

SOCIAL PSYCHOLOGY

Part 2

CONFORMITY

Conformity is the change in a person's behavior to go along with the group, even if he does not agree with the group.

The Asch effect is the influence of the group majority on an individual's judgment.



The factors that effect one's yielding to the group pressure

- • The size of the majority
- • The presence of another dissenter
- The public or private
- nature of the responses



- In normative social influence, people conform to the group norm to fit in, to feel good, and to be accepted by the group. However, with informational social influence, people conform because they believe the group is competent and has the correct information, particularly when the task or situation is ambiguous

Obedience

- . Obedience is the change of an individual's behavior to comply with a demand by an authority figure. People often comply with the request because they are concerned about a consequence if they do not comply



Obey

or be punished

Groupthink

- . Groupthink is the modification of the opinions of members of a group to align with what they believe is the group consensus.



The several symptoms of groupthink

- perceiving the group as invulnerable or invincible—believing it can do no wrong
- believing the group is morally correct
- self-censorship by group members, such as withholding information to avoid disrupting the group consensus
- the quashing of dissenting group members' opinions
- the shielding of the group leader from dissenting views
- perceiving an illusion of unanimity among group members
- holding stereotypes or negative attitudes toward the out-group or others' with differing viewpoints

Group polarization

- Group polarization is the strengthening of an original group attitude after the discussion of views within a group. That is, if a group initially favors a viewpoint, after discussion the group consensus is likely a stronger endorsement of the viewpoint. Conversely, if the group was initially opposed to a viewpoint, group discussion would likely lead to stronger opposition.

Social Facilitation

- Social facilitation occurs when an individual performs better when an audience is watching than when the individual performs the behavior alone.



Social Loafing

- Another way in which a group presence can affect our performance is social loafing. Social loafing is the exertion of less effort by a person working together with a group. Social loafing occurs when our individual performance cannot be evaluated separately from the group. Thus, group performance declines on easy tasks). Essentially individual group members loaf and let other group members pick up the slack. Because each individual's efforts cannot be evaluated, individuals become less motivated to perform well. For example, consider a group of people cooperating to clean litter from the roadside. Some people will exert a great amount of effort, while others will exert little effort. Yet the entire job gets done, and it may not be obvious who worked hard and who didn't.

PREJUDICE AND DISCRIMINATION

- Prejudice is a negative attitude and feeling toward an individual based solely on one's membership in a particular social group.
- Stereotype, a specific belief or assumption about individuals based solely on their membership in a group, regardless of their individual characteristics.
- Discrimination is negative action toward an individual as a result of one's membership in a particular group

TYPES OF PREJUDICE AND DISCRIMINATION

- Racism is prejudice and discrimination against an individual based solely on one's membership in a specific racial group.

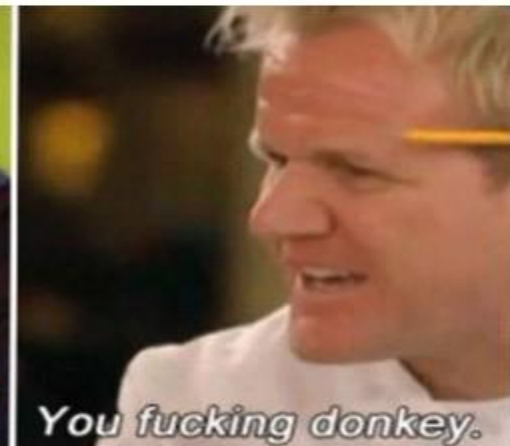


Sexism

- Sexism is prejudice and discrimination toward individuals based on their sex.

**when a
girl gives
the wrong
answer**

**when a
boy gives
the wrong
answer**



Ageism

- Ageism is prejudice and discrimination toward individuals based solely on their age. Typically, ageism occurs against older adults, but ageism also can occur toward younger adults.

Homophobia


- Another form of prejudice is homophobia: prejudice and discrimination of individuals based solely on their sexual orientation.



