**DICTIONARY OF TERMS FROM DISCIPLINE “SOCIAL PSYCHOLOGY”**

Prepared by Dmytro Nasikan, DA-92, IASA

**LECTURE 1. INTRODUCTION: THE WAY OF SOCIAL PSYCHOLOGY**

1. **Field research** is defined as a qualitative method of data collection that aims to observe, interact and understand people while they are in a natural environment.
2. **Laboratory experiment** is an experiment conducted under highly controlled conditions (not necessarily a laboratory), where accurate measurements are possible. The researcher decides where the experiment will take place, at what time, with which participants, in what circumstances and using a standardized procedure.
3. **Correlation** is simply evidence that two variables are associated – if one changes, the other can also be expected to change.
4. **Dependent variable** would be the number of words recalled off the list because that is how the participants’ performance is measured.
5. **Independent variable** - the factor that is varied by the experimenter.
6. **Random assignment** is the process by which researchers select individuals from their total sample to participate in a specific condition or group, such that each participant has a specifiable probability of being assigned to each of the groups or conditions.
7. **Validity** is the extent to which a study establishes a trustworthy cause-and-effect relationship between a treatment and an outcome.
8. **Informed consent** is the process in which a health care provider educates a patient about the risks, benefits, and alternatives of a given procedure or intervention.
9. **Debriefing** - any deceptions are explained and the purposes of the experiment are discussed.
10. **Invasion of privacy** is a tort based in common law allowing an aggrieved party to bring a lawsuit against an individual who unlawfully intrudes into his/her private affairs, discloses his/her private information, publicizes him/her in a false light, or appropriates his/her name for personal gain.

**LECTURE 2. ATTITUDES: Measurement, Structure, and Behavior**

1. **Thurstone scale** was the first formal method of measuring attitude both in psychology and sociology. Its origins go back to the early 20th century, where psychologist Louis Leon **Thurstone** began measuring religious attitudes by asking respondents to agree or disagree with a series of related statements.
2. **Likert scale** is a psychological measurement device that is used to gauge attitudes, values, and opinions. It functions by having a person complete a questionnaire that requires them to indicate the extent to which they agree or disagree with a series of statements.
3. **Semantic differential** measurement technique is a form of rating scale that is designed to identify the connotative meaning of objects, words, and concepts.
4. **Attitude(evaluations)** is a psychological construct, a mental and emotional entity that inheres in, or characterizes a person.
5. **The galvanic skin response (GSR)** is a method used to tap such states. This technique assesses skin conductivity through electrodes attached to a person's palm. If the skin is sweaty, it conducts electricity better. Since arousal causes sweating, the GSR is used to indicate positive or negative emotional states.
6. **The Facial electromyogram (EMG)** is based on the assumption that the face reflects feelings. This assumption dates back at least to Charles Darwin (1872). The EMG detects differences in electrical activity among the various facial muscles via electrodes attached to the participant's face.
7. **Attitude-behavior consistency** -- the lack of a consistent relation between attitude and behavior in this case does not necessarily mean that the attitude is irrelevant, but rather that other forces (habit, genetics, appetite) operate against its behavioral expression.
8. **Unobtrusive methods** – one in which the data collection and analysis does not impinge on the subjects of the study.
9. **Generality / Specificity** **of attitude and behavior** – the factor that can affect the attitude-behavior link so researchers observe less consistency between attitudes and actions if people was surveyed with general-level questions but made specific actions.
10. **Intention** is a mental state that represents a commitment to carrying out an action or actions in the future. **Intention** involves mental activities such as planning and forethought.
11. **Direct experience** or **immediate experience** generally denotes experience gained through immediate sense perception. Many [philosophical systems](https://en.wikipedia.org/wiki/Philosophy) hold that knowledge or skills gained through direct experience cannot be fully put into words.
12. **Extremity of an attitude -** the extent to which a person’s evaluation of an attitude object deviates from neutrality. Extremity is related to attitude strength.
13. **Mere thought -** the finding that merely thinking about an attitude can result in polarization in the direction of that attitude.
14. **Accessibility** refers to the availability of something or ease of 'access' to it. In psychology it is typically used to describe the accessibility of memories and how easily (or if at all) a memory can be received by an individual.
15. **Knowledge**. Another factor that affects accessibility of attitudes is knowledge. Theoretically, the more one knows about an object, the more accessible its evaluation, and the more likely it is to guide behavior.
16. **Involvement** is a form of social behavior in which the participant joins in with the activities of an individual or group. The more active they are the more involved they are. Along with the behavioral component their are often psychological corrorallies.
17. **Vested interest -** the extent to which an attitude object is seen as being related to a person's material self-interest. It is assumed to be a determinant of related constructs, such as the importance of an attitude and ego involvement. It is also a determinant of attitude strength.

