



Introduction

Introduction to Social Psychology

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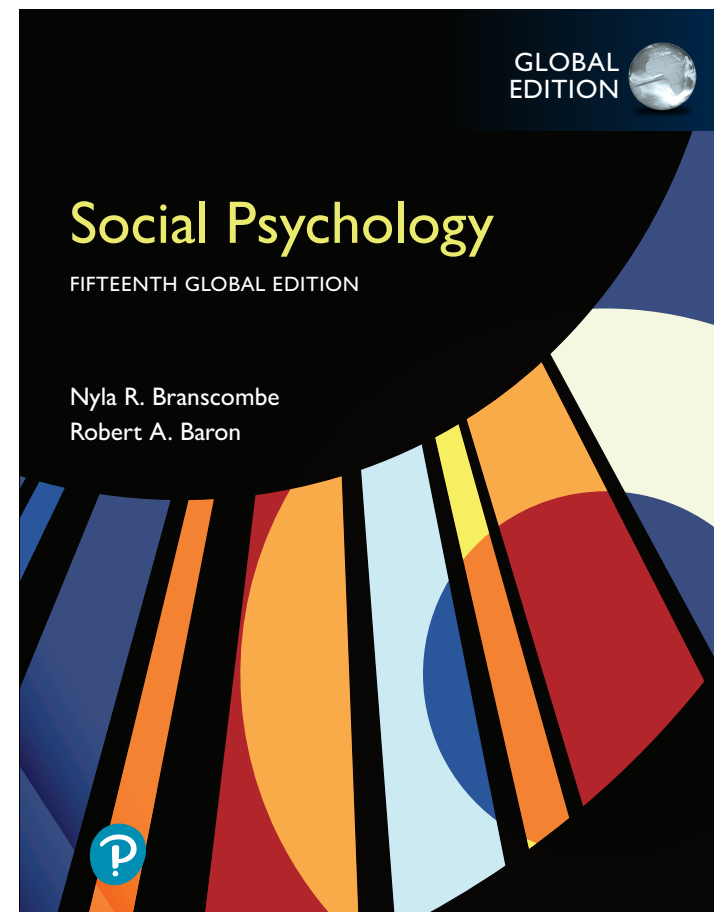
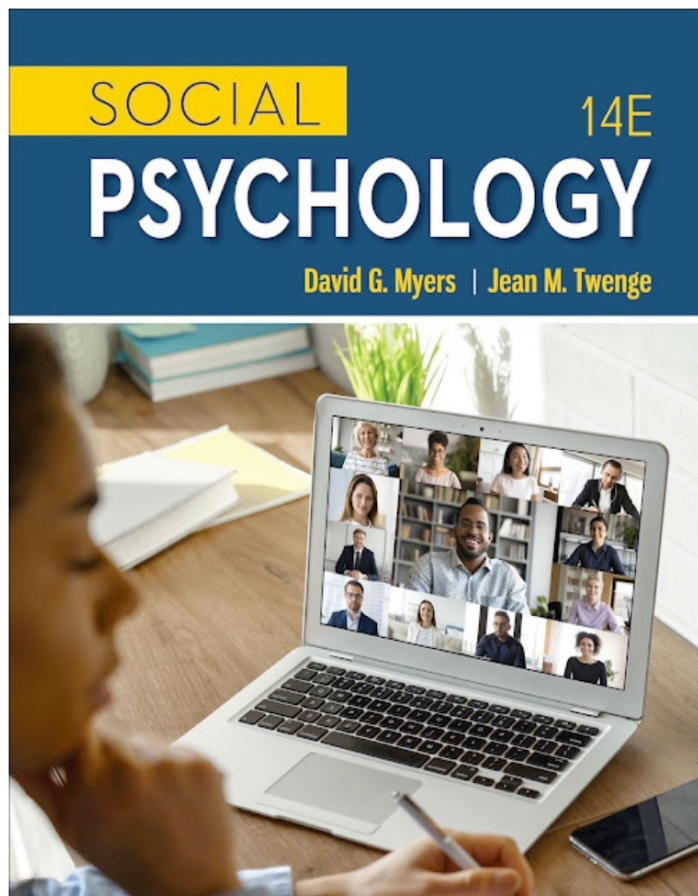


Course Evaluation

- ❖ MTE – 25 Marks
- ❖ ETE – 40 Marks
- ❖ CWS – 35 Marks
 - Quiz – 15 Marks

Books

These are basic textbooks. You do not have to read all the chapters. Refer to sections discussed in class and slides.

