Social Behaviour

Attribution

Attribution: The processes through which we seek to determine the causes behind others' behavior.

Consensus: The extent to which behavior by one person is shown by others as well.

Consistency: The extent to which a given person responds in the same way to a given stimulus across time.

Distinctiveness: The extent to which a given person reacts in the same manner to different stimuli or situations.

Errors in Attribution/Sources of Bias

Internal source: the person attributes internal causes to behavior

External source: the person attributes external causes to behavior

Fundamental Attribution Error: The tendency to attribute others' behavior to internal causes to a greater extent than is actually justified.

Self-Serving Bias: The tendency to attribute positive outcomes to our own traits or characteristics (internal causes) but negative outcomes to factors beyond our control (external causes). By attributing negative outcomes or behavior to external causes, but positive ones to internal causes, we protect or boost our self-esteem. These attributional tendencies are known as the self-serving bias.

Social cognition—our efforts to interpret, analyze and use information about the social world—involves many other tasks as well.

We must enter such information into long-term memory, and be able to retrieve it at later times. And we must be able to combine this previously stored information about others in various ways in order to make judgments about them and predict their future actions.

It is only by accomplishing these tasks that we can make sense out of the social world in which we live—a world that, we soon learn, is anything but simple.

False consensus effect: tendency to believe that other persons share our attitudes to a greater extent than is true.

Magical Thinking: Thinking that makes assumptions that don't hold up to rational scrutiny. *Contagion, similarity, thinking makes it so principle.*

Counterfactual Thinking: The tendency to evaluate events by thinking about alternatives to them—"What might have been."

This reasoning leads to the interesting prediction that negative outcomes that follow unusual behavior will generate more sympathy for the persons who experience them than ones that follow usual behavior.

Attitude

Attitudes: Lasting evaluations of various aspects of the social world that are stored in memory.

Persuasion: The process through which one or more persons attempt to alter the attitudes of one or more others.

Elaboration Likelihood Model (ELM): A cognitive model of persuasion suggesting that persuasion can occur through distinct routes.
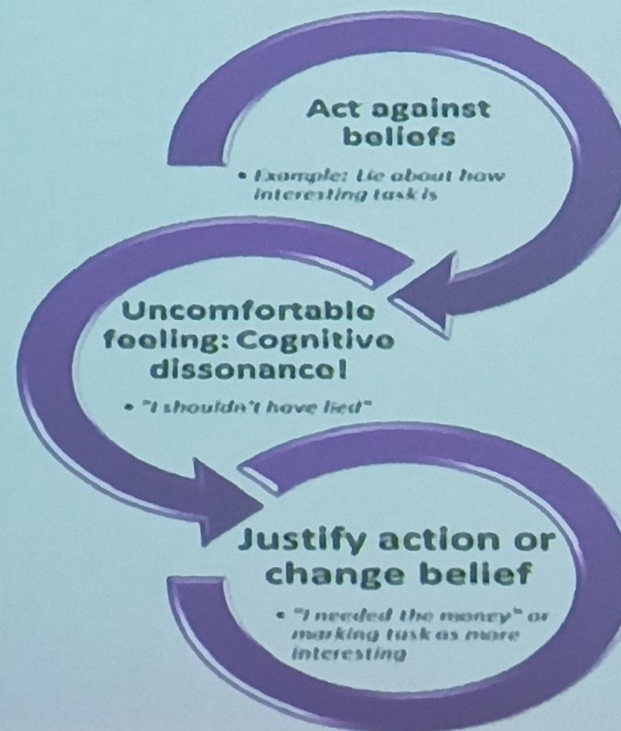
Central Route (to persuasion): Attitude change resulting from systematic processing of information contained in persuasive messages. This occurs when recipients find a message interesting, important, or personally relevant and when nothing else (such as distraction or prior knowledge of the message) prevents them from devoting careful attention to it.

