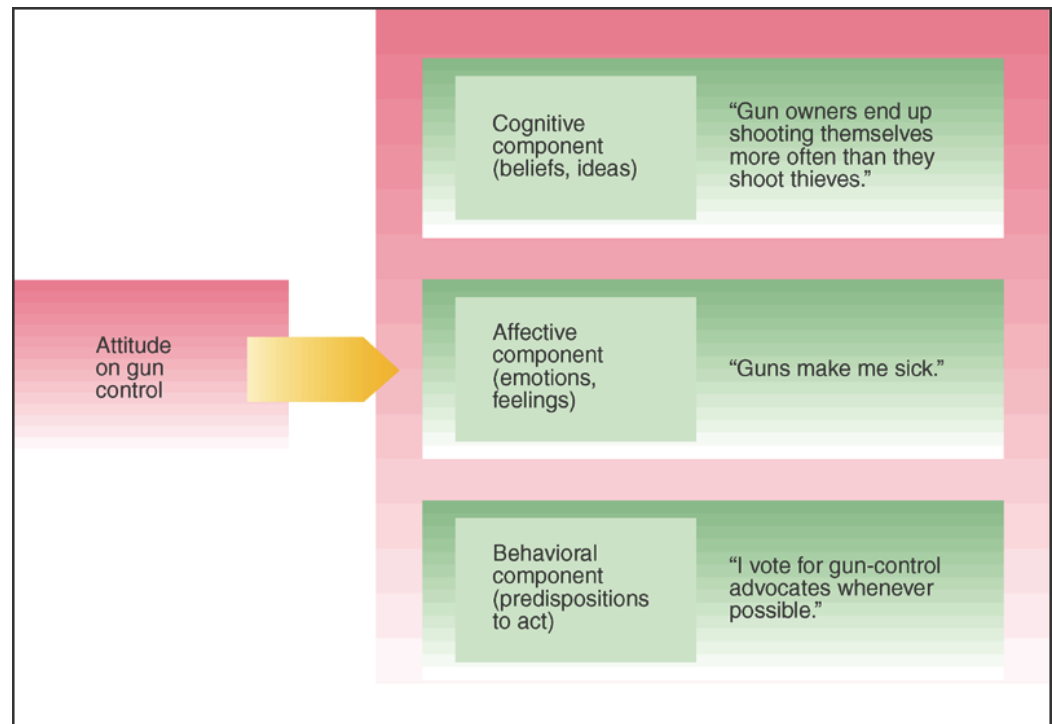
Variations in Milgram's Obedience Experiments



