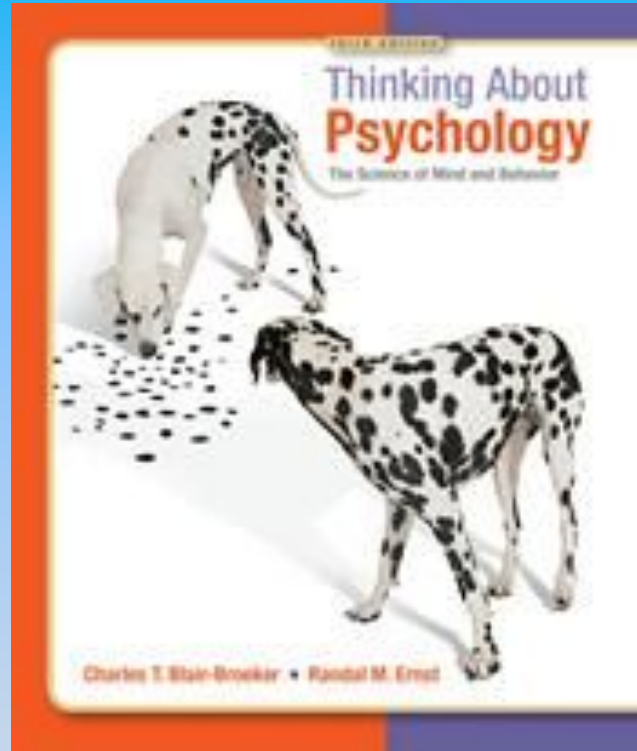


# Thinking About Psychology

## The Science of Mind and Behavior 3e



**Charles T. Blair-Broeker & Randal M. Ernst**

**PowerPoint Presentation Slides**

**by Kent Korek**

**Germantown High School**

**Worth Publishers, © 2012**

# 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  
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."



**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

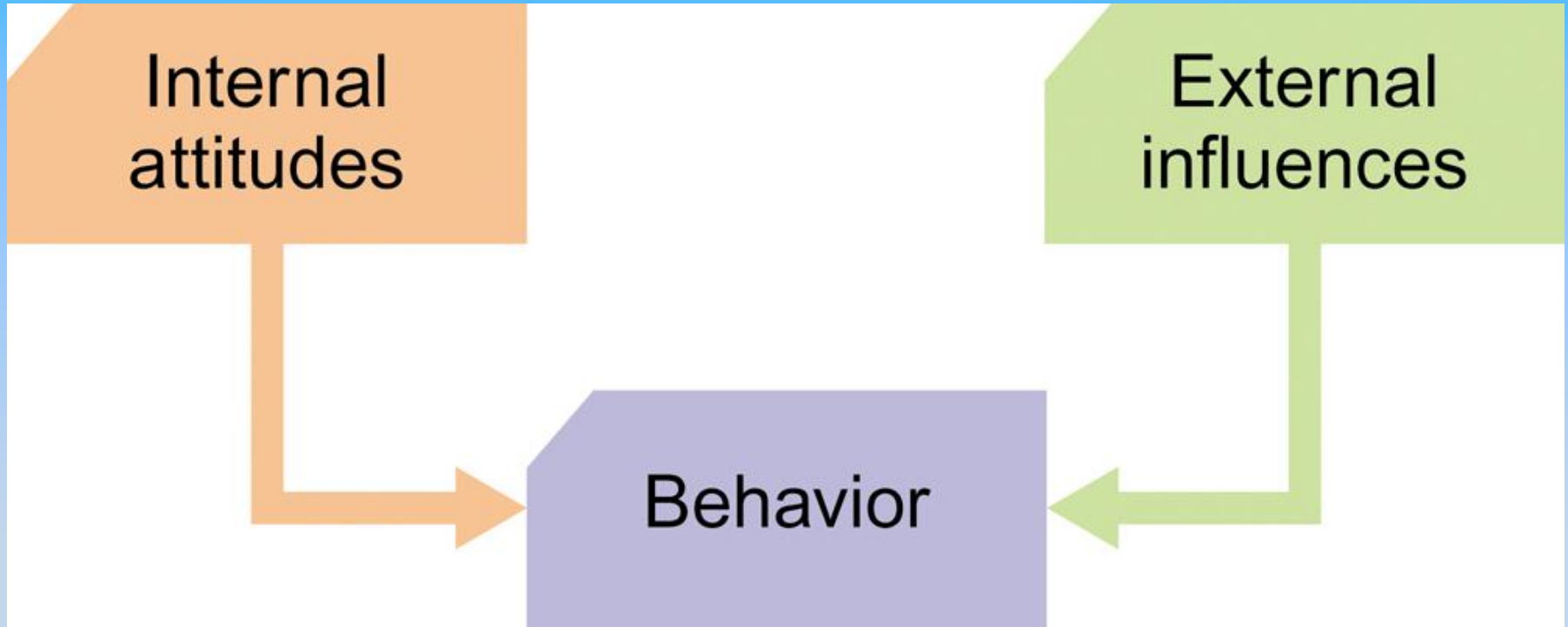
- **The belief and feeling that predisposes someone to respond in a particular way to objects, people, and events.**

