**Social Behaviour**

How individuals act in the real or implied presence of other people.

Norms:

Implicit rules vs. Explicit rules

Reciprocity—when you receive something you want to give something back

Responsibility—person needs to be in charge

Conformity—the tendency to do what others do

* Asch’s studies (visual conformity)
* Informational conformity
* Normative—be accepted, liked
* Groupthink—everyone can decide to do a thing together

Deindividuation—losing the sense of individuality (Riot mentality)

* Diffusion of responsibility=
* Bystander effect
* Hostile acts via social contagion (football riots)
* Intimacy

Performance

* Social facilitation—when people do something, their performance increases when there is another person present. This is most prevalent with simple, well practiced tasks.
* Social Loafing—people slack off when the number of group members increases. The Ringleman effect talks about the rate of this slacking off.

Compliance and Obedience:

For bitches to the will of others

Foot in the door—lead with little request, then follow up with a bigger request.

* Low ball technique
* Commitment/consistency (aka constancy)

Door in the face—lead with a giant request, then follow up with a smaller request

* Norm of reciprocity

Milgram study—try to see if people will comply

* Predicted Americans wouldn’t shock people, but they did
* Without coercion, free choice
* Other factors: lab coat, old vs. young; proximity

Zimbardo Prison Study

* 24 of the healthiest people they could
* Randomly chosen to be prisoner or guard
* Quickly and seriously assumed roles
* Prison counts turned into long ordeal where the prisoners were beaten
* Prisoners rebelled on the second day
* “Bad” cells (in the rebellion) lost privileges, bathroom rights became privileges
* Prisoners began to show severe acute emotional disturbances
* Stopped the experiment after 6 days rather than the planned 2 weeks
* “Power of social situation to distort personal identity and values”

Conformity, compliance –> social success