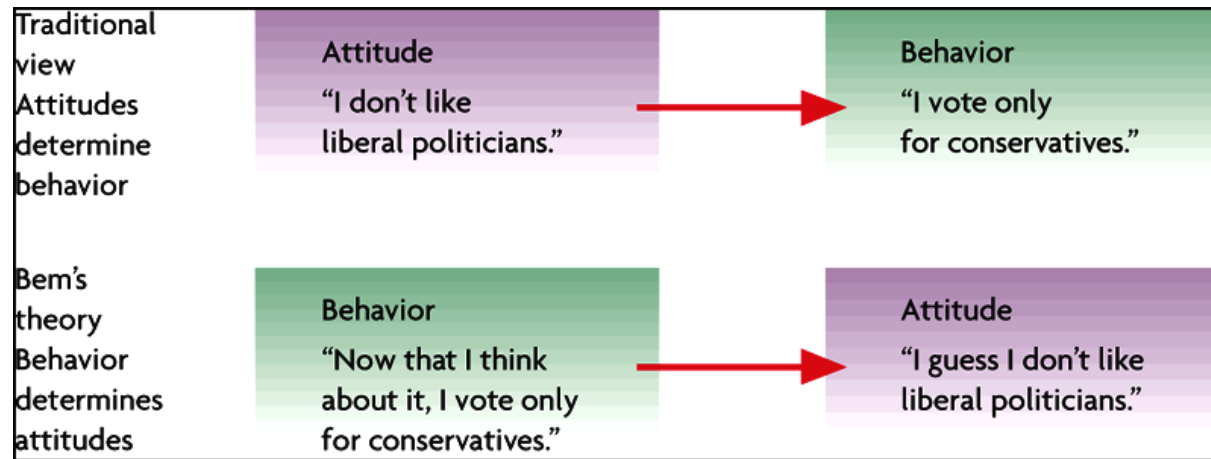
ATTITUDES & ATTITUDE CHANGE

**ATTITUDES – a positive or negative evaluative reaction towards a stimulus
(person, action, object, concept, etc.)**

**ATTITUDES
HAVE
3 COMPONENTS**

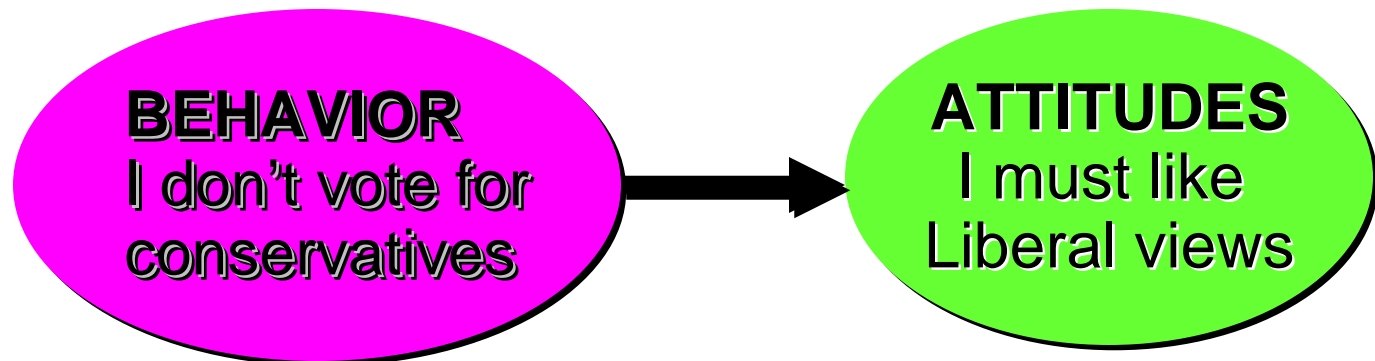


RELATIONSHIP BETWEEN ATTITUDES & BEHAVIOR



SELF-PERCEPTION THEORY (Bem) –

People infer their attitudes from their behavior.

