Monday, March 13, 2017

6:30pm – 8pm Test

- Name, ID #, and answers on <u>both</u> scantron and test booklet
- USE PENCIL ONLY on scantron sheets
- Scantron "TEST MASTER" box:

Test Version 001 = 001

Test Version 002 = 002

Test Version 003 = 003

Test Version 004 = 004

Test Version 005 = 005

Test Version 006 = 006

Test Version 007 = 007

- Scantron "SECTION NUMBER" Section 003
- Course Instructor: Toni Serafini

8:10pm - 9:20pm Lecture Social Psychology Part 1:

- Compliance
- Social Influence (Persuasion)
- Obedience to Authority (Milgram Experiment film)

WEEK 9:

SOCIAL PSYCHOLOGY (PART 1)

SOCIAL PSYCHOLOGY

Lecture material this week will focus on: Compliance, Social Influence, and Obedience

Next class we will focus on:

Attributions, Conformity, Group Influences,

Prejudice, and Discrimination

SOCIAL PSYCHOLOGY

- The scientific study of how the individual is influenced by the thoughts, feelings, and behaviours of other people
- Social influence: the ways people alter the attitudes or behaviours of others

"The social psychology of this century reveals a major lesson: often it is not so much the kind of person a man is as the kind of situation in which he finds himself that determines how he will act."

(Stanley Milgram, 1974)

COMPLIANCE

 Social psychologists have tried to understand how social influence makes the techniques for inducing compliance effective

CIALDINI'S PRINCIPLES OF PERSUASION AND COMPLIANCE

- 1. Reciprocation
- Social Proof
- 3. Commitment and Consistency
- 4. Liking
- 5. Authority
- 6. Scarcity

TECHNIQUES FOR INDUCING COMPLIANCE

- 1. Foot-in-the-door technique
- 2. Door-in-the-face technique
- 3. Low-ball technique

OBEDIENCE

 Behaviour that complies with explicit demands of an individual in authority

OBEDIENCE TO AUTHORITY

- Stanley Milgram: classic studies of obedience
 - Find out how people would comply to outright commands
 - Task was to administer electric shock to a "learner," but in reality, the "learner" was a confederate
- The Milgram Experiment

THE MILGRAM EXPERIMENT

- 40 psychiatrists predicted:
 - most teachers would go no further than 150 volts
 - fewer than 1 in 25 would go as far as 300 volts
 - only 1 in 1000 would deliver the full 450 volts
- Results:
 - majority of teachers obeyed the experimenter
 - almost 2/3 delivered the full 450 volts
- 65% of all participants could be coaxed to deliver every level of shock

THE MILGRAM EXPERIMENT (CONT'D)

- Is high obedience connected to using volunteers?
- Is obedience specific to Western culture?
- Milgram's study raised ethical concerns
 - Participants were debriefed
 - None showed long-lasting effects from participation

THE MILGRAM EXPERIMENT (CONT'D)

- Thomas Blast has made a career out of studying obedience and the Milgram experiments
 - see: http://www.stanleymilgram.com/ (if interested)
- Meta-analysis results revealed percentage of participants who administered fatal voltages remained consistent (61-66%), across time, place, country
- Who are more obedient: men or women?
- Would Milgram find LESS obedience if he ran his experiments today?

Disobedience is More Likely in Certain Circumstances

- Authority figure not perceived to be legitimate
- Authority figure not close by
- Victim made to seem more human (not in another room or at a distance)
- Authority figure not supported by prestigious institution
- Presence of role models for defiance

SOCIAL INFLUENCES AND BEHAVIOUR

- Obedience: The Milgram Obedience Experiment
- Conformity: The Asch Conformity Experiments (next class)
- Compliance, Authority, Obedience, and Unrestrained Group Behaviour: "The Stanford Prison Experiment" (next class)
- Attributions and Perceptions of Others (next class)
- Prejudice & Discrimination: Jane Elliot "The Eye of the Storm" (next class)