**LECTURE 3.1 ATTITUDES: Measurement, Structure, and Behavior**

1. **The id** is the primitive and instinctive component of personality. It consists of all the inherited (i.e., biological) components of personality present at birth, including the sex (life) instinct – Eros (which contains the libido), and the aggressive (death) instinct - Thanatos.
2. The **superego** is the ethical component of the personality and provides the moral standards by which the ego operates. The **superego's** criticisms, prohibitions, and inhibitions form a person's conscience, and its positive aspirations and ideals represent one's idealized self-image, or “ego ideal.”
3. The **ego** is the psychological component of the personality that is represented by our conscious decision-making process. The id is the instinctual, biological component , and the superego is the social component of our personality and conscience .
4. **Pleasure principle** -- the view that human beings are governed by the desire for gratification, or pleasure, and for the discharge of tension that builds up as pain or “unpleasure” when gratification is lacking.
5. **Reality principle** - the tendency to satisfy the Id’s demands realistically, yielding to and accounting for the demands of reality, sometimes delaying the gratification of desires springing forth from the Id, and sometimes softening the rules and regulations offered by the Superego.
6. **Defense mechanisms** are psychological strategies that are unconsciously used to protect a person from anxiety arising from unacceptable thoughts or feelings.
7. **Rationalisation** (also known as making excuses) is a defense mechanism in which controversial behaviors or feelings are justified and explained in a seemingly rational or logical manner to avoid the true explanation, and are made consciously tolerable—or even admirable and superior—by plausible means. It is also an informal fallacy of reasoning.
8. **Projection** is the process of displacing one's feelings onto a different person, animal, or object.
9. **Reaction-formation** is a psychological defense mechanism in which a person goes beyond denial and behaves in the opposite way to which he or she thinks or feels. Conscious behaviors are adopted to overcompensate for the anxiety a person feels regarding their socially unacceptable unconscious thoughts or emotions.
10. **Displacement** channels feelings of hostility and aggressive tendencies toward acceptable or less threatening persons or objects. For instance, a husband may be angry with his wife, but is afraid to express his true feelings to her. Instead, he yells at the dog or treats his children harshly.
11. **Sublimation** in psychology is a defense mechanism where negative urges and impulses are channelled into socially accepted behaviour.
12. **Cognitive dissonance** refers to a situation involving conflicting attitudes, beliefs or behaviors.

**LECTURE 5.1 The Economics of Interpersonal Relationships**

1. **Hedonism -** the view that all human action is ultimately motivated by desires for pleasure and the avoidance of pain.
2. **Costs and rewards -** costs involve things that you see as negatives such as having to put money, time, and effort into a relationship, and rewards are things that you get out of the relationship such as fun, friendship, companionship, and social support.
3. **Interdependence** - state in which two or more people, situations, variables, or other entities rely on or react with one another such that one cannot change without affecting the other.
4. **Outcome values -** the value of future outcomes that can be whether negative or positive. If a person predicts a positive outcome in the relationship this can lead to increased attraction, however if a person predicts a negative outcome then he or she would pursue limited interaction or possibly relationship termination.
5. **Behavior matrix –** is a table that presents all possible sets of behaviors and their outcomes.
6. **Exchange relationship** - the kinds of interactions people have in business dealings or between acquaintances (versus loved ones). In exchange relationships, there is no particular motivation to please the other person, and the welfare of the other is not a concern.
7. **Communal relationship** - represented by close friendship and love. In such relationships, people are deeply concerned about their partner's well-being. They give benefits or favors in response to their partner's needs or desires.
8. **Transformation –** the indirect hedonistic actions, when person experience another`s outcome as his/her own.
9. **Fate control -** the ability to reward or punish other persons by determining their outcomes no matter what they do.
10. **Mutual fate control –** а form of interdependence in which the outcomes that each person in a relationship obtains are dependent on the actions of the other person.
11. **Behavior control** – is the ability to regulate actions of others. It involves the purposeful use of our own actions to affect the range of response options of others.
12. **Mixed-motive game** - any simulation of social interaction that combines opportunities for coordination with antagonistic motivations. The prisoner’s dilemma game, for example, is structured so that players can reach their goals either by competing against or by cooperating with others. See also social dilemma; social trap.
13. **The tragedy of the commons**  - is a term coined by scientist Garrett Hardin in 1968 describing what can happen in groups when individuals act in their own best self interests and ignore what’s best for the whole group.
14. **Social dilemma** - a collective action situation in which there is a conflict between individual and collective interest. It is a situation in which individuals could do better if they either changed their strategies or changed the rules of the game.
15. **The prisoner's dilemma -**  is a paradox in decision analysis in which two individuals acting in their own self-interests do not produce the optimal outcome. The typical prisoner's dilemma is set up in such a way that both parties choose to protect themselves at the expense of the other participant. As a result, both participants find themselves in a worse state than if they had cooperated with each other in the decision-making process.