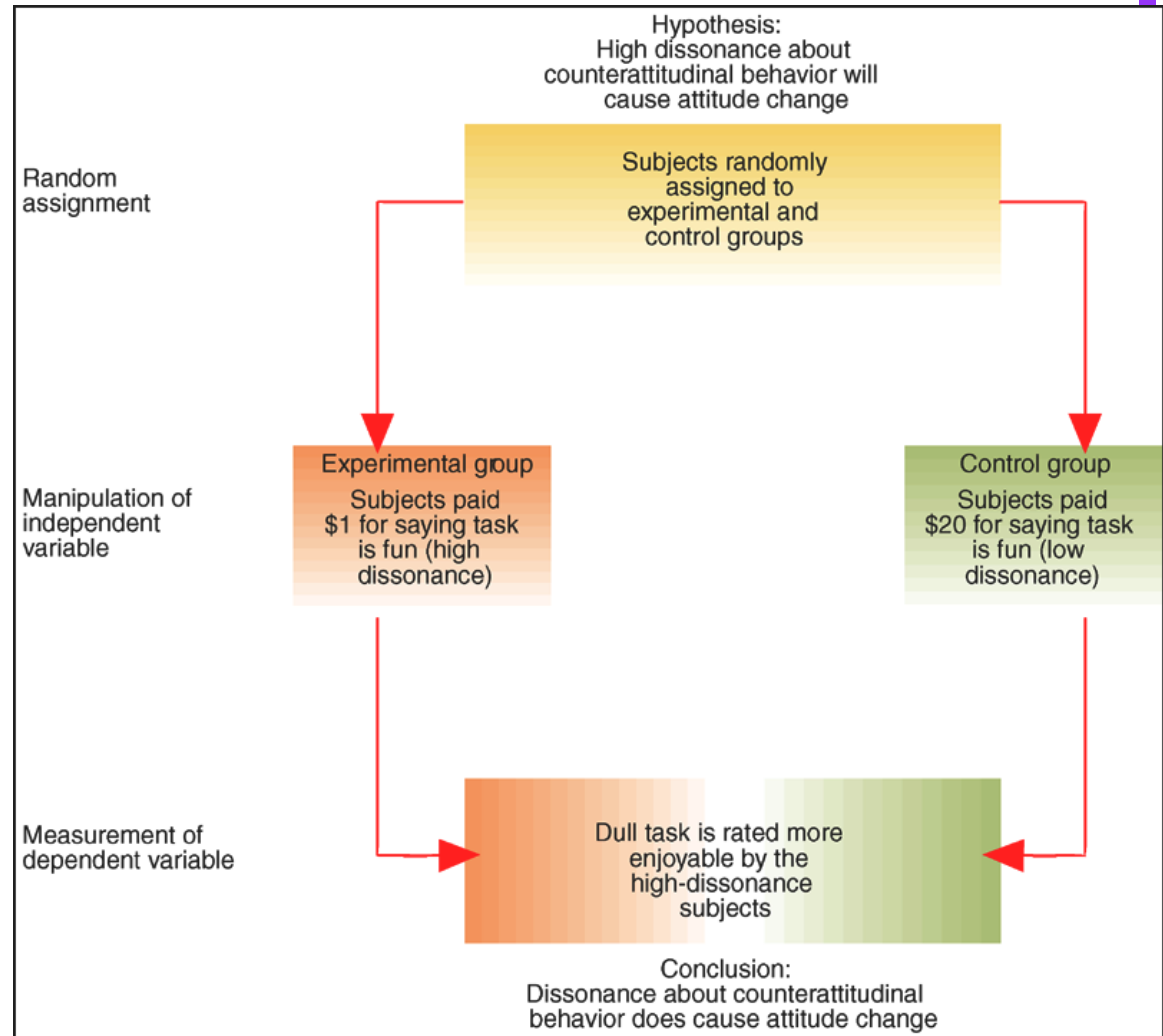


THEORIES OF ATTITUDE CHANGE

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Dissonance Theory (Festinger, 1959)