# 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.**



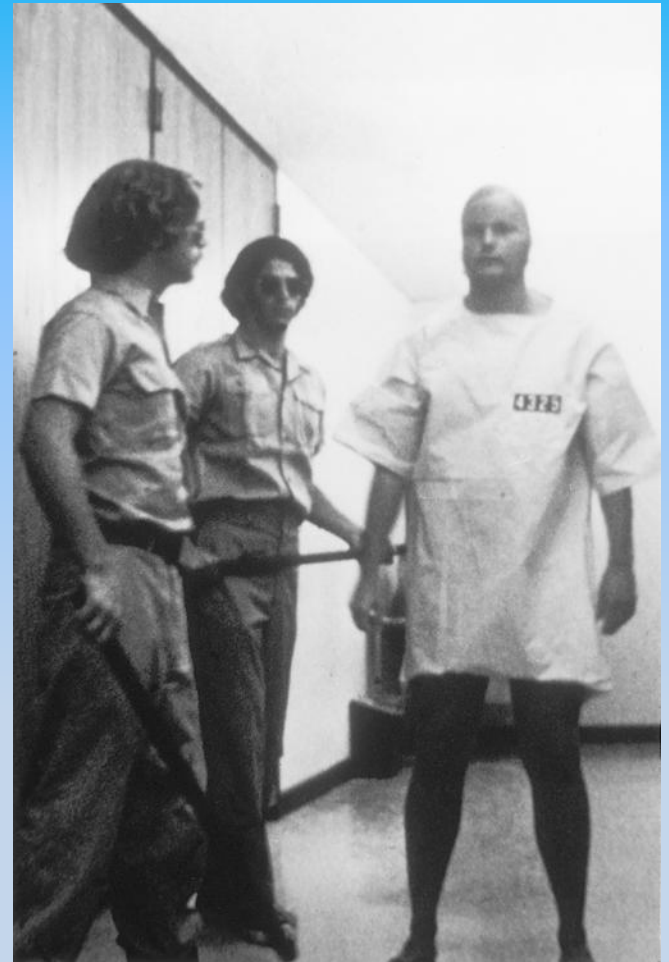
# Role Playing

- 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



## 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

(awareness that attitude and behavior are inconsistent)



## Dissonance resolved

"Maybe the conservatives have a point."