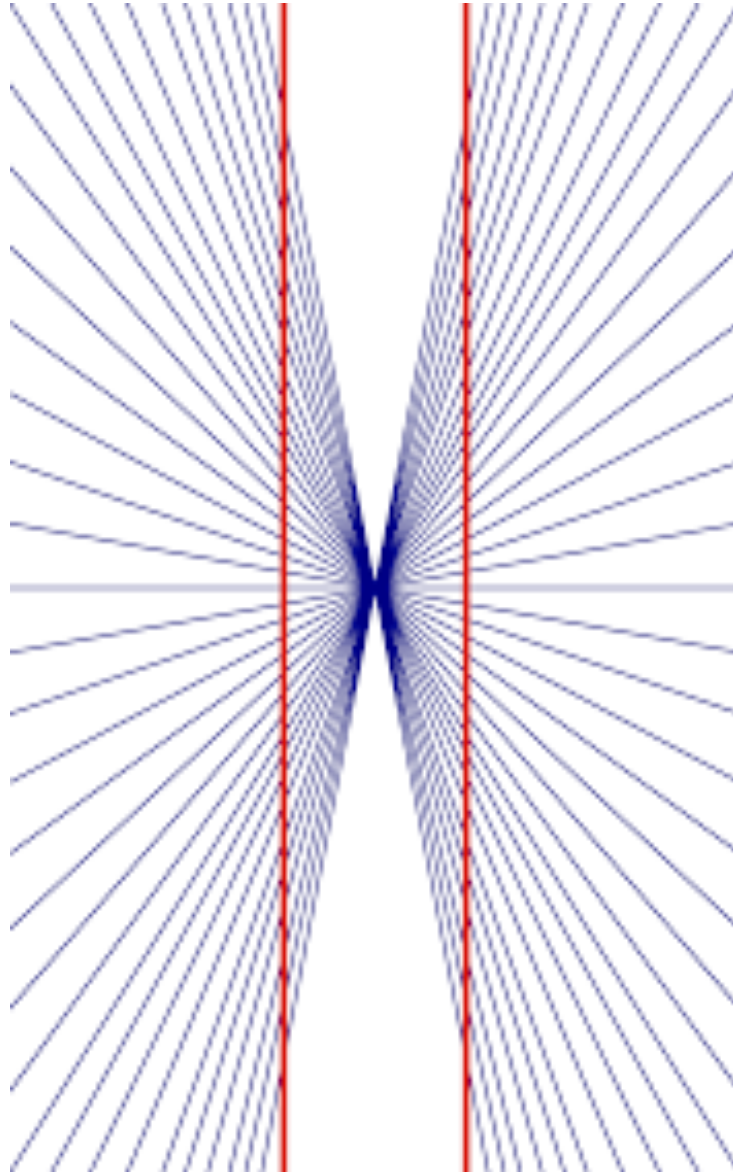


Social Psychology



Why do people behave the way they do ?

Perception



HERING ILLUSION



Perception

❖ Motives, Emotions, and Perception

- Cocktail party phenomenon
- Habituation

❖ The way in which we *select, organize, and interpret* sensory input to achieve a grasp of our surroundings.

❖ It is the active selection, organization, and interpretation of sensory input.



❖ Perceptual organization

- In order to make sense of sensations, people must *learn* to recognize objects, to read clocks, numbers, and letters, and to judge sizes and distances
- Gestalt principles : Whole is more than sum sum of its parts

Figure and Ground

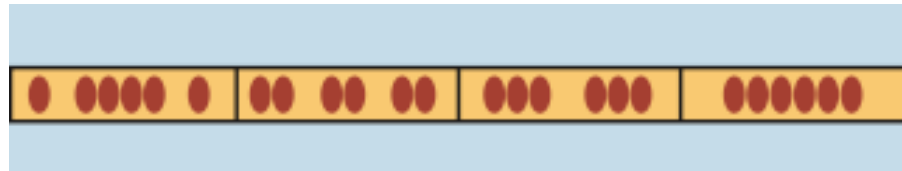
- ❖ Our tendency to divide the perceptual world into two distinct parts: discrete figures and the background against which they stand out
- ❖ we *selectively attend* to certain aspects of our environment while relegating others to the background