**LECTURE 5-2. ATRACTION AND AFFILIATION**

**Choosing Our Friends and Lovers**

1. **Communal relationship** - represented by close friendship and love. In such relationships, people are deeply concerned about their partner's well-being. They give benefits or favors in response to their partner's needs or desires.
2. **Exchange relationship** - the kinds of interactions people have in business dealings or between acquaintances (versus loved ones). In exchange relationships, there is no particular motivation to please the other person, and the welfare of the other is not a concern.
3. **Excitation transfer theory** - maintains that physiological arousal can be labeled in any number of ways, and can transfer to and intensify other, unrelated emotional reactions—if people are unmindful of the origin of the arousal.
4. **Matching hypothesis** - physical attractiveness may have a general effect on perceive ability of a person as a mate, the fact is that most people actually who are similar to themselves in level of physical attractiveness.
5. **Proximity effect** - refers to the idea that physical and psychological nearness to others tends to increase interpersonal liking (Schneider, Gruman, & Coutts, 2012). It is common for people to interact with people that they are close mostly because it is convenient.
6. **Mere exposure hypothesis** - is a psychological phenomenon by which people tend to develop a preference for things or people that are more familiar to them than others.
7. **Attitude similarity** - is consistently associated with friendship. Friends and lovers are more likely to agree than to disagree on important issues. There are a number of reasons why this may be so. Friendship might cause similar attitudes— that is, to maintain a harmonious relationship, people might modify thetf beliefs to bring them into line with those of their friends.
8. **Reciprocity** - is a social norm of responding to a positive action with another positive action, rewarding kind actions. ... Reciprocity makes it possible to build continuing relationships and exchanges.
9. **Self-disclosure** - is a process of communication by which one person reveals information about themself to another. The information can be descriptive or evaluative, and can include thoughts, feelings, aspirations, goals, failures, successes, fears, and dreams, as well as one's likes, dislikes, and favorites.
10. **Passionate love** - "a state of intense absorption in another ... [a longing for] complete fulfillment. This type of love tends to be more common at the outset of a relationship. ... Requited love occurs when the two individuals share mutual attraction and feelings for one another.
11. **Companionate love** - defined as "the affection we feel for those with whom our lives are deeply intertwined" viewed companionate love as including friendship, closeness, and concern for the well-being of the loved one. The difference between passionate and companionate love has been compared with the difference between being madly in love and being merely in love.
12. **Triangular model of love** - holds that love embodies three elements—intimacy, passion, and commitment.
13. **Equity theory** - is basically a concept of fairness in which individuals expect to get benefits in proportion to the amount of effort or contribution they have made. If two people put in equivalent effort, equity dictates that they should get equivalent rewards. If one contributes more than the other, he or she should get more in return. According to equity theory, individuals will be more satisfied and happy in relationships when they feel they are receiving equitable returns than when they believe they are receiving more or less than they deserve.
14. **Investment model** - based on exchange theory, is designed to predict both relational satisfaction and commitment. To judge satisfaction, the theory requires that we contrast the rewards a person obtains in a relationship with the costs of maintaining it. This result is compared with outcomes the person has obtained in past relationships.

