

Social Psychology

Methodology

Archival studies	Examine newspapers, records, stats, etc. for trends
Naturalistic observation	Observe real-life behavior
Field experiment	Observe response to controlled/manipulated env.
Subject variables	May influence but can't be manipulated; sex, race, etc.

Social Influence

Social comparison theory	Look to others to understand ourselves
Social identity theory	Self-identity connected to relationships & groups
Cognitive dissonance	Conflict between thoughts / behaviors; strive to reduce
Social facilitation	Presence of others improves performance (simple tasks)
Social loafing	Reduce effort in group task

Conformity, Compliance, & Obedience



Conformity	Pressure to fit in with group
Asch Paradigm Solomon Asch 1907-1996	Line judgment assesses conformity to group
Informational influence	Indicates what is <i>correct</i>
Normative influence	Indicates <i>should do</i>
Compliance / Persuasion	Response to direct requests
Central route	Conscious effort; logic
Peripheral route	Associations & emotion
Foot-in-the-door	Small (accepted) → larger

Door-in-the-face	Large (rejected) → smaller
Norm of reciprocity	Pressure to return favors
Obedience	Response to direct orders
The Milgram Study Stanley Milgram 1933-1984	65% obeyed experimenter; gave 450V shocks to learner

Attraction

Propinquity	Proximity & exposure
Mere-exposure effect	Repeated exposure ↑ liking
Homogamy	Like similar to ourselves
Halo effect	Assume attractive people have other positive traits
Self-disclosure	Revealing personal details strengthens relationships

Attribution & Impression Formation

Fundamental Attribution Error	Assume <i>disposition</i> (not situation) explains behavior
Actor-observer bias	Situation stands out to actor; actor stands out to observer
Just-world bias	Assume world is just; karma
"Thin slices" theory	Form impressions rapidly

Stereotypes, Prejudice, & Discrimination

Stereotype	Expectation based on group
Prejudice	Attitude based on group
Discrimination	Behavior based on group
Ultimate Attribution Error	Apply FAE to all members of a group
In-group bias	Preferential treatment for members of one's group
Minimal group Henri Tajfel 1919-1982	Trivial group difference still influences behavior
Out-group homogeneity	See out-group as "all alike"

Robber's Cave Study Muzafer Sherif 1906-1988	Eagles & Rattlers; created & reduced discrimination
Realistic Conflict Theory	Competition increases hostility between groups
Superordinate Goal	Goal groups must work together to achieve
Implicit Association Test	Reaction time suggests bias & unconscious associations

Group Dynamics

Group polarization	Opinions become more extreme within a group
Risky Shift	Group takes larger risks than the individuals would
Groupthink Irving Janis 1918-1990	Unanimity, status, charismatic leadership, & suppression of dissent lead group to poor judgment
Deindividuation	Reduced sense of identity & responsibility; influenced by <i>anonymity & group size</i>
Stanford Prison Study Philip Zimbardo	Strength of situations & roles in shaping behavior
Bystander Effect	Reduced helping in crowd
Pluralistic ignorance	Assume others know more
Diffusion of responsibility	Assume others will help
Altruism	Act for well-being of others
Kin Selection	Helping family members helps own genes survive
Reciprocal Altruism	Help others in order to receive help in the future
Social-Responsibility Norm	Societal expectations for generosity & helping