WHY DO PREJUDICE AND DISCRIMINATION EXIST?

- Prejudice and discrimination persist in society due to social learning and conformity to social norms. Children learn prejudiced attitudes and beliefs from society: their parents, teachers, friends, the media, and other sources of socialization, such as Facebook.
- If certain types of prejudice and discrimination are acceptable in a society, there may be normative pressures to conform and share those prejudiced beliefs, attitudes, and behaviors.

- When we hold a stereotype about a person, we have expectations that he or she will fulfill that stereotype. A self-fulfilling prophecy is an expectation held by a person that alters his or her behavior in a way that tends to make it true. When we hold stereotypes about a person, we tend to treat the person according to our expectations. This treatment can influence the person to act according to our stereotypic expectations, thus confirming our stereotypic beliefs.

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- When interacting with the target of our prejudice, we tend to pay attention to information that is consistent with our stereotypic expectations and ignore information that is inconsistent with our expectations. In this process, known as confirmation bias, we seek out information that supports our stereotypes and ignore information that is inconsistent with our stereotypes

In-group and Out-group

- An in-group is a group that we identify with or see ourselves as belonging to. A group that we don't belong to, or an out-group, is a group that we view as fundamentally different from us.



Aggression

- Humans engage in aggression when they seek to cause harm or pain to another person. Aggression takes two forms depending on one's motives: hostile or instrumental. Hostile aggression is motivated by feelings of anger with intent to cause pain; a fight in a bar with a stranger is an example of hostile aggression. In contrast, instrumental aggression is motivated by achieving a goal and does not necessarily involve intent to cause pain ; a contract killer who murders for hire displays instrumental aggression.

Men are more likely than women to show aggression

- From the perspective of evolutionary psychology, human male aggression, like that in nonhuman primates, likely serves to display dominance over other males, both to protect a mate and to perpetuate the male's genes.
Bullying is repeated negative treatment of another person, often an adolescent, over time
- Sexual jealousy is part of male aggression; males endeavor to make sure their mates are not copulating with other males, thus ensuring their own paternity of the female's offspring.

Bullying

- Bullying is repeated negative treatment of another person, often an adolescent, over time.
- Children who are emotionally reactive are at a greater risk for being bullied. Bullies may be attracted to children who get upset easily because the bully can quickly get an emotional reaction



- • Children who are different from others are likely to be targeted for bullying. Children who are overweight, cognitively impaired, or racially or ethnically different from their peer group may be at higher risk. • Gay, lesbian, bisexual, and transgender teens are at very high risk of being bullied and hurt due to their sexual orientation.

Cyberbullying

- Cyberbullying, like bullying, is repeated behavior that is intended to cause psychological or emotional harm to another person. What is unique about cyberbullying is that it is typically covert, concealed, done in private, and the bully can remain anonymous.

The bystander effect

- The bystander effect is a phenomenon in which a witness or bystander does not volunteer to help a victim or person in distress. Instead, they just watch what is happening. Social psychologists hold that we make these decisions based on the social situation, not our own personality variables.

