

**Psychology 020**  
**Chapter 16: Social Influences (Continued)**  
**Tuesday March 4, 2008**

**Prosocial behaviour**

**Any action intended to benefit another (regardless of motive)**

Altruism: helping others for no benefit to ourselves

Bystander effect – Kitty Genovese: Killed with many people watching

The more people present, the less likely that any one would help

Why?

1. Diffusion of responsibility – assume someone else has already acted or will act so you don't have to
2. Deindividuation
  - large crowds
  - anonymity
  - darkness
  - clothing that obscures the face
3. Unsure what to respond

**Attraction**

Why do we like some people and dislike others?

3 components - thoughts, feelings, and behaviours

Predictions of attraction

Emotions - become associated with people we associated with

Need for affiliation

Reciprocal judgments - people like others who rate them positively and like them

Reinforcement theory – Byrne's "Law of Attraction"

A greater liking for people who give us positive reinforcement, or rewards

Opposites attract?

Birds of a feather flock together?

Matching phenomenon- the tendency for men and women to choose partners who match them (i.e. similar intelligence, attractiveness, attitudes)

Anticipate more positive interactions, and fewer negative

Homophily: the tendency to have contact with people who are equal in social status

Other factors

Proximity

Familiarity

Mere exposure effect

Greater exposure leads to greater liking

Physical attractiveness

Varies by culture

## Love

Sternberg's (1986) 3-component Theory of Love

Passion - consist of drives relating to sex, physical closeness, and romance

Decision/commitment - long term determination to maintain the relationship

Intimacy - feeling so closeness, affection, and connectedness

Types of Love (Diagram)

The chemistry of love - theory that differentiates between 2 types of love:

1. passionate love - a state of intense longing for union with other person and of intense physiological arousal. And has 3 components:
  - cognitive - preoccupation with loved one and idealization of person/relationship
  - emotional - physiological arousal, attraction, and a strong desire for union
  - behavioural - taking care of the other and maintaining physical closeness

Eric Fromm (1956)

“Loving is an act, that must be learned and practiced.”

Love is something we do, not a state we are in

2. companionate love- a feeling of intense deep attachment union and commitment to a person with whom one has intimate relationship.

Often, over time passionate love becomes companionate love (~6-30 months)

What causes this phenomenon?

Fisher (1992) - likened to a neurochemical high involving specific circuits in the brain causing euphoria, elation, and idealization

- eventually, habituation occurs, or chemical levels subside

Also, proposed endorphins involved in companionate love

Two component theory of love (Hatfield, 1978)

intense physiological arousal - label arousal as “love” (cognitive appraisal)

misattribution of arousal - when in a state of physiological arousal (e.g. excitement, anxiety).

The person attributes these feelings of arousal to feelings of love and the person present

→Gender differences?

Men's attitudes about male-female relationships are more romantic than women's

Men fall in love earlier in the relationship than women do

Men hold onto a dying relationship longer than women do

Men take longer to get over a romantic relationship

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%, Financial 2%, Sex 1%

**NOTE:**

**We will also cover at least the first part of Chapter 12 (Personality) after we complete Ch. 16. This is the lecture we missed due to inclement weather.**

**The Chapter 12 notes were posted separately.**