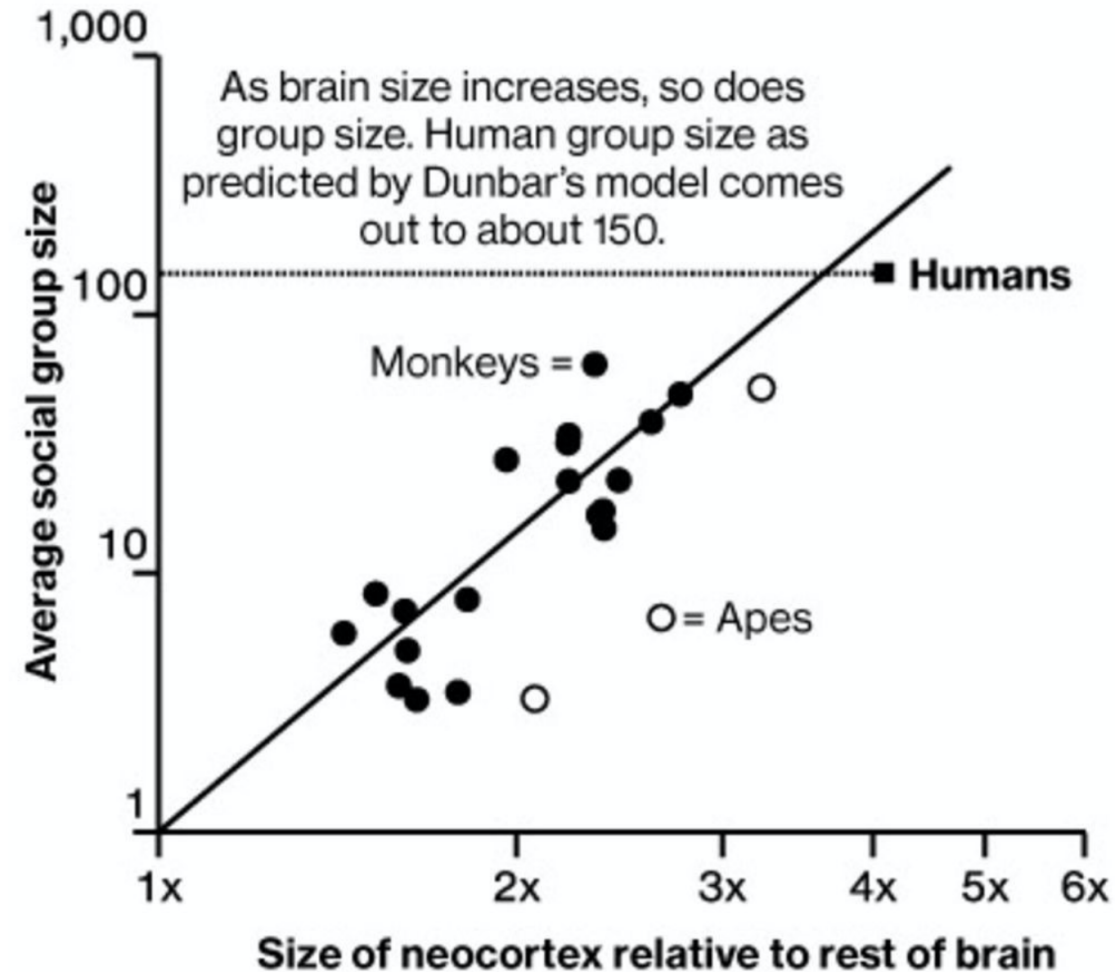


Social psychology

People = social animals

The Social Cortex



Social Psychology - themes

- Attitudes
- Persuasion
- Social cognition
- Social influence
- Dynamics of group relationships
- Relationships with others
- Attractiveness

Conformity – S.Asch experiment

<https://www.youtube.com/watch?v=TYIh4MkcfJA>

Conformity

- Group influence
- Asch experiment - 57% incorrect vs. 1% without group influence

Two types of conformity

- Informational conformity
- Normative conformity

Controlling normative conformity

- If nobody hears your answer, you're immune from criticism
- Conformity drops by $\frac{2}{3}$

Group unanimity

- Unanimity = everybody agrees with themselves
- Size of group matters until circa 5 people
- Unanimity is more important than size
- Even one deviant significantly reduces conformity

Authority – S.Milgram

<https://www.youtube.com/watch?v=y6GxluljT3w>

Milgram Experiment

- Backdrop - WW2, Nurnberg trials
- Are there limits to responsibility when listening to orders (ie. in the military)?
- Ambiguous situation ("it causes no damage" vs. high voltage shocks)
- Soft persuasion (*the experiment requires you to continue*)

Milgram Experiment

- The results replicated many times
- *White coat effect* in many different situations (uniform, smart dress, etc)

Milgram Experiment

- Think about this - does it apply to some situations in healthcare?
- Ethical issues?