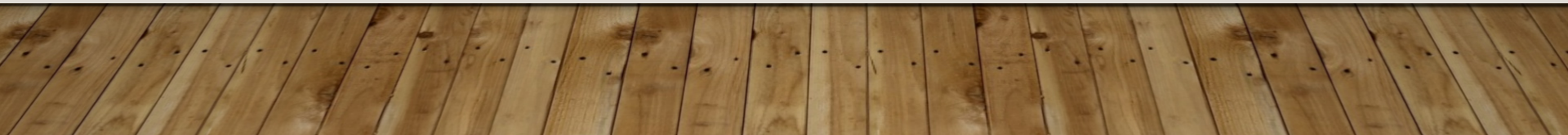


# SOCIAL PSYCHOLOGY

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SPRING 2018



# HISTORY OF SOCIAL PSYCHOLOGY

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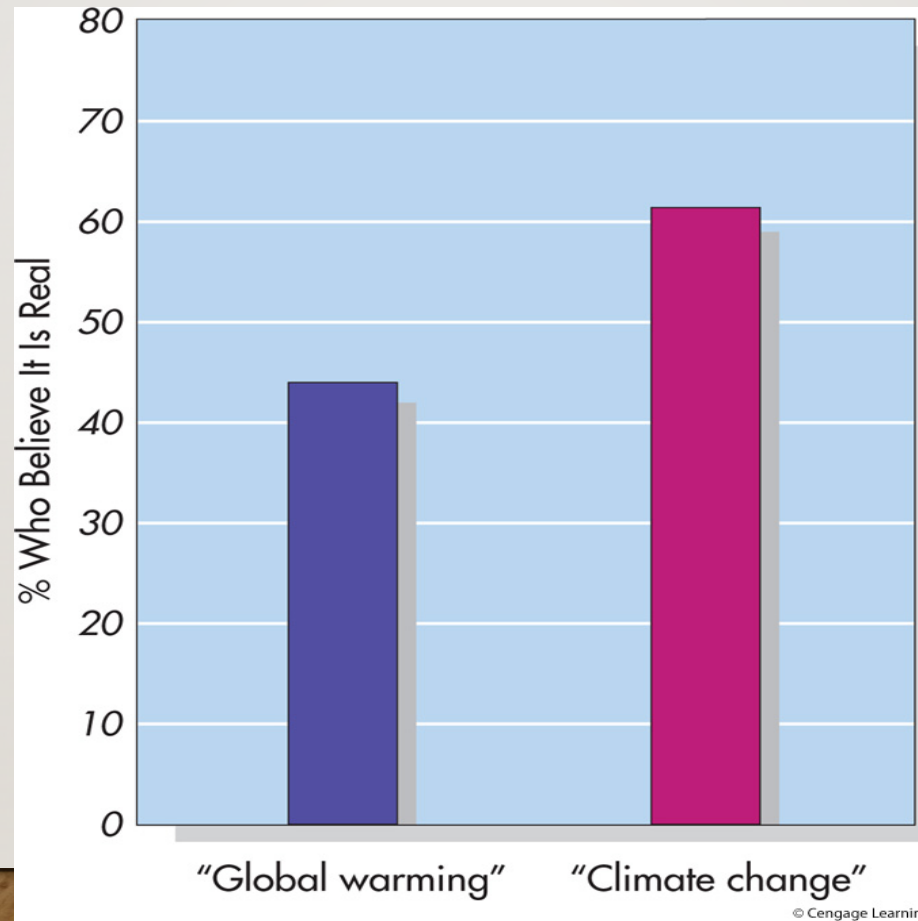
- First social psych books written in the early 20<sup>th</sup> century
- Increase in the field of social psychology (1930s)
  - Muzafer Sherif
  - Kurt Lewin

# REACTIONS TO WWII GENERATED A WHOLE LINE OF RESEARCH

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- Gordon Allport (1954) and *The Nature of Prejudice*
- Solomon Asch (1950s) - conformity
- Leon Festinger (1950s) - cognitive dissonance
- Stanley Milgram (1960s) - obedience
- Expansion of social psychology in the 60's, 70's and 80's

# GLOBAL WARMING VS. CLIMATE CHANGE?



## 2. CORRELATIONAL STUDIES

Correlation Coefficient is a statistical measure of the relationship between two variables.

