

Thinking About Psychology

The Science of Mind and Behavior 3e



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PowerPoint Presentation Slides
by Kent Korek
Germantown High School
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Social Context Domain



Social Psychology



Module 18

Social Thinking and Social Influence



Module Overview

- [Social Thinking](#)
- [Social Influence](#)

Click on the any of the above hyperlinks to go to that section in the presentation.

Social Psychology

- The scientific study of how people think about, influence, and relate to one another.



Module 18: Social Thinking and Social Influence

Social Thinking

Social Thinking: Attributing Behavior to Personal Disposition or the Situation

Attribution Theory

- The theory that we tend to explain the behavior of others as an aspect of either an internal disposition (an inner trait) or the situation.



Situational Disposition

- Attributing someone's actions to the various factors in the situation



Dispositional Attribution

- Attributing someone's actions to the person's disposition, i.e. their thoughts, feelings, personality characteristics, etc.



Situational Attribution



Negative behavior
Someone cuts into the
line in front of you.

Situational Attribution



Situational attribution
"That tired mother is so busy with her little boy, she didn't even notice me in the line."



Negative behavior
Someone cuts into the line in front of you.

Situational Attribution



Situational attribution
"That tired mother is so busy with her little boy, she didn't even notice me in the line."



Tolerant reaction



Negative behavior
Someone cuts into the line in front of you.

Dispositional Attribution



Negative behavior
Someone cuts into the
line in front of you.

Dispositional Attribution



Negative behavior
Someone cuts into the
line in front of you.



Dispositional attribution
"Who does that lady think
she is? I bet she always
cuts in front of people in
lines."

Dispositional Attribution



Negative behavior
Someone cuts into the
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Dispositional attribution
"Who does that lady think
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Unfavorable reaction

Attribution



Negative behavior
Someone cuts into the line in front of you.



Situational attribution
"That tired mother is so busy with her little boy, she didn't even notice me in the line."



Tolerant reaction



Dispositional attribution
"Who does that lady think she is? I bet she always cuts in front of people in lines."



Unfavorable reaction

Fundamental Attribution Error

- **The tendency to attribute the behavior of others to internal disposition rather than to situations.**
- People tend to blame or credit the person more than the situation



Self-Serving Bias

- A readiness to perceive oneself favorably.



