[30-60] Adults

70% of adults get married, most have bebes.

7 Jobs per lifetime

Healthier longer –> Social security, healthcare

Approximately 5% have midlife crises—more have midlife questioning

Longitudinal or cross sectional studies provide the data for adults, so probably inaccurate.

[60+] Older Adults

Most rapidly growing demographic

Physically:

* CNS slows down
* Different parts of the brain shut down at different rates.
* Decreased brain lateralization—sides work together more

Cognitively:

* Different intelligences undergo different changes: speed based intelligence decreases, whereas slower brain processes can increase.
* Crystalized and fluid intelligence.
* Implicit memories don’t really change.
* Smaller working memory

Socio-emotionally:

* Integrity vs. Despair—have I accomplished anything?
* Importance of social support
* Socio-emotional selectivity theory—choosing who you spend your time with

**Social Psychology**

Study of how people think about and interact with each other.

Social Cognition

Social Behaviour

Impression Formation

Do you like them? Trust them?

Form quickly, within seconds

Hard to change

Halo effect—you’re stuck with how people perceive you

Primacy—the things that are most prevalent and mentioned first are the things that stick in your mind

Impression management

People who use self-promotion of their accomplishments appear competent, up to self-felating

Ingratiation—favours, flattery make you likeable, up to where you’re overly nice

Intimidation—signal power, up to when you appear dangerous

Supplication—associates with your weakness, up to where you appear needy

Self-fulfilling Prophecies:

* Expectations can create outcomes
* Academics, if you’re treated smarter you’ll be smarter.
* Socially, if you assume someone is hot then you behave differently, if you’re talked to like you’re hot then you’ll respond differently.

Attitudes

Cognitive dissonance

Seek consistency among our cognitions, beliefs, behaviours, values, etc.

When this consistency isn’t attained, then we have cognitive dissonance.

Strategies to reduce dissonance

* Decrease the importance of the dissonant beliefs
* Add consonant beliefs to outweigh the dissonant
* Change dissonant beliefs (behaviours) so they’re no longer inconsistent

Discrepancy between attitude and behaviour, tend to change attitude.

Persuasion

Stereotype, prejudice and discrimination

Attributions