Correlation  
coefficient

Indicates strength  
of relationship  
(0.00 to 1.00)

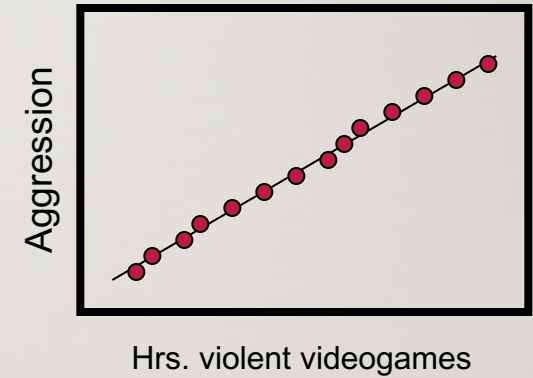
$$r = +0.37$$

Indicates direction  
of relationship  
(positive or negative)



# RESULTS

Hours playing videogames	# of times punch little brother
0	1
1	3
2	4
3	7
4	9

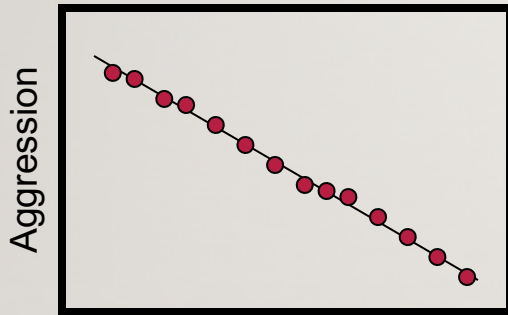


**Positive  
correlation**

# RESULTS

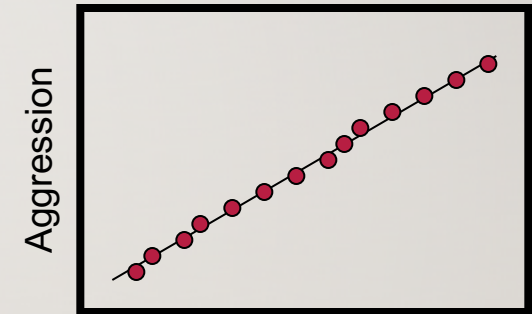
Hours playing videogames	# of times punch little brother	
0	1	9
1	3	7
2	4	4
3	7	3
4	9	1





Hrs. violent videogames

**Negative  
correlation**

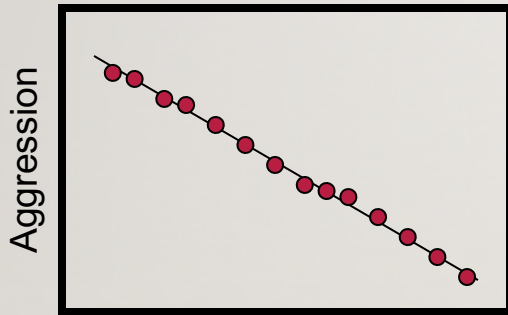


Hrs. violent videogames

**Positive  
correlation**

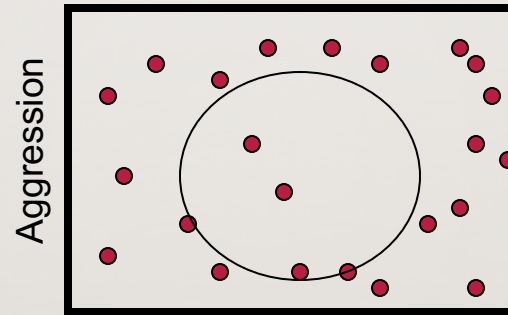
# RESULTS

Hours playing videogames	# of times punch little brother		
0	1	9	4
1	3	7	1
2	4	4	9
3	7	3	3
4	9	1	7