Module 18: Social Thinking and Social Influence

Social Influence

Social Thinking: Attitudes and Actions

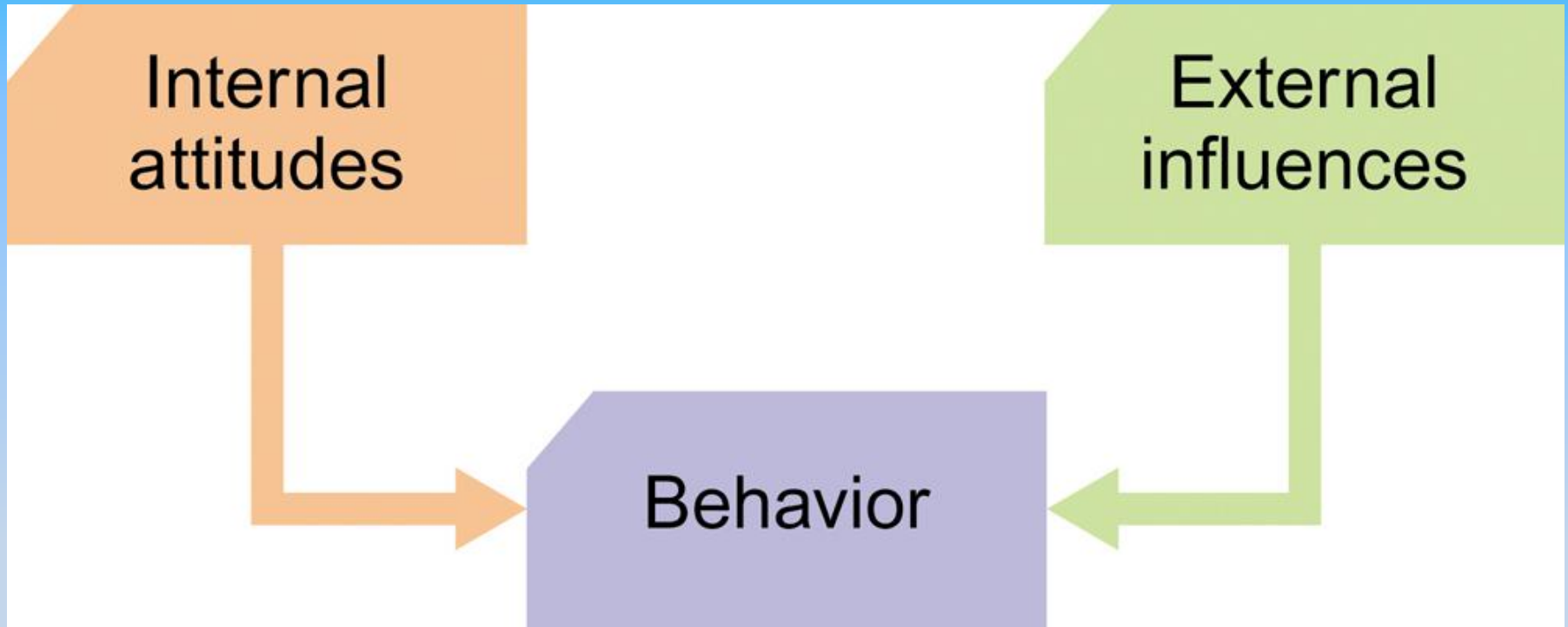
Attitude

- **The belief and feeling that predisposes someone to respond in a particular way to objects, people, and events.**

Attitudes Affecting Actions

- Many studies suggest a person's attitudes do not match their actions
- Attitudes can predict behavior if:
 - Outside influences are minimal
 - People are aware of their attitudes
 - Attitude is relevant to behavior

Attitudes Affecting Actions



Actions Affecting Attitudes

- Under some circumstances one's actions can influence attitudes. They include:
 - Foot-in-the-door phenomenon
 - Role playing
 - Cognitive dissonance

Foot-in-the-Door Phenomenon

- The tendency for people who have first agreed to a small request to comply later with a larger request.



Role

- **A set of expectations in a social setting that define how one ought to behave.**



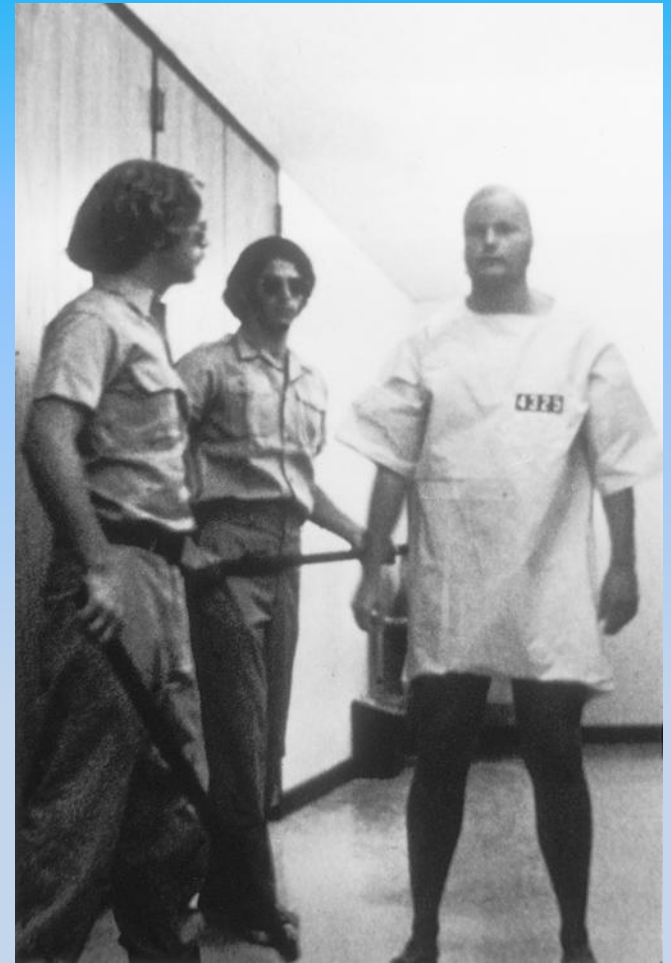
Role Playing

- Playing a role can influence or change one's attitude
- Zimbardo's Prison Study
 - College students played the role of guard or prisoner in a simulated prison.
 - The study was ended when the guards became too aggressive and cruel.

