

# **SOCIAL PSYCHOLOGY**

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*Psychology*

# ***Learning Outcomes***

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- ▣ ***Review of previous session***
- ▣ ***Definition of social psychology***
- ▣ ***Social Cognition***

- ▣ ***Impression Formation***

- ▣ ***Schema***

- ▣ ***Self-Fulfilling prophecy***

- ▣ ***Stereotype***

- ✓ ***Attribution Theory***

- ✓ ***Attitudes***

## *Definition*

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***“Social psychology is the scientific study of how a person’s thoughts, feelings and behaviors are influenced by the behavior and characteristics of other people, whether real, imagined or inferred”.***

# Social Cognition

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- ***“Knowledge and understanding concerning the social world and people in it (including oneself)”***
- ***“Part of the process of being influenced by other people involves organizing and interpreting information about them so as to form first impressions, to try to understand their behavior, and to determine to what extent we are attracted to them. This taking in and assessing of information about other people is called social cognition.”***

- **Schema**

*“A set of beliefs or expectations about something that is based on past experience.”*

e.g. we identify doctor by his or her appearance.

- **Self-fulfilling prophecy**

*“The process in which a person’s expectation about another elicits behavior from the second person that confirms the expectation”.*

- **Stereotype**

*“A set of characteristics presumed to be shared by all members of social category.”*

# Attribution Theory

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- ***“The theory that addresses the question of how people make judgments about the cause of behavior.”***

- *Personal factors (internal)*
- *Situational factors (external)*

***e.g. Class mate coming in class***

- ***Fundamental Attribution Error:*** “ The tendency of people to overemphasize personal causes for other people’s behavior and to underemphasize personal causes for their own behavior”
- ***Halo effect:*** A phenomenon in which an initial perception of a person as having positive traits produces expectation that person has other uniformly characteristics.

# Attitudes

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***“Relatively stable organization of belief’s, feelings, and behavior tendencies directed toward something or someone---the attitude object.”***

- **Three components:**

- ✓ *Evaluative beliefs...qualification and position on crucial issues.*
- ✓ *Feelings....like, dislike, trust etc.*
- ✓ *Behavior tendencies....vote for or against  
e.g. our attitude towards politician*

***THANK YOU  
HAPPY LEARNING STUDENTS!***