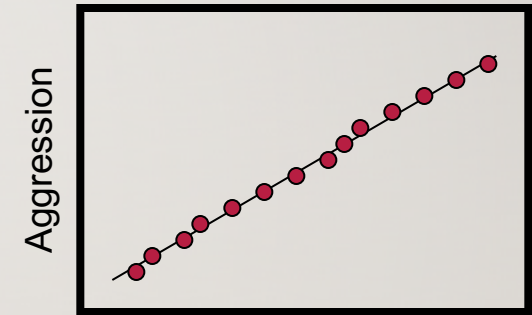
Hrs. violent videogames

**Negative  
correlation**



Hrs. violent videogames

**No  
correlation**



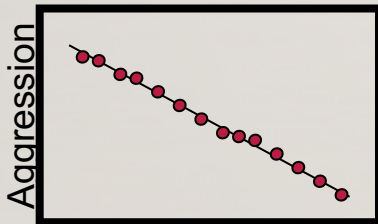
Hrs. violent videogames

**Positive  
correlation**

# CORRELATION COEFFICIENTS

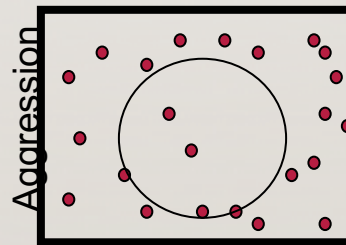


more hrs. playing  
videogames,  
fewer acts of  
aggression



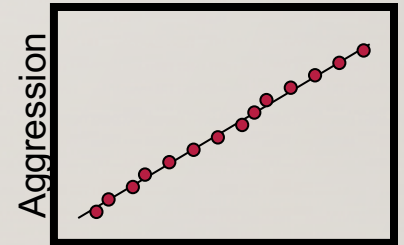
Hrs. violent  
videogames

Hrs. playing  
videogames  
unrelated to acts  
of aggression



Hrs. violent  
videogames

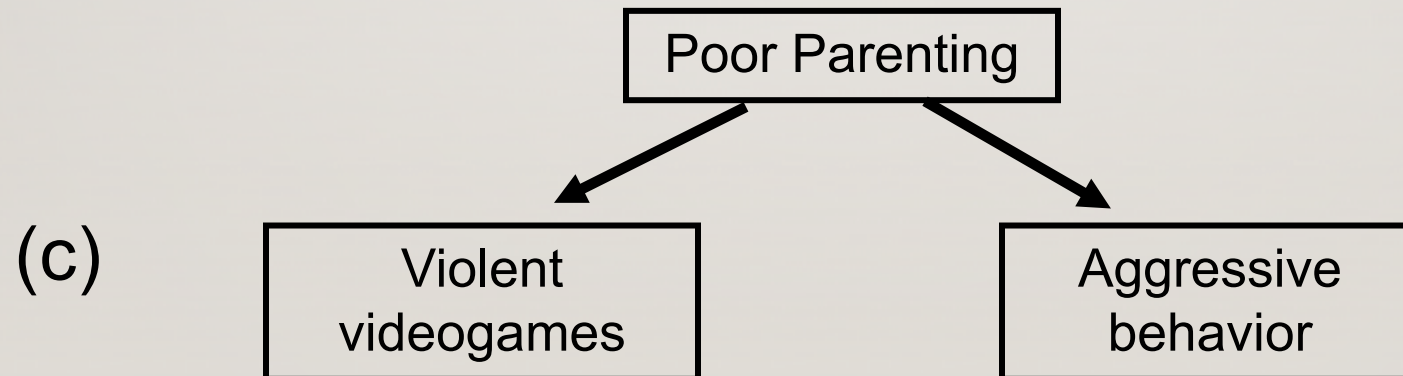
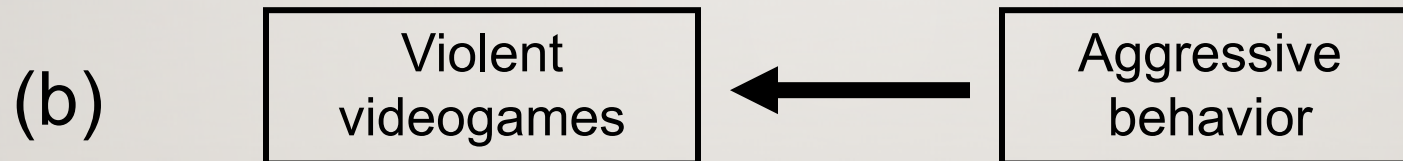
more hrs.  
playing  
videogames,  
more acts of  
aggression



