

# SOCIAL PSYCHOLOGY

## Attribution theory

Internal vs. external attributions

- \* Fundamental attribution error
- \* Actor-observer bias
- \* Self-serving bias

## Attitude change

Cognitive/affective components of attitudes (attitude vs. opinion)

Action affecting attitudes

- \* Foot-in-the-door
- \* Door-in-the-face

Persuasion

- \* Central route to persuasion
- \* Peripheral route to persuasion

Role playing (Zimbardo prison study)

Cognitive dissonance (Festinger)

## Group influence

Conformity (Asch study)

- \* chameleon effect
- \* mood linkage (mimicry)

Normative social influence vs. Informational social influence

Obedience (Milgram's study)

## Group behavior

Social facilitation vs. social inhibition

- \* related to Yerkes-Dodson Law

Social loafing

Deindividuation

- \* loss of identity, others don't know who you are

Group polarization

- \* movement to more extreme positions

Groupthink (Janus)

- \* influenced by desire for harmony

Minority influence

- \* self-confidence, determination key

Prejudice (attitude) — leads to discrimination (behavior)

- \* Social roots: social inequality, blame-the-victim, in-group vs. out-group leading to in-group bias
- \* Emotional roots: Fear, anger (leads to scapegoating)
- \* Cognitive roots: Categorization, availability heuristic, just-world phenomenon
- \* Jane Eliot study—children and stereotyping - self-fulfilling prophecies

## Aggression and conflict

Biology: genetics, amygdala, decreased frontal lobe activity, testosterone levels

Psychology

- \* Frustration-aggression principle
- \* Modeling (observational learning)
- \* Social scripts (mental tapes on how to act)
- \* Video games?
- \* Catharsis hypothesis (builds more anger)

Conflict

- \* Social traps
  - pursue self-interest, everyone loses
- \* Enemy perceptions
  - mirror-image perceptions

## Attraction and altruism

Passionate love (two-factor theory) vs. companionate love (key is equity, self-disclosure)

- \* Physical attractiveness key
- \* Similarity
- \* Proximity (mere exposure effect)

Altruism

Bystander affect

- \* diffusion of responsibility
- \* pluralistic ignorance
- \* Explained by social exchange theory
  - \* Reciprocity norm
  - \* Social responsibility norm

Peacemaking, GRIT

- \* Superordinate goals