Zimbardo's Prison Study

College students played the role of guard or prisoner in a simulated prison.

- The study was ended when the guards became too aggressive and cruel.



Cognitive Dissonance Theory

- **The theory that we act to reduce the discomfort (dissonance) we feel when two of our thoughts (cognitions) are inconsistent.**
- When our attitudes are inconsistent with our actions, we change our attitudes to reduce the dissonance.

Cognitive Dissonance Theory



J.J.'s attitude

"My political beliefs are liberal."

Cognitive Dissonance Theory



J.J.'s attitude

"My political beliefs are liberal."

J.J.'s behavior

J.J. joins the Teenage Republicans because his girlfriend is an officer.



Cognitive Dissonance Theory



J.J.'s attitude

"My political beliefs are liberal."



Cognitive

dissonance

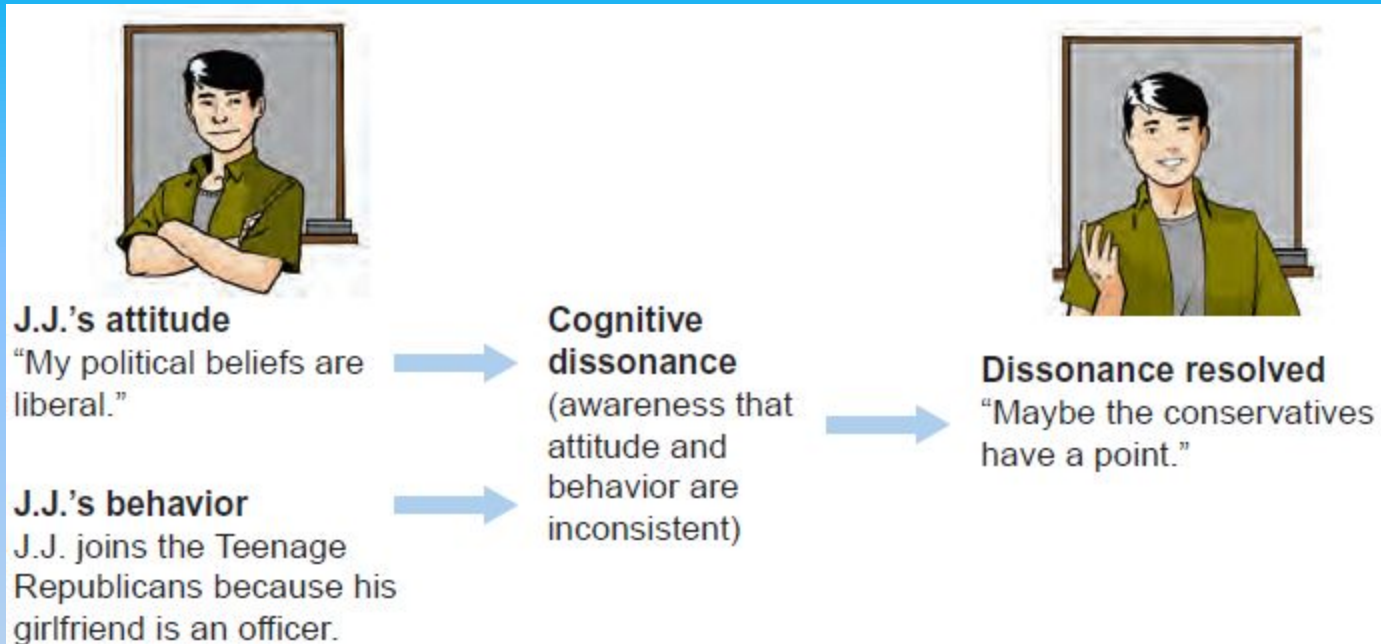
(awareness that attitude and behavior are inconsistent)

J.J.'s behavior

J.J. joins the Teenage Republicans because his girlfriend is an officer.



