Announcements

- Chapter 11 Aplia due tonight!
- Exam #4 is Wednesday (really)
- Review session today at 5:30, room 306 Psychology
Social Psychology
Roadmap

- Social Influence
  - Bystander Intervention
  - Obedience & Roles
  - Conformity and Groupthink

- Social Cognition / Social Information Processing
  - Self confirmatory hypothesis testing
  - Self Fulfilling Prophecy and Stereotypes
  - Social Inference

- Social Relations
  - Stereotypes
  - Prejudice
  - Discrimination
Role Playing Affects Attitudes

Zimbardo (1972) assigned the roles of guards and prisoners to random students and found that guards and prisoners developed role-appropriate attitudes.
Deindividuation

- Zimbardo’s Stanford Prison study
- Abu-Ghraib Iraqi prison
- Crowds (e.g., games, concerts)
I. Social Influence

C. Baron’s (1996) study –
   A. Eyewitness identification
   B. Watch, then choose from the lineup
Which Guy?
I. Social Influence

C. Conformity and Groupthink:

Percentage of conformity to confederates’ wrong answers

- Difficult judgments
- Conformity highest on important judgments
- Easy judgments

Importance

Low

High
I. Social Influence

C. Conformity

D. Groupthink: emphasis on group unanimity at the expense of critical thinking and sound decision making

Examples:

   Space Shuttle Challenger explosion
   Bay of Pigs invasion
I. Social Influence

C. Conformity and Groupthink:
I. Social Influence

C. Conformity

D. Groupthink: emphasis on group unanimity at the expense of critical thinking and sound decision making

Examples:
- Space Shuttle Challenger explosion
- Bay of Pigs invasion
II. Social Information processing -- The intuitive scientist

A. Data Collection

1. Bias toward vivid
   a. Gerber's TV people (8+ hours TV daily) (overestimate dangerousness and violence)
   b. Plane crashes
   c. Media in political advertising; style over substance
II. Social Information processing -- The intuitive scientist

A. Data Collection

1. Bias toward vivid
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A. Data Collection

2. Perception guided by schemata
   a. CONCEPT influences the PERCEPT
   b. Example: Motorcycling and the border crossing
   c. First Impressions
   d. Schemata are basis for stereotypes (e.g. vivid news images of Muslims can lead to unfavorable stereotypes)
Dude, are you a hippie? You seem like a hippie.
Stereotypes

- Social Cognition – we take shortcuts
- Based on a schema
- We may have tendency to
  - See evidence consistent with the schema
  - Overlook or discount evidence inconsistent with the schema
- Are a key component that leads to prejudice
- Prejudice = an evaluation (usually negative) towards another person based solely on superficial features or group membership
Stereotype Impacts

- Can lead to discrimination towards others
  Our stereotype causes us to treat out-group members differently

Zimmerman: “We've had some break-ins in my neighborhood, and there's a real suspicious guy … just walking around looking about … This guy looks like he is up to no good or he is on drugs or something. … these assholes, they always get away.”
Stereotype Impacts

- Can lead to discrimination towards others

Our stereotype causes us to treat out-group members differently.
Stereotype Impacts

- Can also lead to changes in those who are stereotyped (*Stereotype Threat*)
Healthy 18-49 y.o. at time of stereotype assessment

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A. Data Collection

3. Schemata for social interaction: scripts
   a. Basic purpose: greeting and relatively meaningless social exchange
      1. Scripts are somewhat arbitrary but should be followed within a social context: Demo
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A. Data Collection

3. Schemata for social interaction: scripts
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      2. Scripts may be context specific
II. Social Information processing -- The intuitive scientist

A. Data Collection

3. Schemata for social interaction: scripts
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      1. Scripts are somewhat arbitrary but should be followed within a social context: Demo
      2. Scripts may be context specific
      3. When out of context it may seem odd
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A. Data Collection