## Module 18: Social Thinking and Social Influence

# Social Influence

# Social Influence: Conformity and Obedience

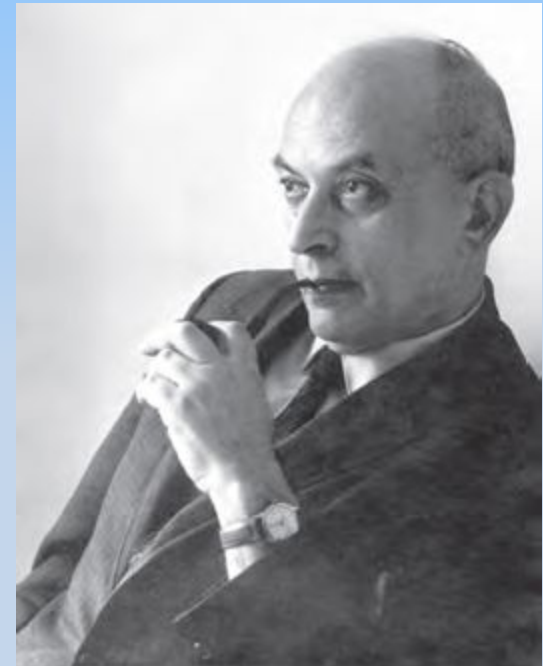
# Conformity

- **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



Standard line



1



2



3

Comparison lines



# 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.**

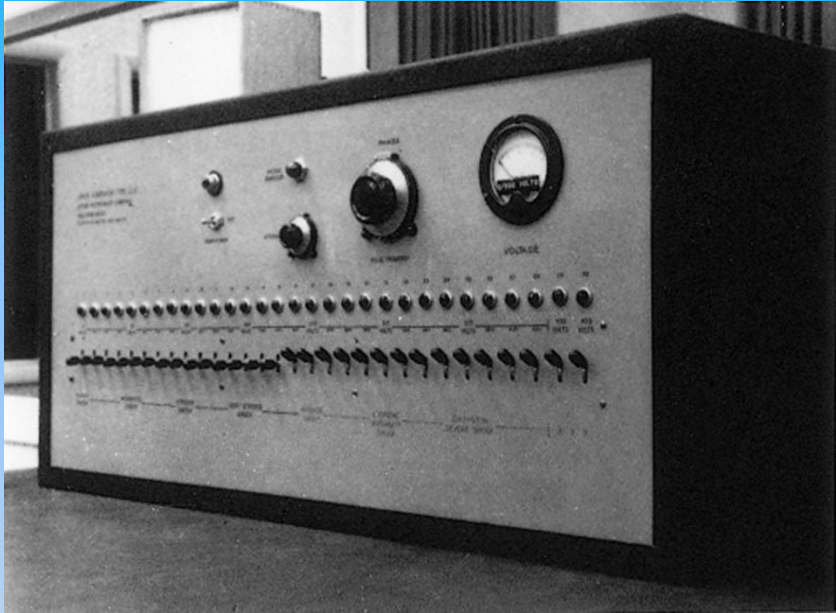


# Obedience

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

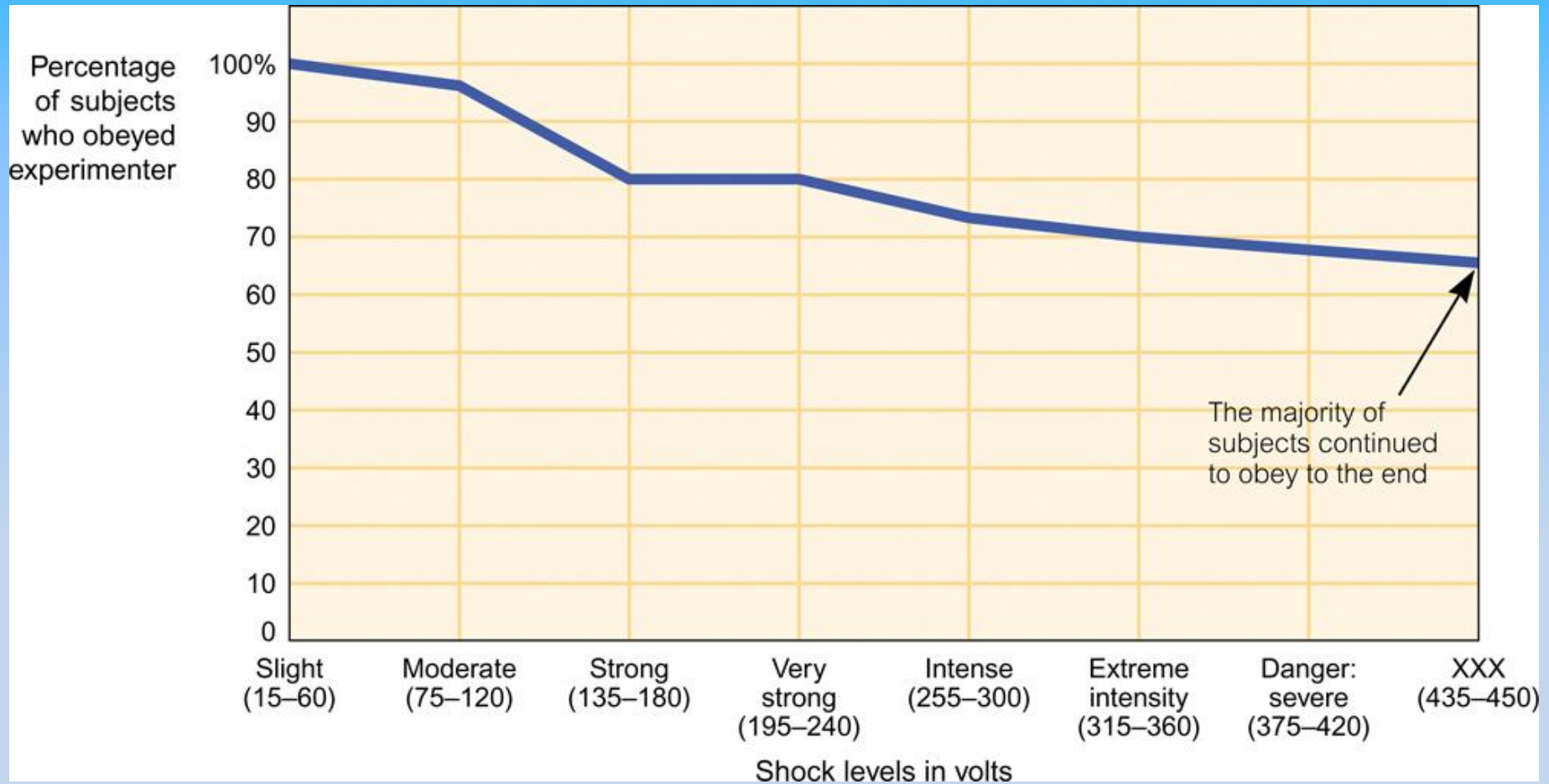