Gestalt principles

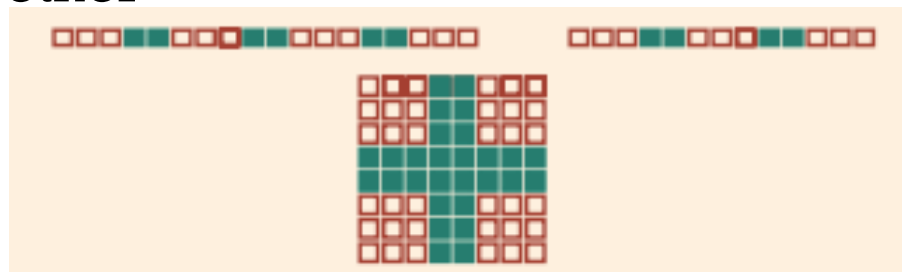
❖ Nearness

- Stimuli that are near each other tend to be grouped together



❖ Similarity

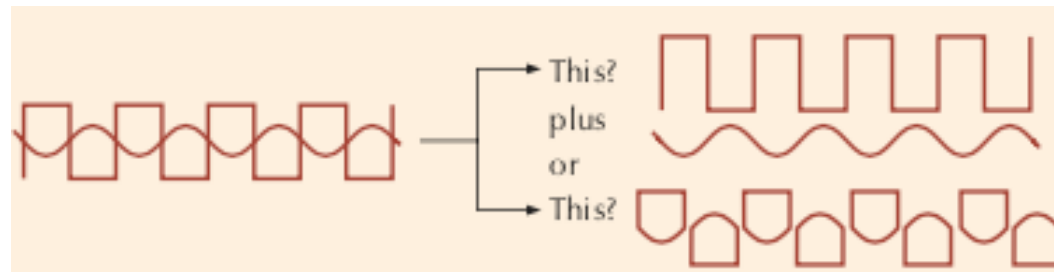
- Birds of a feather flock together
- Stimuli that are similar in size, shape, colour, or form tend to be grouped together



Gestalt principles

❖ Continuation (continuity)

- Perceptions tend toward simplicity and continuity



❖ Closure

- Tendency to **complete** a figure so that it has a consistent overall form



Gestalt principles

❖ Contiguity

- nearness in time *and* space.

❖ Common region

- Stimuli that are found within a common area tend to be seen as a group





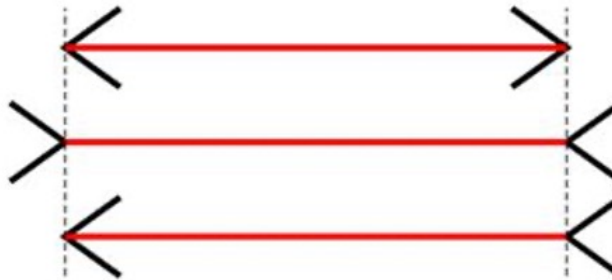
Perceptual fallacies

- ❖ Illusion
- ❖ Delusions
- ❖ Hallucination

Illusion



- ❖ Instances in which perception yields false interpretations of physical reality.



Müller-Lyer Illusion

- False interpretation due to cognitive processes.
- Illusions of *size* and illusions of *shape* or *area*
- Moon illusion

- ❖ ***Mirages***, in which you perceive things that aren't really there

Delusions

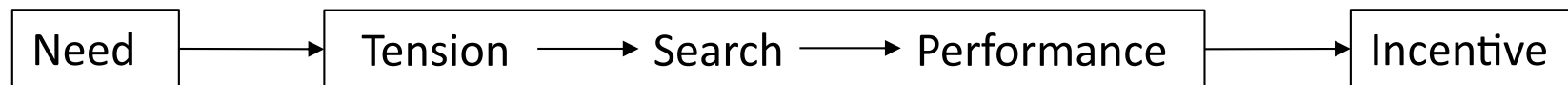
- ❖ Delusions are generally accepted to be beliefs which (a) are held with great conviction; (b) defy rational counter-argument; (c) and would be dismissed as false or bizarre by members of the same socio-cultural group.
 - **Erotomaniac:** Someone with this type of delusional disorder believes that another person, often someone important or famous, is in love with him or her.
 - **Grandiose:** A person with this type of delusional disorder has an over-inflated sense of worth, power, knowledge, or identity. The person might believe he or she has a great talent or has made an important discovery.
 - **Jealous:** A person with this type of delusional disorder believes that his or her spouse or sexual partner is unfaithful.
 - **Persecutory:** People with this type of delusional disorder believe that they (or someone close to them) are being mistreated, or that someone is spying on them or planning to harm them.
 - **Religious delusion:** Belief that the affected person is a god or chosen to act as a god

Hallucination

- ❖ A hallucination is a perception in the absence of an external stimulus that has qualities of accurate perception.
- ❖ Hallucinations are sensations that appear to be real but are created within the mind
 - Seeing things that are not there
 - Hearing voices or other sounds
 - Experiencing body sensations
 - Smelling odours that are not there.