STUDY: Counter-attitudinal behavior

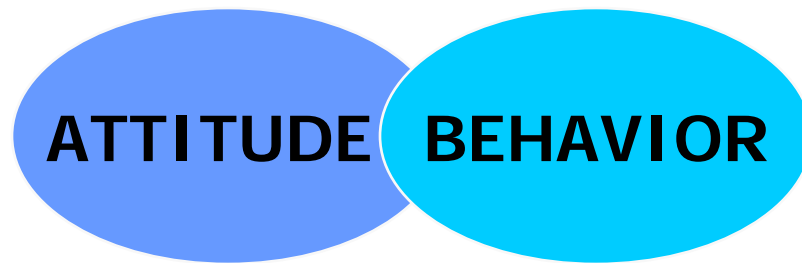


THEORIES OF ATTITUDE CHANGE

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DISSONANCE

**Dissonance
Theory**
(Festinger, 1959)



CONGRUANCE



GROUP EFFECTS ON PERFORMANCE

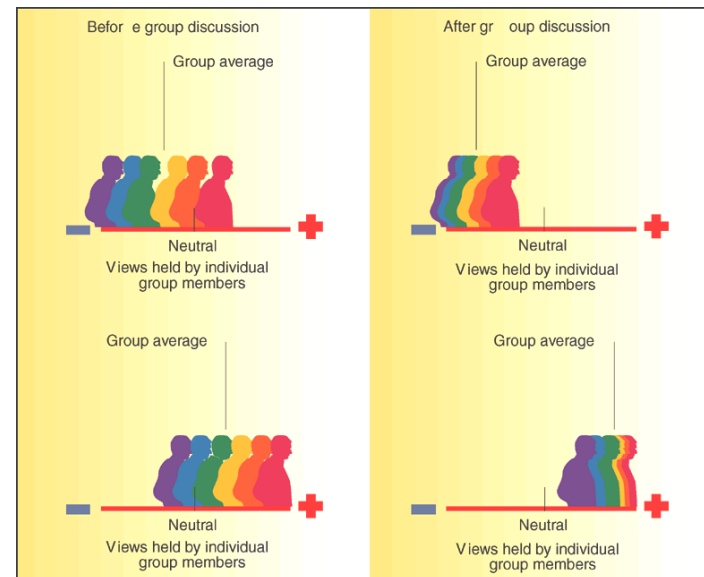
Prof. Laura Fazakas www.laurafazakas.com

1. Social facilitation (Zajonc, 1965)

- presence of others (& resulting arousal)
 - enhances performance on easy (or well-learned) tasks &
 - hurts performance on difficult tasks
- * Depends on task complexity

2. Group Polarization

group discussion
strengthens a group's
dominant initial
viewpoint to be even
more extreme.

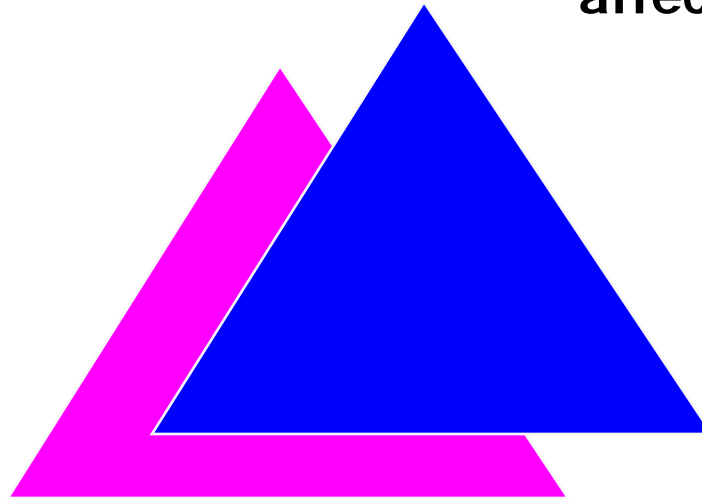


Sternberg's (1986)