Peripheral route. Perhaps the message contains something that induces positive feelings, such as a very attractive model or a scene of breathtaking natural beauty or perhaps the source of the message is very high in status, prestige, or credibility. Under these conditions, attitude change may occur in the absence of a critical analysis of the contents of the message.
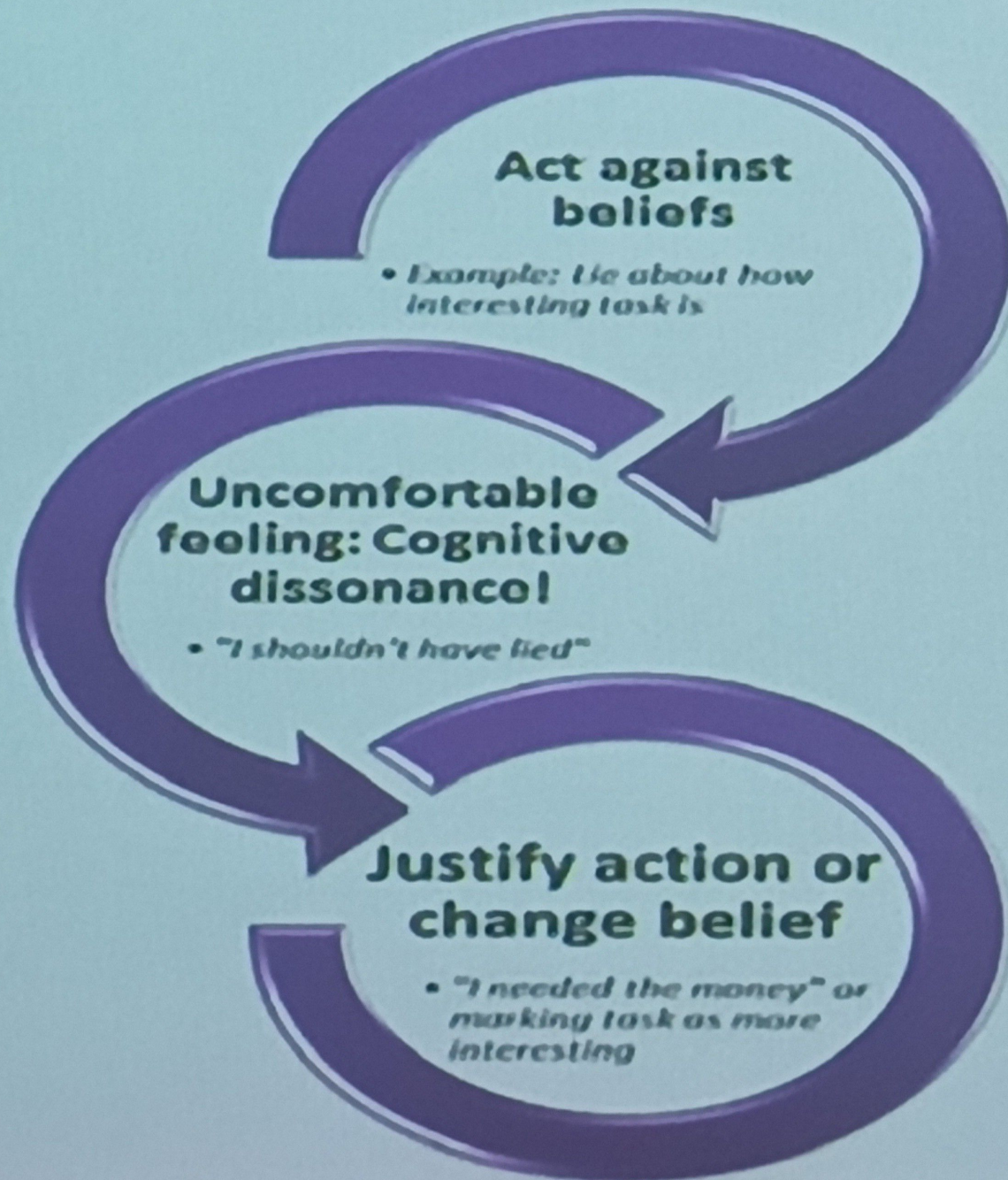
Forced Compliance: A situation in which we feel compelled to say or do things inconsistent with our true attitudes -*attitude-discrepant behavior*

Cognitive Dissonance: The state experienced by individuals when they discover inconsistency between two attitudes they hold or between their attitudes and their behavior.