Voluntary behavior

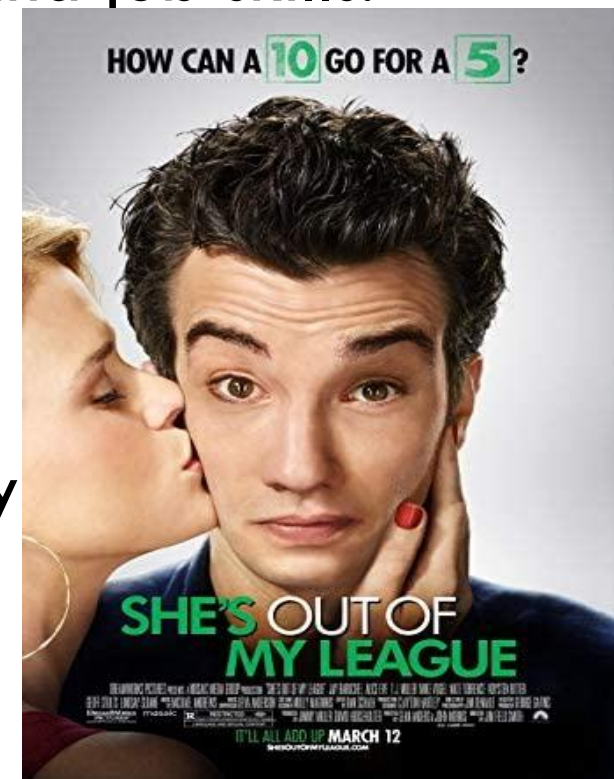
- Voluntary behavior with the intent to help other people is called prosocial behavior.
- Altruism is people's desire to help others even if the costs outweigh the benefits of helping.
- Some researchers suggest that altruism operates on empathy. Empathy is the capacity to understand another person's perspective, to feel what he or she feels. An empathetic person makes an emotional connection with others and feels compelled to help.

- Homophily is the tendency for people to form social networks, including friendships, marriage, business relationships, and many other types of relationships, with others who are similar. Once we form relationships with people, we desire reciprocity. Reciprocity is the give and take in relationships. We contribute to relationships, but we expect to receive benefits as well. That is, we want our relationships to be a two way street. We are more likely to like and engage with people who like us back. Self-disclosure is part of the two way street. Self-disclosure is the sharing of personal information . We form more intimate connections with people with whom we disclose important information about ourselves. Indeed, self-disclosure is a characteristic of healthy intimate relationships, as long as the information disclosed is consistent with our own views.

Attraction

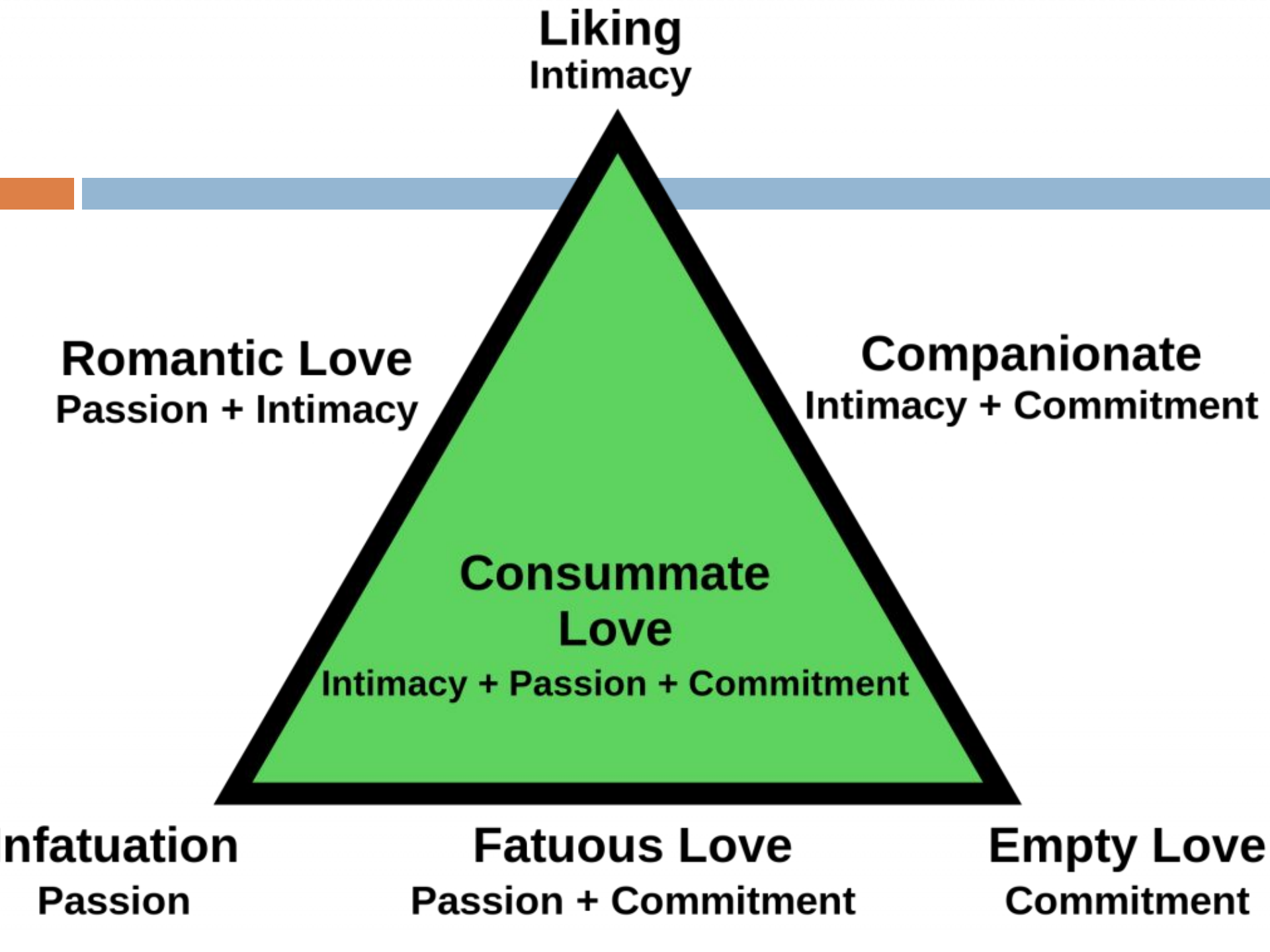
- Research suggests that some universally attractive features in women include large eyes, high cheekbones, a narrow jaw line, a slender build and a lower waist-to-hip ratio.
- For men, attractive traits include being tall, having broad shoulders, and a narrow waist.
- Both men and women with high levels of facial and body symmetry are generally considered more attractive than asymmetric individuals.