3-Component Theory of Love

Prof. Laura Fazakas www.laurafazakas.com

INTIMACY - feeling of closeness,
affection, & connectedness



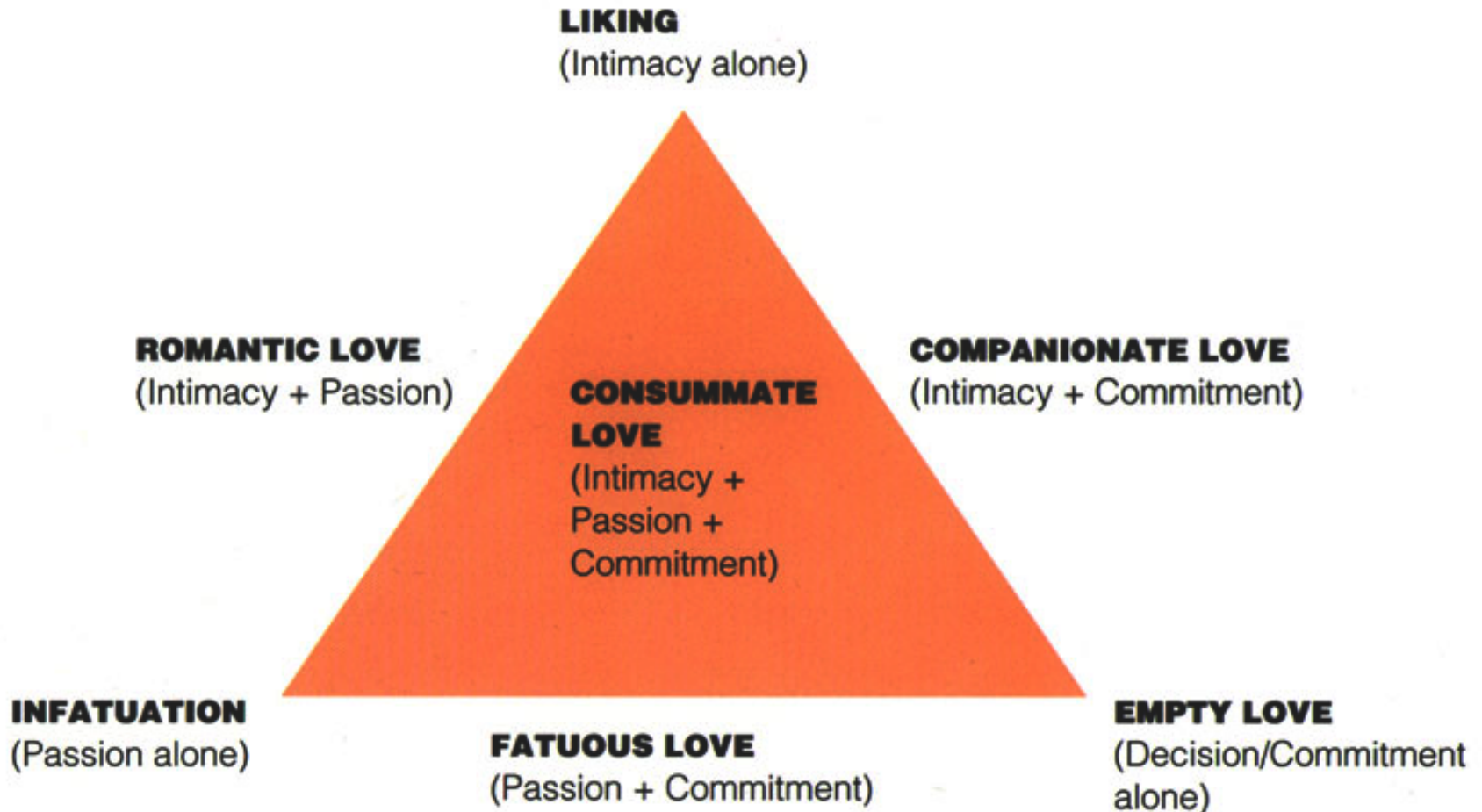
PASSION
consists of drives relating
to sex, physical closeness,
and romance

