Unit 1: Introduction

* You are already an expert in assess behaviour through forming impressions
  + Develop these lifelong skills through endless conversations and interactions
* For every observed behaviour, there are many possible motivating factors
  + i.e. Why would Jack buy Jill a drink???
  + It can be
* .
  + .
* .
  + .
* .

Lecture Notes

* Attention is the gateway to memory
* It’s better to let system 2 do the thinking when judging someone
* Stereotypes:
* Prejudice:
* Discrimination:
* Your perception of the world is guided by prior experience, biases, and heuristics
  + Conventions guide behaviours in the social world
* Prototype theory is used for stereotypes
* Implicit (automatic) process:
* Explicit (controlled) process:
* Implicit attitude
* In-group: People just like
* Out-group:
* System 1 thinking: Quick, fast decisions [automatic thinking]
* System 2 thinking: More critical thinking

Tutorial Notes

* Attractiveness is determined by four factors
  + Proximity
    - Functional proximity
      * Working together on a project (direct interaction)
    - Physical proximity
      * Sitting close to someone (physical distance)
  + Familiarity
    - How comfortable you are with someone
    - Familiar face
  + Physical Attractiveness
    - How physically attractive you find someone
    - Make-up
  + Other’s Opinions
    - When other people like you, you like them back
* Liking Scale
  + You like people that like you back
    - Like 🡪 Like
  + People don’t don’t like you, you don’t like them either
    - Dislike 🡪 Dislike
  + People that use to like you, and now don’t, you absolutely hate them
    - Love/Like 🡪 Hate
  + People that use to hate you, but now like you, you love them now
    - Hate 🡪 Love/Like
* Dispositional: Blame yourself over the environment
  + i.e. If you kick a ball and miss the net, you blame yourself
  + Commonly used when something good happens
    - i.e. You get a good mark on a test and attribute it to your intelligence
* Situational: Blame the situation rather than your own short-comings
  + i.e. To justify your poor parking, you blame the parking job of others, or even the size of the parking lot or space
  + Commonly used when something bad happens
    - i.e. You fail a test and say it was hard
* Collectivist cultures: Blame situational rather than dispositional
* Western cultures: Blame dispositional rather than situational
  + This is a product of nature and depends on where you were breed
* In fundamental error, you judge everyone else
* In self-serving bias, you judge yourself
  + When you fail: You blame it on others
  + When you succeed: You credit yourself
* Actor-observer effect
  + Actor: You are the actor, and doing the action
    - You show self-serving bias
  + Observer: You are watching the action take place
    - You use fundamental attribution error to justify the actions of another