- ❖ Why are you in this class?
- ❖ Why do you dress well while going to party?
- ❖ Why does a terrorist blow his life?
- ❖ Why does some models eat (almost) nothing to maintain (so called!) perfect figure?
- ❖ Why does someone leave well paid salary to work for society?

The motivation process



Goal directed behavior
(motive / drive)

Role of motivational factors

❖ Bruner's Experiment

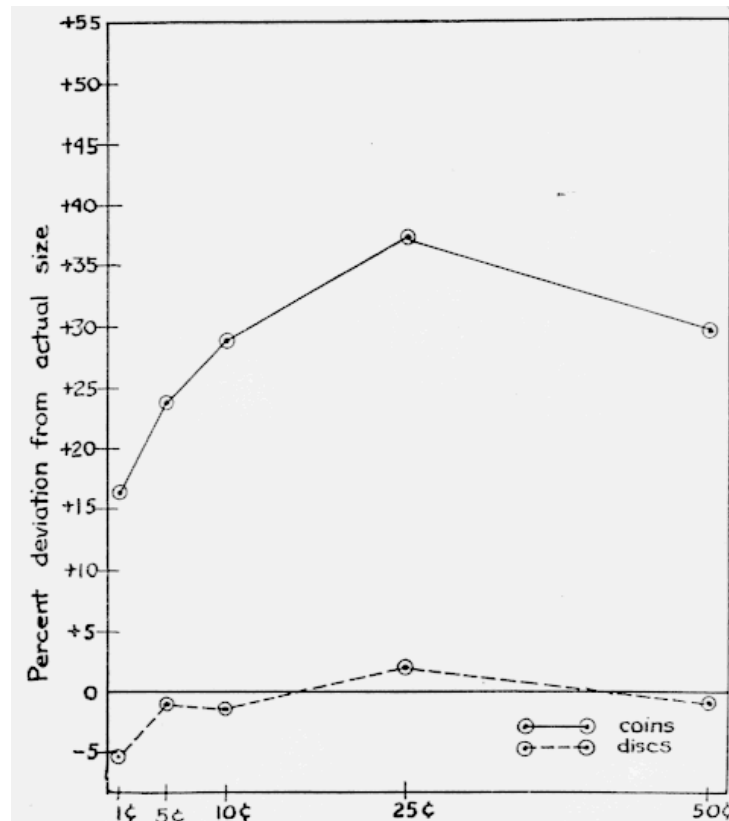


FIG. 1. SIZE ESTIMATIONS OF COINS AND DISCS OF SAME SIZE MADE BY TEN-YEAR-OLDS (Method of average error)