**DECISION/
COMMITMENT**
- long-term determination
to maintain the relationship

Many Types of Love

Triangular Conception of Love

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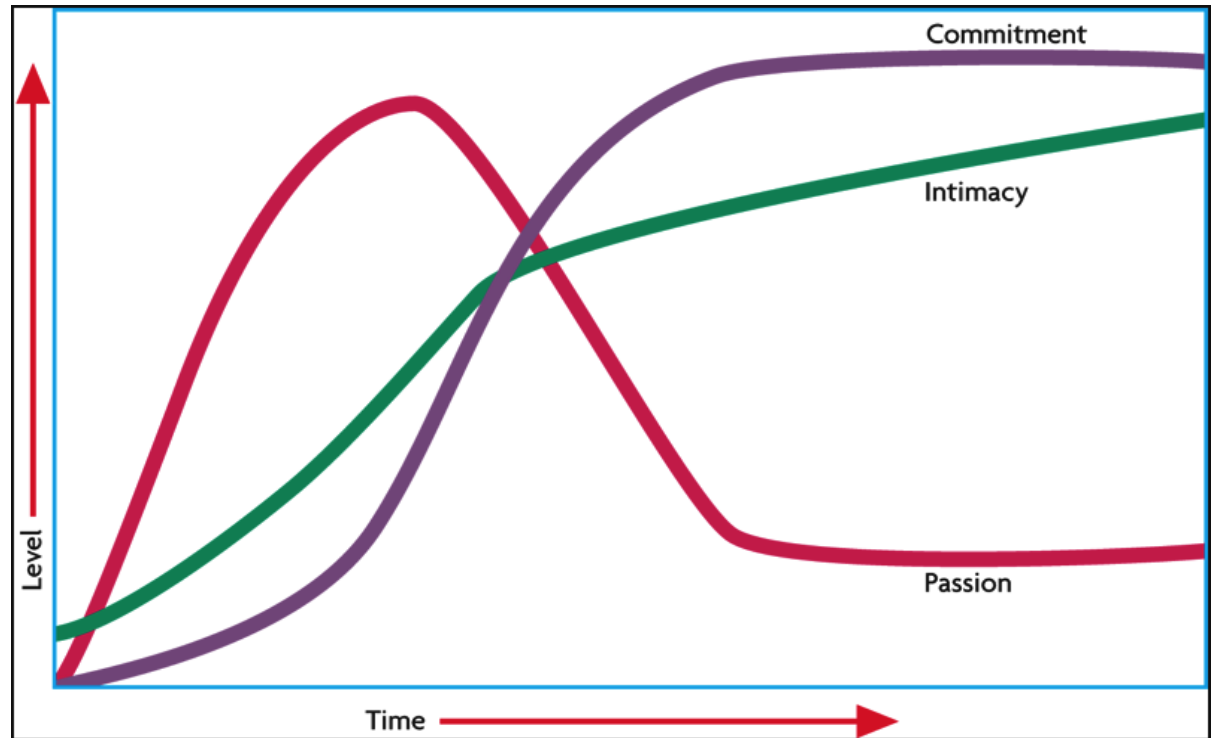
THEORIES OF LOVE

2. COMPANIONATE LOVE -

A feeling of intense deep attachment union & commitment to a person with whom one has an intimate relationship



OFTEN,
over time
compassionate
love becomes
companionate
love.
(~ 6 - 30 months).



THEORIES OF LOVE

Prof. Laura Fazakas www.laurafazakas.com

WHAT CAUSES THIS PHENOMENON ?

TWO COMPONENT THEORY (HATFIELD, 1978)

**intense
physiological
arousal.**



**Label
arousal
"love".**

MISATTRIBUTION OF AROUSAL - When in a state of physiological arousal (e.g. excitement, anxiety, or fear), the person attributes these feelings of arousal to feelings of love & the person present.

THEORIES OF LOVE

Prof. Laura Fazakas www.laurafazakas.com

GENDER DIFFERENCES ?

- Men were more likely to view love as requirement for marriage.
- *More recently, this has equalized.*
- **STUDY:** Would you marry someone with all of the qualities you admired, but without love ?

1950's - Men (60 % no) Women (30 % no).