3. Schemata for social interaction: scripts

   a. Basic purpose: greeting and relatively meaningless social exchange

   1. Scripts are somewhat arbitrary but should be followed within a social context: Demo
   2. Scripts may be context specific
   3. When out of context it may seem odd
   4. Initial interaction scripts should be a meaningless social exchange -- don't violate them by being meaningful!
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A. Data Collection

3. Schemata for social interaction: scripts
   b. Xerox machine study -- mindlessness.

   Three requests:
   1. Request only
   2. Request plus genuine reason
   3. Request plus nonreason

   4. Results:
<table>
<thead>
<tr>
<th>Nature of Request</th>
<th>Small</th>
<th>Large</th>
</tr>
</thead>
<tbody>
<tr>
<td>Request Only</td>
<td>60%</td>
<td>24%</td>
</tr>
<tr>
<td>Request + Genuine Reason</td>
<td>94%</td>
<td>42%</td>
</tr>
<tr>
<td>Request + Nonreason</td>
<td>93%</td>
<td>24%</td>
</tr>
</tbody>
</table>
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B. Self-confirmatory hypothesis testers; e.g., Illusory Correlation (Chapman & Chapman):

1. Projective tests -- Clinical psychologists routinely report associations between patient's responses and their personality
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B. Self-confirmatory hypothesis testers; e.g., Illusory Correlation (Chapman & Chapman):

1. Projective tests -- Clinical psychologists routinely report associations between patient's responses and their personality

2. Chapman Study:
   a. Subjects given Rorschach cards & DAP drawings
   b. Cards were randomly assigned personality descriptors
   c. Subjects made the same erroneous predictions as clinicians. Finding held despite:
      1. monetary incentive
      2. pencil & paper for tallying
      3. valid indicators
   d. Conclude: We see what we believe, not believe what we see!
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C. Self-fulfilling prophecy & stereotypes
   1. Our reactions to others may shape their behavior and attitudes towards self
   2. Example: good-looking lawyers
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D. Inferring Causality -- Attribution

1. Distinctiveness -- if different, it may be responsible
2. Consistency
3. Consensus
4. Example
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E. Fundamental Attribution Error:

1. we see other's behavior due to enduring dispositions
2. we see our own as guided much more by situations
   1) His behavior provoked me (situational)
   2) I’m such a jerk (Dispositional)
3. book calls this Correspondence Bias: behavior of others corresponds to their dispositions
Negative behavior

Situational attribution
"Maybe that driver is ill."

Tolerant reaction
(proceed cautiously, allow driver a wide berth)

Dispositional attribution
"Crazy driver!

Unfavorable reaction
(speed up and race past the other driver, craning to give a dirty look)
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E. Fundamental Attribution Error: Possible example, here in class?

Professor always sees students in this class context
Students always see professor in this context
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F. Self-perception

1. Cognitive dissonance (Festinger)
   a. Definition:
      ✓ when adequate environmental attribution not available,
      ✓ we make a dispositional attribution about our own behavior
   b. Experiment
Festinger’s Study

1 hour of dull and meaningless tasks
Experimenter persuades you to say how great it is to another subject
You are paid either $10 or $100
You then rate your own enjoyment of the tasks
Cognitive Dissonance

Fiona’s attitude:
- The tuition here is too high

Cognitive dissonance (awareness that attitude and behavior are inconsistent)

Fiona’s behavior:
- The school needs the money!

Dissonance resolved:
- Maybe the school has a point
Cognitive dissonance helps explain why hazing, or requiring an unpleasant initiation in order to become a member of a group, increases the value of the group (Aronson & Mills, 1959). If you choose to endure so much to join, the group must be something very special.

Cacioppo & Freberg
One more example:
Dissonance and the Terrible Two’s
Exam 4

50 Multiple Choice Questions
75 Minutes beginning at 4:00
Half from Book
Half from Lecture
Bring your clicker. You will click at start, and click at end.