**Social Psychology**

Cognitive dissonance:

Discrepancy between two beliefs, a belief and a behaviour, or to behaviours.

By our nature we are driven to reduce this dissonance.

* Decrease importance of dissonance beliefs
* Add consonant beliefs
* Change Dissonant beliefs/behaviours, so that they are no longer inconsistent

If discrepancy between attitude and behaviour, tend to change attitude.

Persuasion:

Central route

* Present a real argument with lots of facts and stuff
* Logical, conscious
* Motivate and able to attend to
* Emotion: when fear or sadness are brought up but offer a solution, you’re more persuasive.
* Present both sides of the argument and talk about each

Peripheral route

* Likeable
* Superficial level, want to be dazzled rather than by presenting the way it is
* Authority figures
* Comparison to things that are associated favourably
* Reciprocity, as long as something else happens by way of persuaded behaviour, pretty favourably
* Commitment/constancy
* Scarcity (desire to make sure you have this thing that there aren’t many of)
* Emotions are positive emotions

Stereotypes:

Our own cognitive shortcuts such that we generalise our sensory inputs.

Ingroup vs. Ourgroup—‘us’ing and ‘them’ing

Illusory correlation—create a correlation that there is no information to support. Also information outside of the correlation is ignored.

Illusion of outgroup homogeneity—they’re not that different from us

* Ingroup differentiation—we are more unique

When Stereotypes become ingrained and negative then you get *prejudice*

When prejudice moves from belief to behaviour it becomes Discrimmination

Combatting Prejudice:

Contact hypothesis

Recategorization—of the lines of the ingroup and outgroup

Jigsaw Classroom

Attributions: causes

Internal attributions

* Dispositional attributions—based on self worth

External attributions

* Situational attributions—based on outside factors (not self)

Fundamental attribution error

* Something is wrong with ‘them’

Self-serving Bias

Belief in a Just world

* Victim blaming
* “they must have done something to get the thing”