**LECTURE 6. AGGRESSION: People Hurting People**

1. **Communal relationship** - represented by close friendship and love. In such relationships, people are deeply concerned about their partner's well-being. They give benefits or favors in response to their partner's needs or desires.
2. **Exchange relationship** - the kinds of interactions people have in business dealings or between acquaintances (versus loved ones). In exchange relationships, there is no particular motivation to please the other person, and the welfare of the other is not a concernExchange relationships are contrasted with communal relationships, where such expectation does not exist.
3. **Intention** - a mental state that represents a commitment to carrying out an action or actions in the future. Intention involves mental activities such as planning and forethought.
4. **Instrumental aggression** - harmful behavior engaged in without provocation to obtain an outcome or coerce others.
5. **Hostile aggression** - a type of aggression that is committed in response to a perceived threat or insult. It is unplanned, reactionary, impulsive, and fueled by intense emotion as opposed to desire to achieve a goal.
6. **Instinctive drive to aggression** - aggression is an innate biological drive that is in the same category as the drives that are related to sex or hunger. They are instinctual and automatic, we are born with these drives and must adapt as a means to control them.
7. **Frustration-aggression theory** - aggression is the result of blocking, or frustrating, a person's efforts to attain a goal. When first formulated, the hypothesis stated that frustration always precedes aggression, and aggression is the sure consequence of frustration.
8. **Displaced aggression** - an aggressive behavior is directed at a person or other target (e.g., a pet) that is not the source of the aggression arousing provocation or frustration. Displaced aggression occurs when it is impossible or unwise to respond aggressively toward the source of the provocation or frustration.
9. **Cognitive neoassociation theory** - theory that unpleasant feelings or the presence of weapons can prime a network of aggression-related thoughts and feelings. depending on person-situation interaction, expressed as either aggression or flight.
10. **Excitation transfer** - refers to the main effect of an arousing experience (e.g. exercise) on subsequent emotional reactions (e.g. reactions to emotional photographs). Residual arousal from the earlier task is said to “transfer” to the latter task, with the arousal being misattributed to subsequent stimuli.
11. **Social learning theory** - is a theory of learning process and social behavior which proposes that new behaviors can be acquired by observing and imitating others.
12. **Erotic violence** - any sexual act or act targeting a person's sexuality, gender identity or gender expression, whether the act is physical or psychological in nature, that is committed, threatened or attempted against a person without the person's consent.
13. **Alcoholic disinhibition** - theory predicts that behaviours that would normally be inhibited, such as aggression or impulsivity, will increase under the influence of alcohol.
14. **Learned disinhibition** - is the recurrence of a conditioned response after extinction trials have eliminated said response elicited by the presentation of a novel stimulus.

**LECTURE 7. CONFORVITY AND INDEPENDENCE:**

**Going Along with the Crowd**

1. **A norm** - a rule of conduct, commonly agreed on (implicitly or explicitly) and adopted by a specific group. Norms are not prescriptive for all people in all places at all times, but are held by a given group of individuals at a particular time.
2. **Autokinetic illusion(autokinetic effect** ) - a phenomenon of human visual perception in which a stationary, small point of light in an otherwise dark or featureless environment appears to move. It presumably occurs because motion perception is always relative to some reference point.
3. **Informational social influence** - a process by which people use the information provided by others to facilitate their understanding of ambiguous stimuli and to assist them when forming judgments.
4. **The normative social influence interpretation** - sees people as compliant and wishy-washy, willing to agree to incorrect views about the nature of reality to avoid unpleasantness or remain in good standing in a group.
5. **Public compliance** or **conformity** as it also is called, is nothing more than acquiescence to the apparent wishes of the influence source, without any real acceptance of the source's position. Public compliance occurs because a source of influence has power or control over the fate or resources of the other and can monitor actions to ensure that the desired behavior is enacted.
6. **Private acceptance, or conversion** involves the internalization of the influence source's position. Conversion occurs when characteristics of the influence source suggest that the response is valid.
7. **Stimulus ambiguity** - an aspect of stimulation and occurs where aspects of a stimulus can be open to interpretation. For example when we view in an ambiguous image our perception may move from one interpretation of the object to the other.
8. **Foot-in-the-door** is a psychological technique of compliance tactic that aims at getting a person to agree to a large request by having them agree to a modest request first.
9. **Door-in-the-face technique** - a compliance method commonly studied in social psychology. The persuader attempts to convince the respondent to comply by making a large request that the respondent will most likely turn down, much like a metaphorical slamming of a door in the persuader's face. The respondent is then more likely to agree to a second, more reasonable request, than if that same request is made in isolation.
10. **Reciprocal concessions** - a negotiation strategy that uses an unreasonable ask that is scaled back to what a person really wants. You are tricked into thinking that you “won” a hard-earned concession and give on your starting position.
11. If we see two things in sequence that are different from one another, we will tend to see the second one as more different from the first than it actually is. This is called **perceptual contrast**.
12. **The low-ball technique** - a compliance strategy which is used to persuade a person to agree to a request. A person using the technique will present an attractive offer at first. The offer will be attractive enough for the other party to it. Then, before finalising the agreement, the person will then change the offer. The resulting request will be less favorable than the initial offer. Having committed to the agreement, the other person will often feel obliged to extend their compliance to the second request.
13. **Commitment** - the mental or physical act of more directing increased resources to an activity or interpersonal relationship. Processes of cognitive dissonance may then increase the perceive value of the target and this may lead to increased involvement and motivation.
14. **Anticonformity** refers to when an individual consciously and deliberately challenges the position or actions of the group. Anticonformity is not merely the absence of conformity. Individuals who display anticonformity behaviours are internally motivated to disrupt the balance of the group.
15. **Independence** - freedom from the influence or control of other individuals or groups.