Less-Leads-to-More Effect: The fact that rewards just barely sufficient to induce individuals to state positions contrary to their own views often generate more attitude change than larger rewards.

Act against beliefs
- Example: Lie about how interesting task is

Uncomfortable feeling: Cognitive dissonance!
- "I shouldn't have lied"

Justify action or change belief
- "I needed the money" or marking task as more interesting

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Prejudice and Social influence

Prejudice: Negative attitudes toward the members of some social group based on their membership in this group.

Realistic Conflict Theory: A theory proposing that prejudice stems, at least in part, from economic competition between social groups.

Social Categorization: Our tendency to divide the social world into two distinct categories: "us" and "them." To simplify the social world and the massive amount of information that bombards use every day, we automatically place individuals into cognitive ccategories such as male or female friendly or hostile, adult or child.

Cognitive Sources of Prejudice: The Role of Stereotypes

Stereotypes. These are cognitive frameworks consisting of knowledge and beliefs about specific social groups frameworks suggesting that by and large, all member of these groups possess certain traits, at least to a degree.

stereotypes exert strong effects on the ways in which we process social information. For instance. information relevant to a particular stereotype is processed more quickly than information unrelated to it.

Similarly, stereotypes lead us to pay attention to specific types of information—usually information consistent with the stereotypes. And when information inconsistent with stereotypes does manage to enter consciousness. it may be actively refuted or simply denied.

Challenging Prejudice:

Breaking the Cycle of Prejudice: Learning Not to Hate

Direct Intergroup Contact: The Potential Benefits of Becoming Acquainted

Contact Hypothesis: The suggestion that increased contact between members of different social groups will reduce prejudice between them.

Recategorization: A technique for reducing prejudice that involves inducing people to shift the boundary between "us" and "them" so that it now includes groups previously viewed as "them."

Sexism: Prejudice based on gender.

Glass Ceiling: A final barrier against female advancement in some organizations that prevent women from attaining top positions.

Social Influence

Social Influence: Efforts by one or more persons to change the attitudes or behavior of one or more others.

Conformity: A type of social influence in which individuals change their attitudes or behavior in order to adhere to existing social norms.

Social Norms: Rules indicating how individuals ought to behave in specific situations.

Compliance: A form of social influence in which one or more persons acquiesce to direct requests from one or more others.

Ingratiation: A technique for gaining compliance by causing others to like us before we attempt to influence them

Foot-in-the-Door Technique: A technique for gaining compliance in which a small request is followed by a much larger one.

Door-in-the-Face Technique: A technique for gaining compliance in which a large request is followed by a smaller one.

That's-Not-All Technique: A technique for gaining compliance in which a small extra incentive is offered before target persons have agreed to or rejected a request.

Obedience- social influence by demand

A form of social influence in which one or more individuals behave in specific ways in response to direct orders from someone.

Destructive Obedience : The MILGRAM Experiment

Prosocial behavior

Actions that benefit others without necessarily providing any direct benefit to the persons who perform them.

Empathy–Altruism Hypothesis: A view suggesting that when we encounter someone who needs help, we experience empathy and as a result are motivated to help them in an unselfish manner.

Negative State Relief Hypothesis: A view suggesting that we sometimes help others in order to relieve the negative feelings that their plight arouses in us.

Genetic Determinism Hypothesis: The view that we help other persons who are similar or related to us because this increases the likelihood of our genes, or related genes, being passed on to the next generation.

Attraction and Love

Love: An intense emotional state involving attraction, sexual desire, and deep concern for another person.

Interpersonal Attraction: The extent to which we like or dislike other persons

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Propinquity: Nearness

Similarity

Physical Attractiveness

Types of love

Romantic Love: A form of love in which feelings of strong attraction and sexual desire toward another person are dominant.

Companionate Love: A form of love involving a high degree of commitment and deep concern for the well-being of the beloved.

Break –up and fading of love

Jealousy

Identifying dissimilarities

Fantasy to reality checks

Self- defeating thoughts about the partner

Liking
intimacy

Romantic love
passion +
intimacy

Companionate love
intimacy +
commitment

Consummate
love
intimacy + passion
+ commitment

Infatuation
passion

Fatuous love
passion + commitment

Empty love
commitment