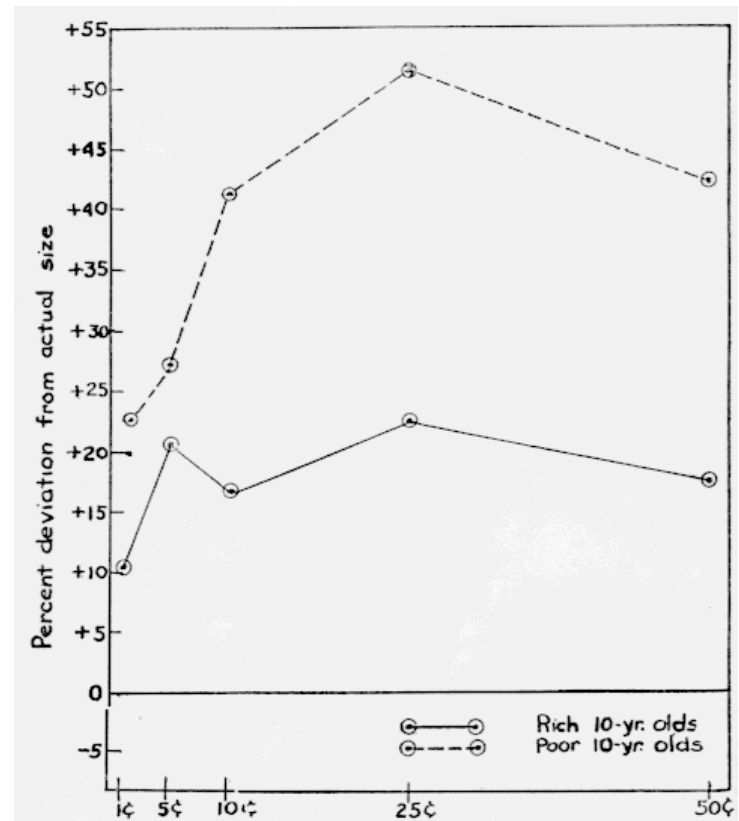


FIG. 2. SIZE ESTIMATIONS OF COINS MADE BY WELL-TO-DO AND POOR TEN-YEAR-OLDS (Method of average error)



Social Psychology

- ❖ **Psychology** is the scientific study of how people **think**, **feel**, and **behave**

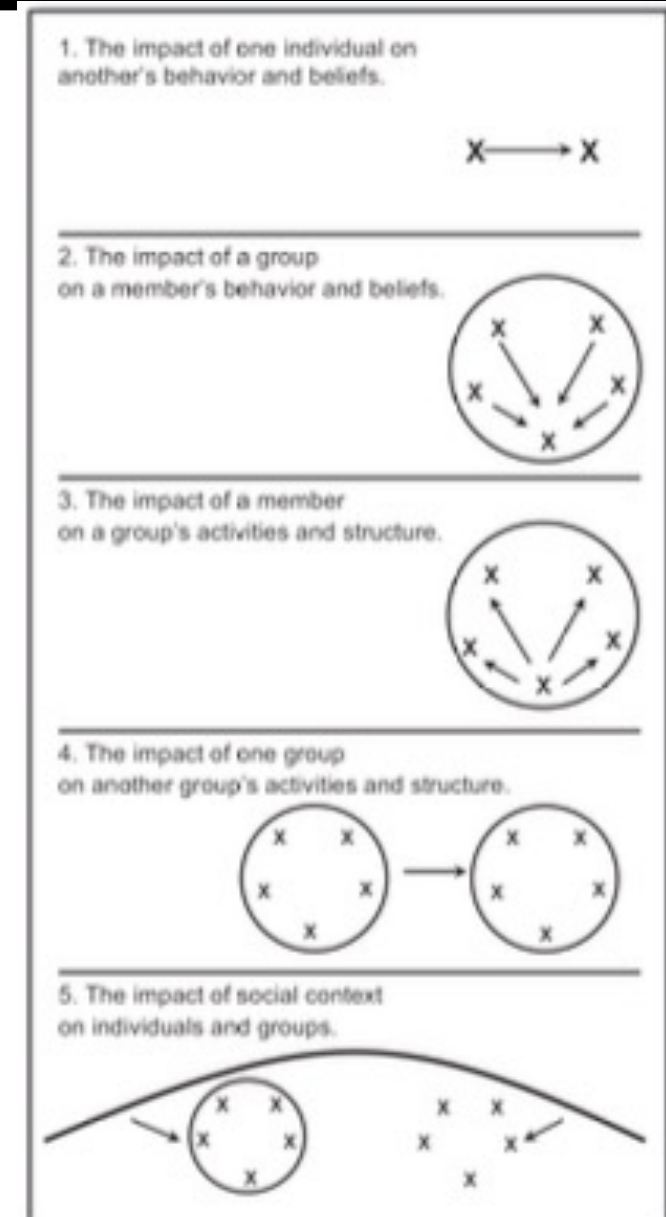
- ❖ Social Psychology is a scientific field that studies the influence of social environment (Group / Culture) on individual thoughts, feeling, and behaviour
 - The nature and causes of individual behavior
 - Feelings, and thoughts in social situations
 - Ways in which our thoughts, feelings, and actions are influenced by the
 - Social environments in which we live
 - By other people or our thoughts about them (e.g., we imagine how they would react to actions we might perform)

Social Psychology

❖ Social psychology is a science that studies the influences of our situations.

❖ Understanding People

- Hot – motivational
- Cold - cognitive





What is science?