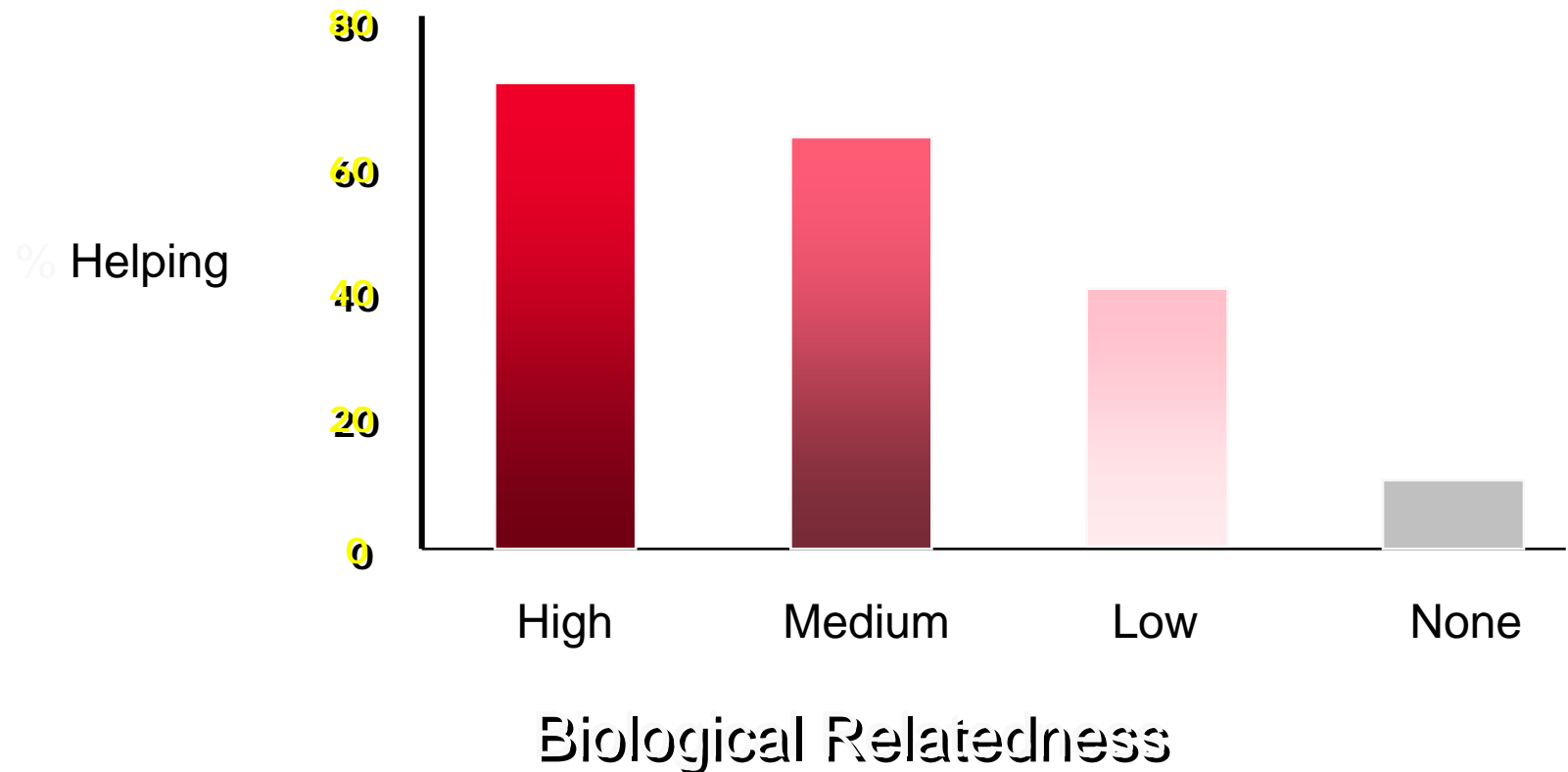
1984 - Both men and women ~ 80 % no.

WHAT DO YOU LOOK FOR IN A RELATIONSHIP ?

PSYCHOLOGY TODAY SURVEY (APA, 1983)

LOVE	53%
COMPANIONSHIP	32 %
OTHER	6 %
ROMANCE	4 %
FINACIAL SECURITY	2 %
SEX	1 %

Who Do We Help?