# Milgram's Obedience to Authority



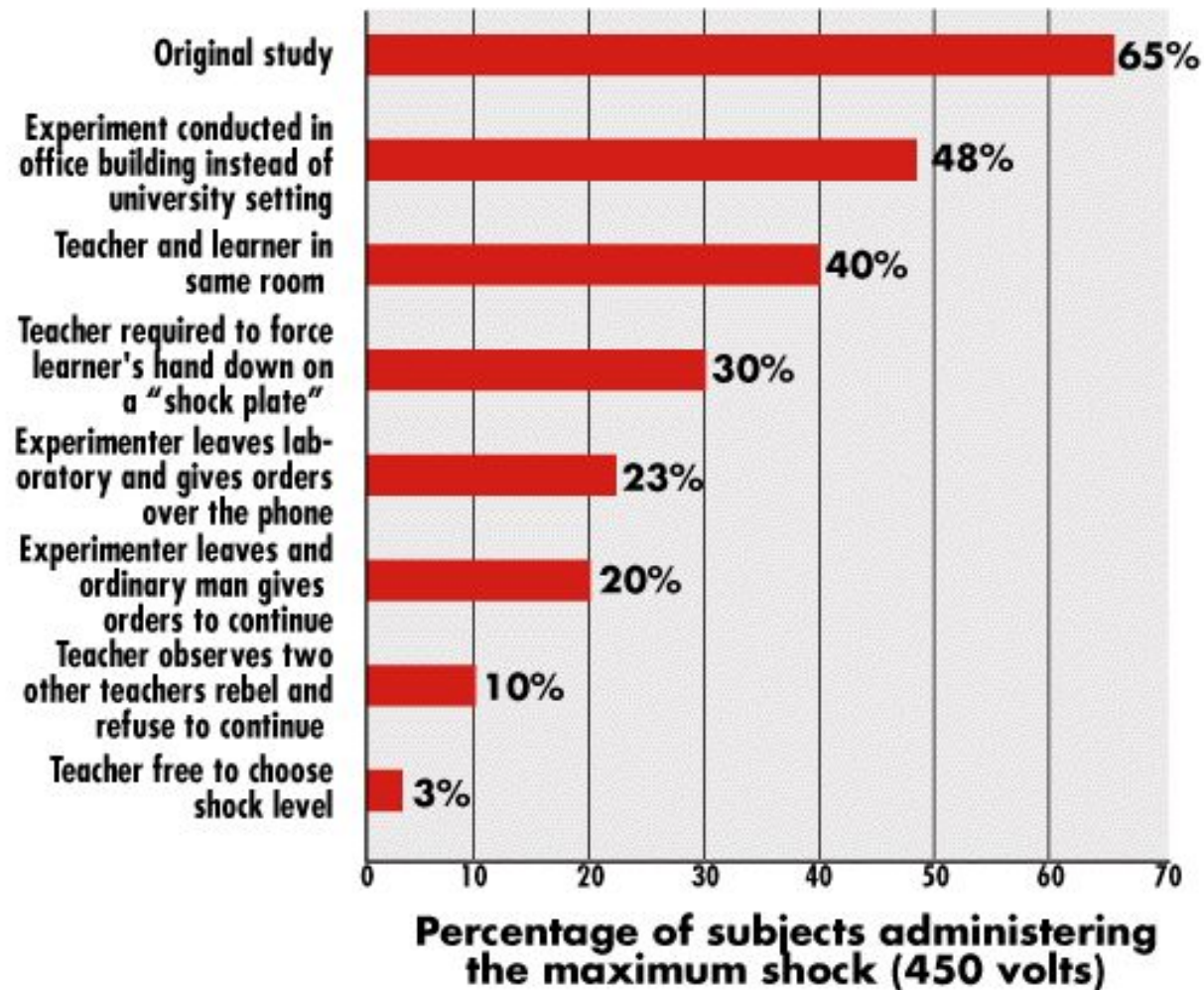
# Milgram's Obedience to Authority

(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

<b>Sport</b>	<b>Games Studied</b>	<b>Home Team Winning Percentage</b>
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

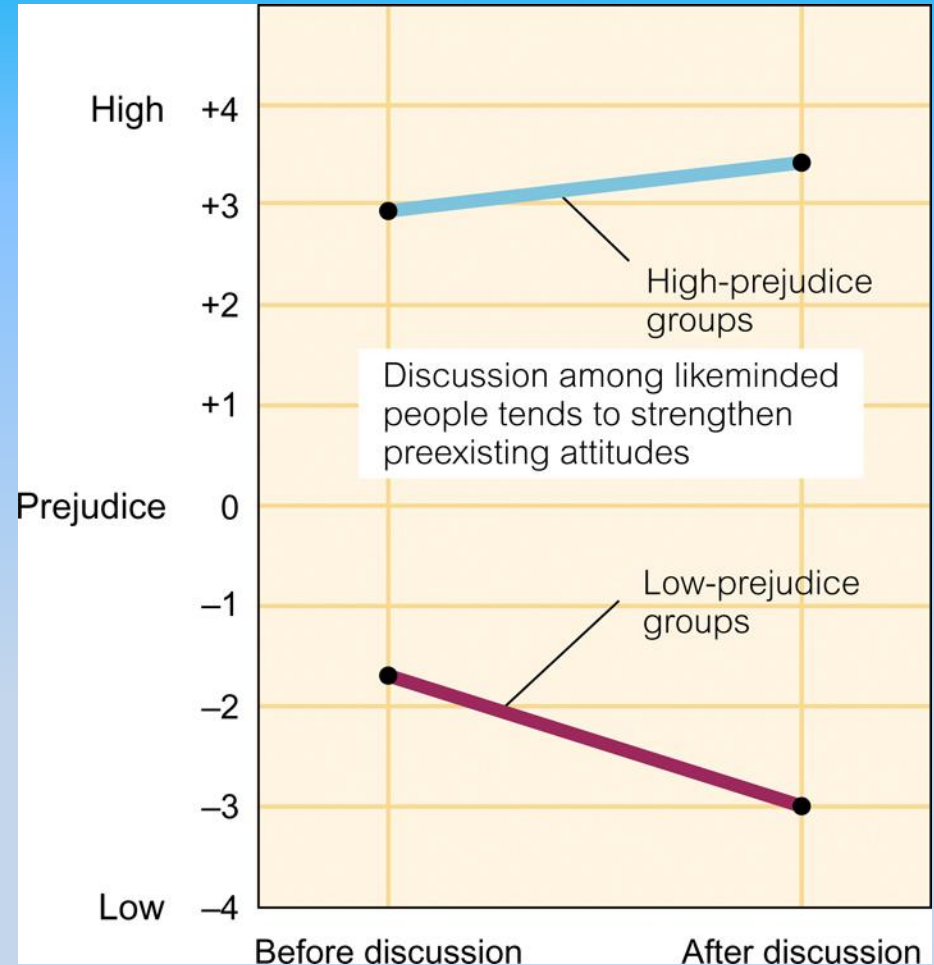
- **The loss of self-awareness and self-restraint occurring in group situations that foster arousal and anonymity.**
- People lose their sense of responsibility when in a group.

# 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

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- **Domain Coding**

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- 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.

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  - 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](mailto: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

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