- ❖ Objective
- ❖ Generalizable
- ❖ Replicable
- ❖ Systematic
- ❖ Reliable
- ❖ Observable

- ❖ Verifiable
- ❖ Falsifiable

Theory



- ❖ A theory is a set of coherent propositions that tries to explain a set of observations
 - It has its assumptions
 - A theory will imply a set of hypothesis



Social Psychology is Scientific

- ❖ Science actually refers to
 - A set of values and
 - Methods that can be used to study a wide range of topics.

- ❖ Accuracy
- ❖ Replicability
- ❖ Objectivity
- ❖ Skepticism
- ❖ Open-mindedness

Focuses on the Behaviour of Individuals



❖ Violence is an important phenomenon

- Social Psychology focuses on why individuals engage in aggressive behaviour
- Behaviour is focus of analysis
- Milgram experiment



Understand causes of Social Behavior

❖ Actions and characteristics of people

- Dispositional factors
- Cognitive processes
- Motivational processes
- Environmental factors
 - Physical environment
 - Social and psychological environment
- Biological Factors

Search for Basic Principles



- ❖ Social comparison
- ❖ Culture

Social Psychology: An Overview

- ❖ Social Psychology Is Scientific in Nature
- ❖ Social Psychology Focuses on the Behavior of Individuals
- ❖ Social Psychology Seeks to Understand the Causes of Social Behavior and Thought
 - Dispositional factors
 - Cognitive processes
 - Motivational processes
 - Environmental factors
 - Physical environment
 - Social and psychological environment
 - Biological Factors
- ❖ The Search for Basic Principles in a Changing Social World

WHAT ARE SOCIAL PSYCHOLOGY'S BIG IDEAS?



- ❖ We Construct our Social Reality
- ❖ Our social intuitions are often powerful but sometimes perilous
- ❖ Social Influences Shape Our Behavior
- ❖ Personal Attitudes and Dispositions Also Shape Behavior
- ❖ Social Behavior Is Biologically Rooted
- ❖ Social Psychology's Principles Are Applicable in Everyday Life



Social Psychology Is Scientific

- ❖ What is scientific?
- ❖ Social psychology relies on empirical research
- ❖ Social psychologists employ a methodology



Objectives of Research

1. Describe reality in accurate and precise terms
2. Ascertain whether a relationship (correlation) exists between two or more behaviors or attributes.
3. Discover the causes of some behavior or event
 - Hypothesis
4. Test existing theories and develop new ones

Basic Concepts

❖ Variable

- Independent Variable
- Dependent Variable
- Extraneous variable

❖ Population

❖ Sample

- Sampling
 - Random sample
 - Stratified sample

❖ Research Method

- Qualitative Study
- Quantitative Study



Basic Concepts

- ❖ The hypothesis is a statement of the presumed relationship between two or more variables.

- ❖ Validity of Findings
 - Internal validity
 - External validity

Survey method

- ❖ A survey is a procedure for collecting information by asking members of some population a set of questions and recording their responses.
 - Cross-sectional survey
 - Longitudinal survey
 - Panel Study
- ❖ Self-reports from individuals about their own attributes and opinion
- ❖ **Item**
 - A question or statement on the subject of study with a prescribed response format
 - Type of items:
 - Likert scale
 - Semantic Differential Scale

Survey method

- ❖ Questionnaire / Scale/inventory
 - Set of items

- ❖ **Response rate** – the percentage of people contacted who complete the survey.

