Unit 1: Introduction

* Our thoughts and behaviours are influenced by the people around us
* Look for cues to determine how to act and feel in a given situation
  + i.e. You act differently around your parents, compared to your friends
* Social psychology is not as intuitive as it seems
* Common sense does not always equal researching findings
  + i.e. What people say is different from what people do

Unit 2: Presence Of Others

* Behaviours performed in a group is different from behaviours performed individually
  + i.e. Cyclists in a race perform faster when in a group, and slower when by themselves
* Co-actors: Another individual performed the same task, alongside you
  + i.e. Cyclists in a competition
* Audience: A group of people watching someone perform a task
  + i.e. The crowd in a football stadium
* Social facilitation: When co-actors or an audience is present, your performance goes up
  + You perform better when someone is watching you or competing against you
* The presence of others can sometimes hinder, rather than help, performance
  + i.e. Learning nonsense syllables, completing a difficult maze, and solving a complex equation
* Robert Zajonc suggested that the presence of others increases arousal
  + For simple and well-practiced tasks, performance is enhanced
  + For complicated or hard tasks, performance is degraded because the presence of the crowd causes nervousness and anxiety
* Group presence hinders complex task performance, but facilitates well-practiced ones

Unit 3: Social Learning Theory

* We learn appropriate behaviours by modelling and imitating the behaviour of others

Lecture Notes

Tutorial Notes

Normative function: You don’t want to be the odd one out so you do what everyone else is doing. It is the role of others in setting standards for our behaviour to avoid standing out. It is based on the fear of being rejected and ridiculed

Comparative function: Looking at others around you to determine what to do next. The role of others in providing information that dictate your actions. When you don’t know what’s going on so you follow others

Cognitive dissonance: Justifying your outlandish actions by changing your thoughts or behaviour. i.e. You spent to much money on a shirt. You can’t refund the shirt anymore, so you start telling yourself that the shirt was well worth the purchase

Foot In The Door: Gradually escalating demands will increase agreement. i.e. Tamir asks Jane to a coffee date, during the coffee date he suggests dinner, during dinner he suggests a movie, and so on and so forth. Think about door-to-door sales

Low-Ball: After committing to something, there are hidden costs to it. Revealing hidden additional costs associated with an agreement after someone has already greed. i.e. Hidden costs and fees

Group polarization:

Groupthink: Group environments