Cognitive Dissonance Theory



Module 18: Social Thinking and Social Influence

Social Influence

Social Influence: Conformity and Obedience

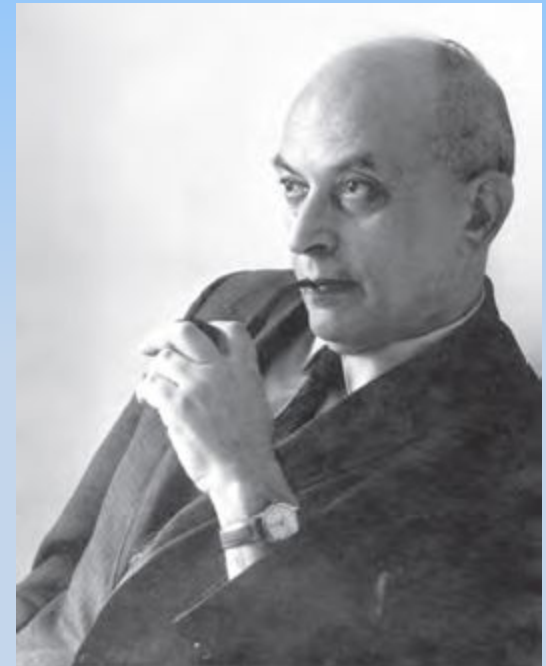
Conformity

- **Adjusting one's behavior or thinking to coincide with a group standard.**

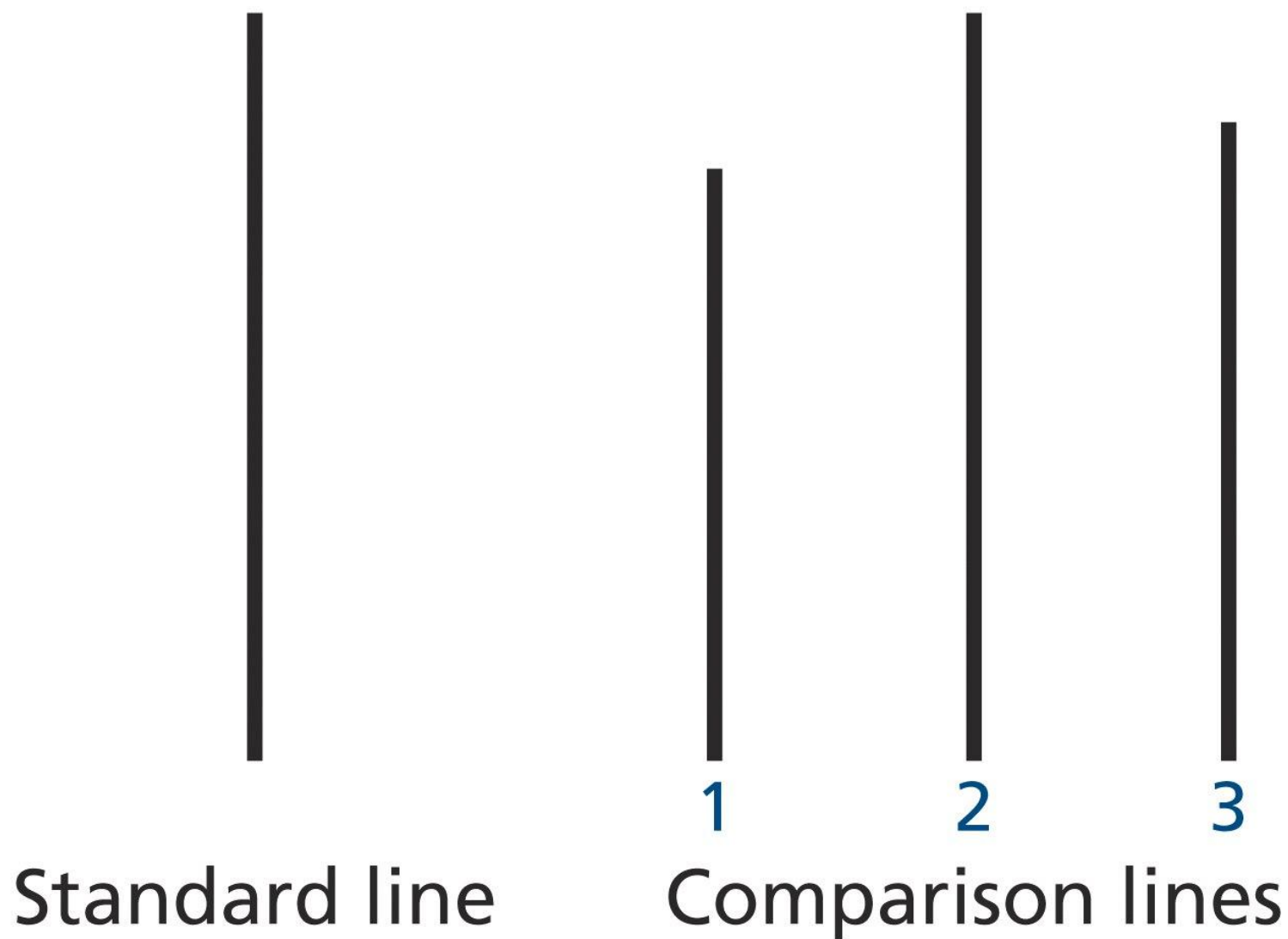


Solomon Asch (1907-1996)

- **Social psychologist who researched the circumstances under which people conform.**



Asch's Conformity Study



Factors Increasing Conformity

- The person feels incompetent or insecure.