- ❖ Strengths of the Survey method

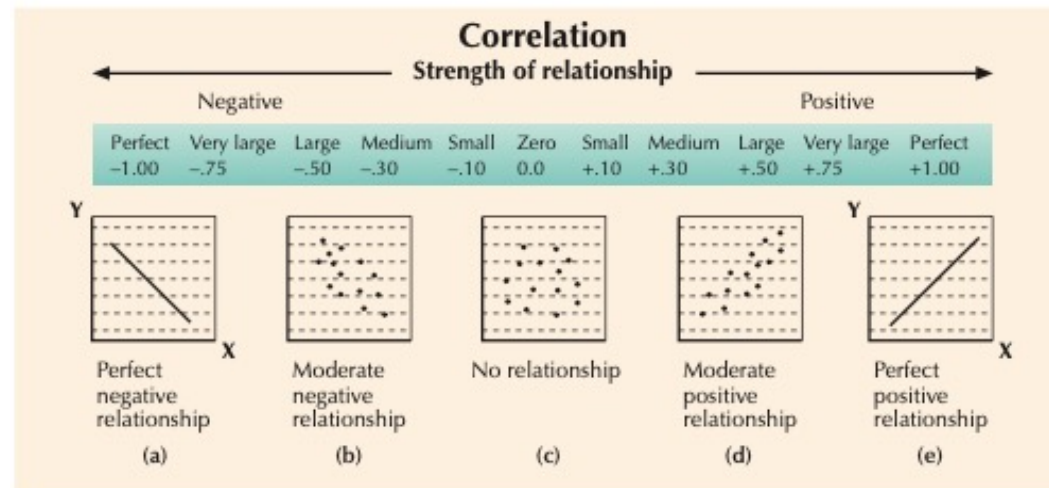
- ❖ Weakness of the Survey method

Survey method

❖ Analytic approaches

➤ Correlation

$$r_{xy} = \frac{\sum (x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum (x_i - \bar{x})^2 \sum (y_i - \bar{y})^2}}$$



➤ Regression

Experiment method

❖ Establish causal relations between variables

- Manipulate one or more of the independent variables
- Assign the participants randomly to the various treatment groups

❖ Random assignment

- Groups of participants that are equivalent in all respects except their exposure to different levels of the independent variables.

❖ Types of Experiments

- Laboratory experiments
 - Controlled environment
- Field experiments
 - Natural Setting
 - Real-life Context

Experiment method

❖ Lab experiment

➤ Bystander effect experiment

▪ Dependent variables

- Whether the participant would leave the room to offer help
- How quickly they would do so

▪ Independent variable

- The number of other persons who the participant believed were participating in the discussion

❖ Validity

➤ Internal validity

➤ External validity

Experiment method

❖ Field experiment

❖ Dutton and Aron's Bridge Experiment (1974)

➤ Independent variable

- **High Arousal Condition:** A suspension bridge that was narrow, wobbly, and high above a river, inducing fear and physical arousal.
- **Low Arousal Condition:** A solid, stable bridge close to the ground, inducing little to no physical arousal.

➤ Procedure:

- An attractive female experimenter approached men individually on both bridges and asked them to fill out a survey.
- After the survey, she gave her phone number to the men, ostensibly in case they had further questions about the study.

➤ Dependent Variable

- The number of men who later called the experimenter.

Naturalistic observation

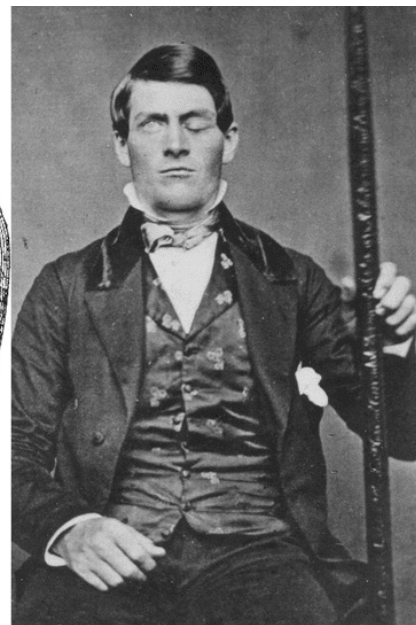
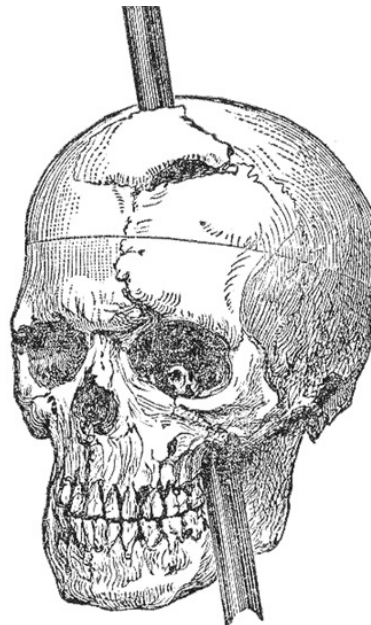
- ❖ Jane Goodall observed a chimpanzee
- ❖ Chimpanzees use a grass stem as a tool to remove termites from a termite mound



Case study Method

❖ Dr. J. M. Harlow (1868)

- Phineas Gage - foreman on a work crew
- Met with an accident while working
- Within 2 months Gage could walk, talk, and move normally
- Injury forever changed his personality
- Earlier he was honest and dependable worker
- Gage became foul-mouthed liar, emotionless





Thank you