



# Week 10 - Social Psychology Cont'd (ch.13)

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## AGENDA

- Attributions
- Conformity
- Group Influences
- Stereotypes, Prejudice, Discrimination



# Milgram and Disobedience: More Likely When....

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- 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



# More on Obedience

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- Uniforms, Authority, and Obedience
- [clip - Zimbardo](#)



# Attribution Processes: Explaining Behaviour

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- Attributions
  - Internal vs. external
- Biases in attributions
  - Fundamental attribution error
  - Defensive attribution
  - Self-serving bias
- Cultural influences on attributions

# Theoretical Understandings of Obedience

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- Theory of Conformism
  - Based on Solomon Asch's work
  - Group influence, hierarchy
- Agentic State Theory
  - Obedience involves critical shift in viewpoint
  - Person viewing self as the 'instrument' for carrying out someone else's wishes ...
  - Therefore not responsible for own actions



# How Do Others Affect the Individual?

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## ○ Conformity:

- When a person changes their attitudes or behaviours so that they are consistent with those of other people or norms

# Conformity: Solomon Asch Experiments

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- Asch Experiment
- Asch found that people in a group adopt its standards
  - 7-9 people asked to judge which of three lines matched a standard line
  - Only one group member, the “naïve” participant, was really unaware of the purpose of the study
  - The other “participants” deliberately gave false answers
- Found some naïve participants would go along with the group, even when the answer they gave was obviously wrong



# How Do Groups Influence Behaviour?

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- Social Facilitation:
  - Change in behaviour when people are (or believe they are) in presence of others
- Social Loafing
  - A decrease in individual effort as a result of working in a group
- Decision-making: Groupthink
  - Tendency for group members to seek concurrence with one another





# The Bystander Effect

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- The bystander effect – Darley and Latané (1968)
  - Diffusion of responsibility
- The Kitty Genovese Story
- Bystander Effect and Stranger Danger
- Diffusion of Responsibility and “Group Rules”



# Unrestrained Group Behaviour

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- A dramatic demonstration of unrestrained group behaviour, authority, and obedience: “Stanford Prison Experiment”
  - well-adjusted college students asked to act and dress as prisoners or guards
  - Behaviours matched roles very quickly: Guards harassed prisoners; prisoners obeyed guards
  - Stanford Prison Experiment

[Short clip](#)



# How we respond to others is based on what we ...

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- See
- Hear
- Believe
- Expect
- Have experienced in the past



# Person Perception: Forming Impressions of Others

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- Effects of physical appearance
- Cognitive schemas
- Stereotypes
- Prejudice and discrimination
- Subjectivity in person perception
- Evolutionary perspective



# Stereotyping, Prejudice, and Discrimination

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## ○ **Stereotypes:**

- fixed, overly simple, often false ideas about the traits, attitudes, and behaviours of a group's members
- social categorization (in-group and out-group)

## ○ **Prejudice:**

- negative evaluation of a group, based on unfavourable (and often wrong) stereotypes about group & little or no experience with the group

## ○ **Discrimination:**

- prejudice translated into behaviour



# The Power of Prejudice and Discrimination

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- The “brown-eyed/blue-eyed experiment”
  - Jane Elliot, a 3<sup>rd</sup> grade teacher in an elementary school conducts an in-class experiment
  - An experiment in the experience of discrimination and power
  - [Video Clip](#)



# Summary: Take Aways ...

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