- Social traits that people find attractive in potential female mates include warmth, affection, and social skills; in males, the attractive traits include achievement, leadership qualities, and job skills.
- Matching hypothesis
- asserts that people tend to
- pick someone they view as
- their equal in physical
- attractiveness and social desirability



STERNBERG'S TRIANGULAR THEORY OF LOVE

- We typically love the people with whom we form relationships, but the type of love we have for our family, friends, and lovers differs. Robert Sternberg proposed that there are three components of love: intimacy, passion, and commitment. These three components form a triangle that defines multiple types of love: this is known as Sternberg's triangular theory of love. Intimacy is the sharing of details and intimate thoughts and emotions. Passion is the physical attraction—the flame in the fire. Commitment is standing by the person—the “in sickness and health” part of the relationship.



**Liking
Intimacy**

Romantic Love
Passion + Intimacy

Companionate
Intimacy + Commitment

**Consummate
Love**

Intimacy + Passion + Commitment

Infatuation
Passion


Fatuous Love
Passion + Commitment

Empty Love
Commitment

- A healthy relationship will have all three components of love—intimacy, passion, and commitment—which is described as consummate love. However, different aspects of love might be more prevalent at different life stages. Other forms of love include liking, which is defined as having intimacy but no passion or commitment. Infatuation is the presence of passion without intimacy or commitment. Empty love is having commitment without intimacy or passion. Companionate love, which is characteristic of close friendships and family relationships, consists of intimacy and commitment but no passion. Romantic love is defined by having passion and intimacy, but no commitment. Finally, fatuous love is defined by having passion and commitment, but no intimacy, such as a long term sexual love affair.

Social exchange theory

- According to social exchange theory, we act as naïve economists in keeping a tally of the ratio of costs and benefits of forming and maintaining a relationship with others.
- People are motivated to maximize the benefits of social exchanges, or relationships, and minimize the costs. People prefer to have more benefits than costs, or to have nearly equal costs and benefits, but most people are dissatisfied if their social exchanges create more costs than benefits.



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