- The group has three or more people.
- The rest of the group is unanimous.
- The person is impressed by the status of the group.
- No prior commitments were made.
- The group is observing the person respond.
- One's culture encourages conformity.

Stanley Milgram (1933-1984)

- **Social psychologist who researched obedience to authority.**

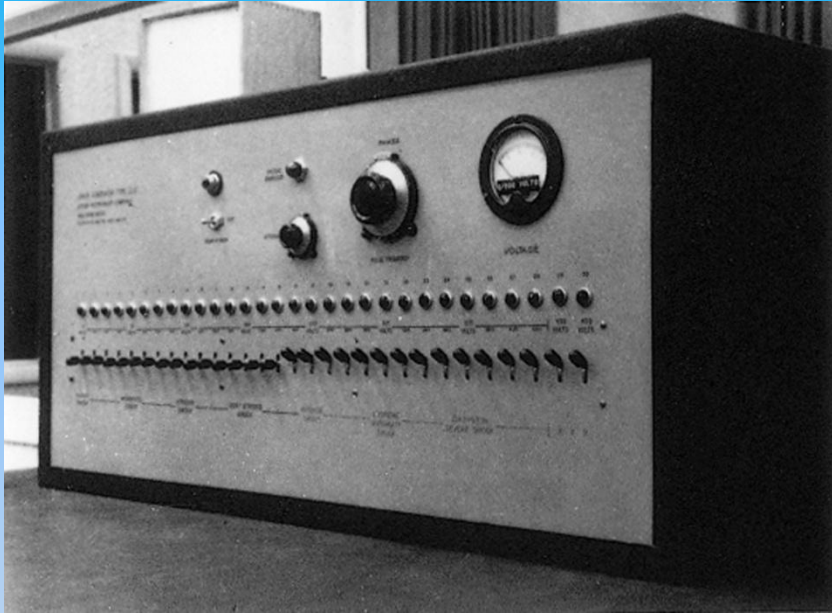


Obedience

- **The tendency to comply with orders, implied or real, from someone perceived as an authority.**