Kitty Genovese

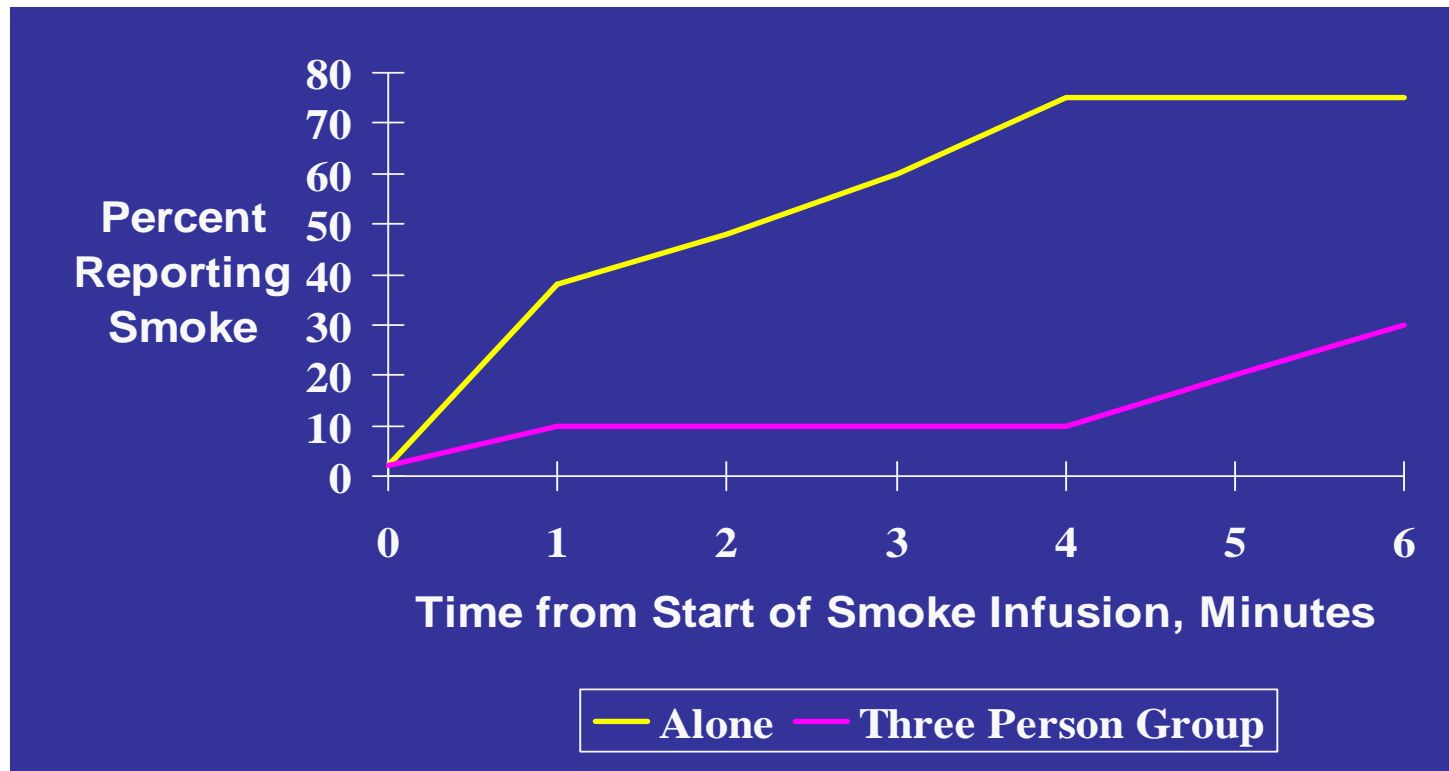


■ Kitty Genovese and the alley in which she was murdered. Ironically, she would probably be alive today had fewer people heard her desperate cries for help.

Bystander effect The more people present, the less likely that any one would go for help.

RESULTS

Bystander effect The more people present, the less likely that any one would go for help.



Bystander Effect

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