



Chapter 12 – Social Psychology

- I. Definitions
 - a. Social Psychology >> Study of the effect of social variables on both individual and social behavior. Interest sparked after Nuremberg trials.
 - b. Sociology >> Interactions AMONG people, with no focus on individuals.
 - c. Social roles >> One of several socially defined patterns expected of persons in a given setting or group. Ex: Soldier, student, customer.
 - d. Situationism
 - i. The power of the situation over personal factors. Situations very powerful in defining behavior.
 - ii. Preist to give lecture on “Good Samaritan” but doesn’t stop to help someone who’s actually hurt on the way to the lecture.
 - e. Script >> Sequence of events and actions that’s expected in a certain situation.
 - f. Social norms
 - i. Group’s expectations for its members’ behavior... what’s appropriate?
 - ii. Dynamic. People who think they’re going against the social norms are really just changing them.
- II. Stanford Prison Experiment
 - a. Zimbardo
 - b. Prisoners & Guards.
 - c. Shut down after six days. See previous notes.
- III. Conformity
 - a. People adopt traits, opinions, behaviors from a group.
 - b. Asch Study
 - i. Three lines drawn. Which most closely matches the line presented. Very obvious test.
 - ii. 12 of 18 trials, subjects identified the line incorrectly (conformed)
 - iii. 75% of people conformed at least once.
 - iv. 1/3 conformed ½ of the time or more.
 - v. Size of group, presence of another dissenter, size of the discrepancy – all factors.
 - vi. Normative Social Influence
 1. “Covert Conformity.”
 2. You know the right answer, but conform because you want to be like the group.
 - c. Serif Studies
 - i. Autokinetic effect (Shine a steady light on the wall of a pitch dark room, and it appears to jump around to observers due to unconscious and constant eye movement.)
 - ii. Test individuals separately and observe their estimates of how far the dots moves)
 - iii. Put the group together, and continue trials – their answers gradually approach a single point. NOT the correct answer (correct answer is ‘no movement’), but an answer accepted by the group.
 - iv. Informational Social Influence.
- IV. Obedience / Milgram’s obedience experiment
 - a. Studied earlier.
 - b. Majority of students continued shocking because of the experimenter’s orders.
- V. Bystander Apathy
 - a. Kitty Genovese Case
 - i. Woman murdered in Queens.
 - ii. 38 Witnesses.
 - iii. One person called for police, but only after Kitty was dead.

- b. Diffusion of responsibility – responsibility inversely proportional to the number of people present.
 - c. Experimental evidence supports.
 - d. <Refer to Figure 12.3 on page 468>
- VI. Interpersonal Attraction
- a. Reward Theory
 - i. Proximity (closer = better)
 - ii. Similarity (similar = better)
 - iii. Self-disclosure (open = better)
 - iv. Physical attractiveness (well, duh)
 - b. Matching Hypothesis >> People with similar traits (similarity, attractiveness, etc) will end up together most of the time.
 - c. Expectancy Value Theory
 - d. Cognitive Dissonance
 - i. If behavior and thoughts aren't congruent, one will be altered.
 - ii. Ex: Why would someone stay in an abusive relationship? His/her thoughts about it have been changed to match their behavior (id est, being in the relationship in the first place)
- VII. Attribution Theory
- a. How people explain others' behavior. Again. (Covered twice already)
 - b. Dispositional / Internal
 - c. Situational / External
 - d. Fundamental Attribution Error. Again.