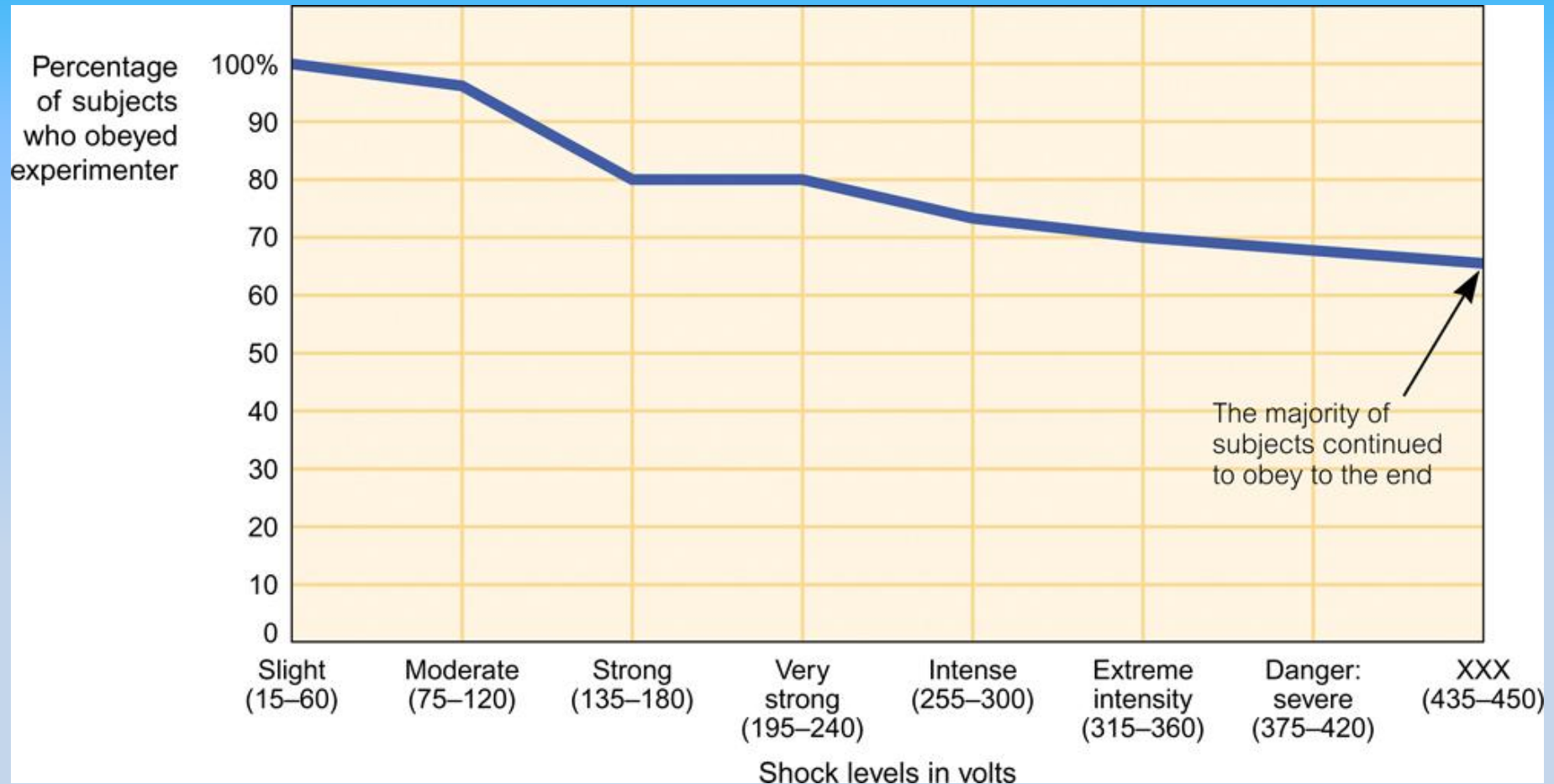


Milgram's Obedience to Authority



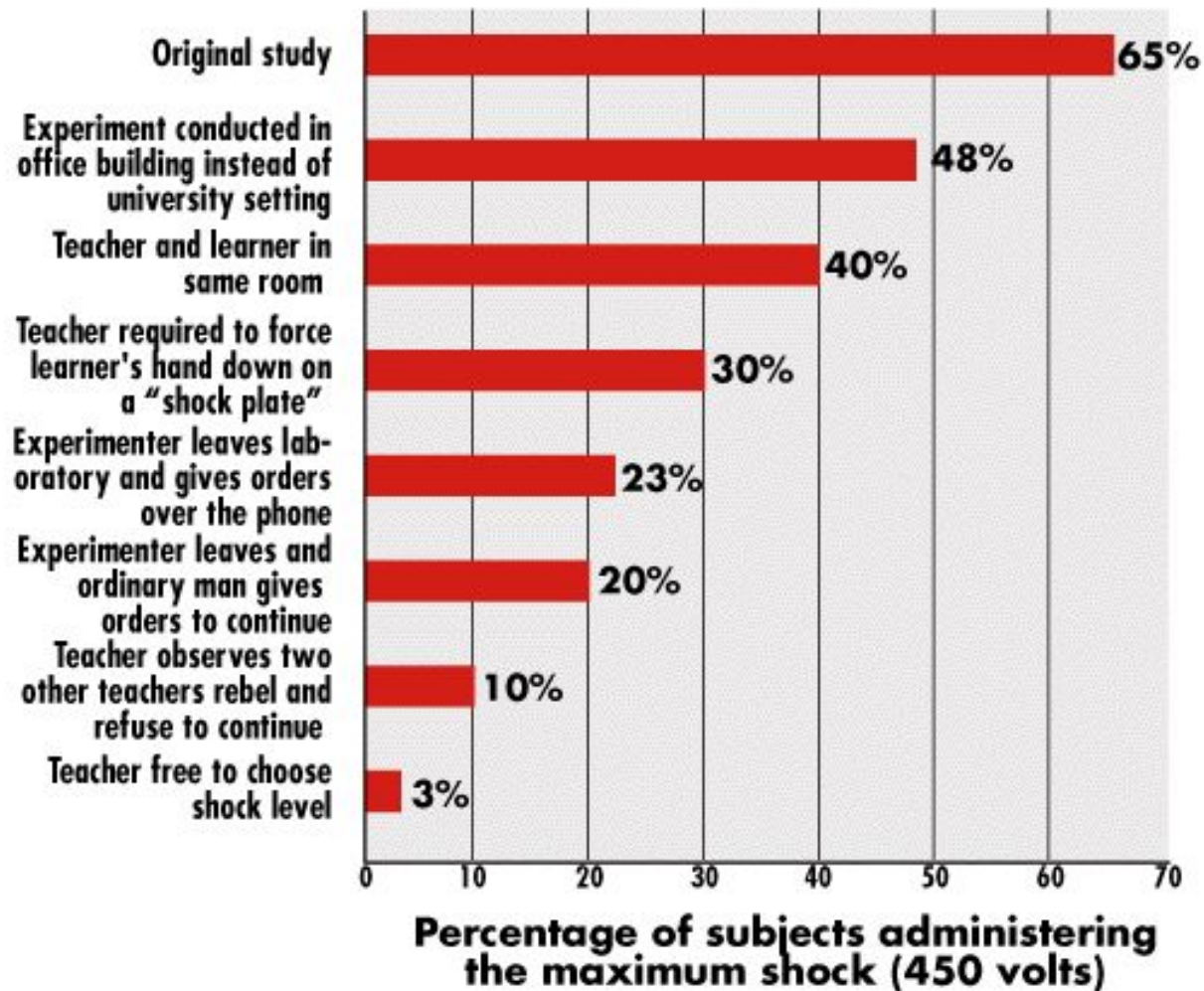
Milgram's Obedience to Authority

(Data from Milgram, 1974)



Milgram's Obedience to Authority

Experimental Variations



Social Influence: Group Influence

Social Facilitation

- **Improved performance of tasks in the presence of others.**
- Occurs with simple or well learned tasks but not with tasks that are difficult or not yet learned



Social Facilitation

Home-Field Advantage in Major Team Sports

Sport	Games Studied	Home Team Winning Percentage
Baseball	23,034	53.5%
Football	2,592	57.3
Ice hockey	4,322	61.1
Basketball	13,596	64.4
Soccer	37,202	69.0

Source: From Courneya and Carron (1992).

Social Loafing

- **The tendency for people in a group to exert less effort when pooling their efforts toward attaining a common goal than when individually accountable.**
- People may be less accountable in a group, or they may think their efforts aren't needed.

Deindividuation

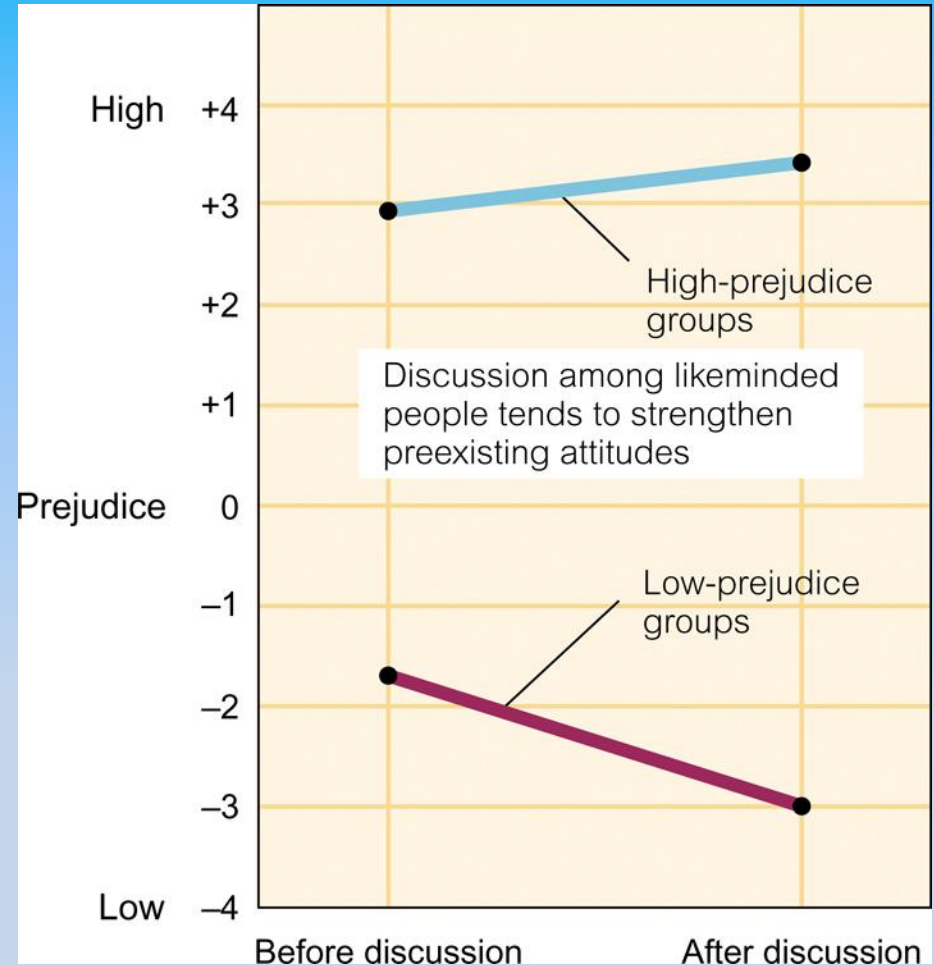
- **The loss of self-awareness and self-restraint occurring in group situations that foster arousal and anonymity.**
- People lose their sense of responsibility when in a group.

Social Influence: Group Influence – Our Behavior in the Presence of Others

Social Influence: Group Influence – Group Interaction Effects

Group Polarization

- **Enhancement of a group's already existing attitudes through discussion within the group.**



Groupthink

- The mode of thinking that occurs when the desire for harmony in a decision- making group overrides a realistic appraisal of the alternatives.



Social Influence: Our Power as Individuals

Self-Fulfilling Prophecies

- **When we believe something to be true about others (or ourselves) and we act in ways that cause this belief to come true.**

Minority Influence

- Minority groups can influence the majority
- Minority groups must be firm in their conviction



• Rosa Parks

The End

Teacher Information

- **Types of Files**

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- **Animation**

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- **Adding slides to this presentation**

- Teachers are encouraged to adapt this presentation to their personal teaching style. To help keep a sense of continuity, blank slides which can be copied and pasted to a specific location in the presentation follow this “Teacher Information” section.

Teacher Information

- **Domain Coding**

- Just as the textbook is organized around the APA National Standards, these Powerpoints are coded to those same standards. Included at the top of almost every slide is a small stripe, color coded to the APA National Standards.

- Scientific Inquiry Domain 

- Biopsychology Domain 

- Development and Learning Domain 

- Social Context Domain 

- Cognition Domain 

- Individual Variation Domain 

- Applications of Psychological Science Domain 

- **Key Terms and Definitions in Red**

- To emphasize their importance, all key terms from the text and their definitions are printed in red. To maintain consistency, the definitions on the Powerpoint slides are identical to those in the textbook.

Teacher Information

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- **Continuity slides** - Throughout this presentations there are slides, usually of graphics or tables, that build on one another. These are included for three purposes.
 - By presenting information in small chunks, students will find it easier to process and remember the concepts.
 - By continually changing slides, students will stay interested in the presentation.
 - To facilitate class discussion and critical thinking. Students should be encouraged to think about "what might come next" in the series of slides.
- Please feel free to contact me at korek@germantown.k12.wi.us with any questions, concerns, suggestions, etc. regarding these presentations.

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Name of Concept

- Use this slide to add a concept to the presentation

Name of Concept

Use this slide to add a table, chart, clip art, picture, diagram, or video clip. Delete this box when finished