Hrs. violent  
videogames

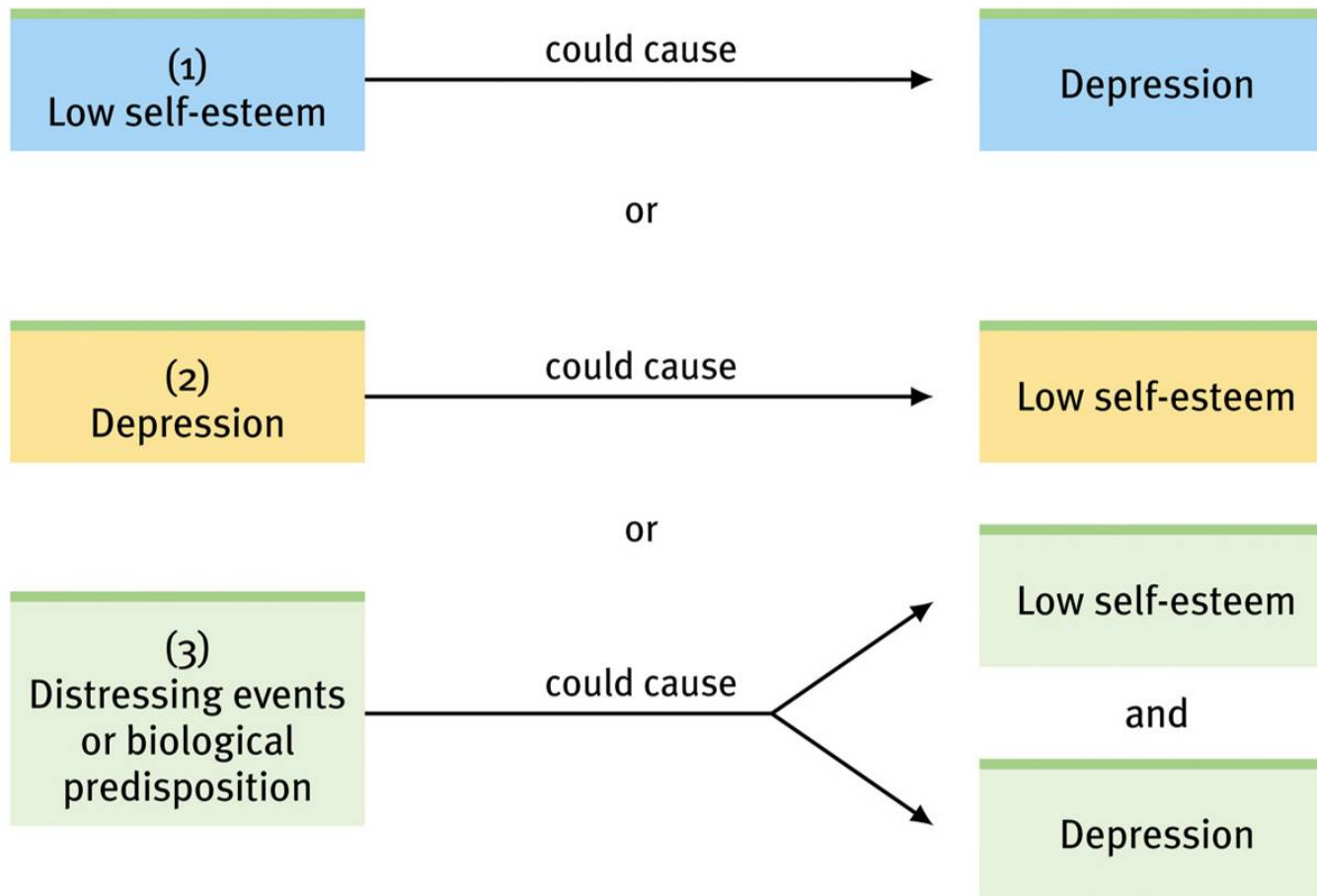


# EXPLAINING CORRELATIONS: THREE POSSIBILITIES



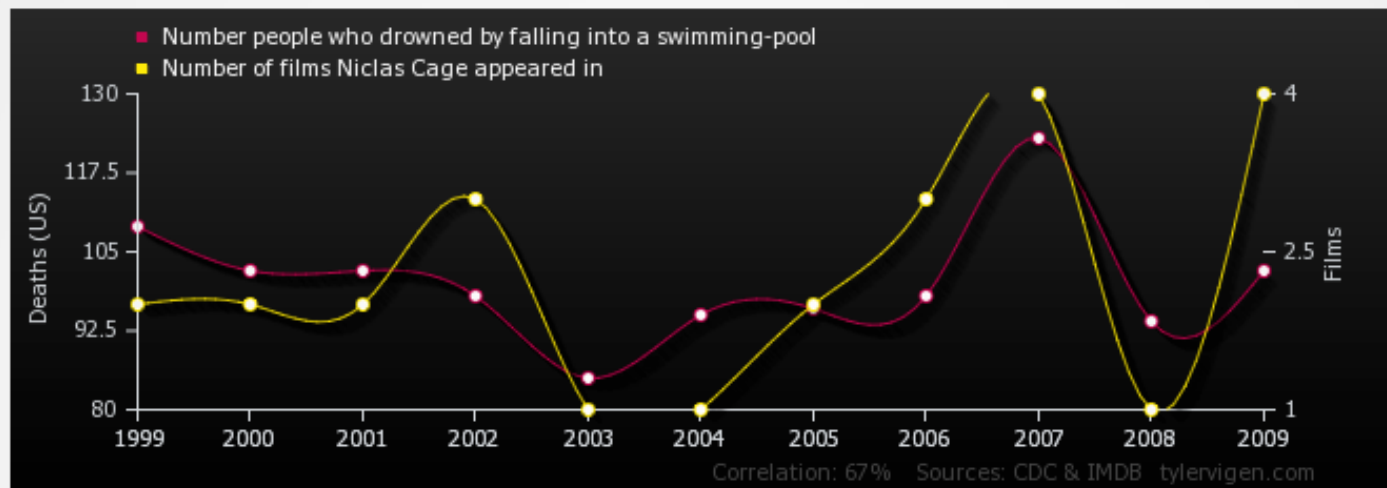


# CORRELATION DOES NOT MEAN CAUSATION!



# CORRELATION DOES NOT EQUAL CAUSATION!

Number people who drowned by falling into a swimming-pool  
correlates with  
Number of films Nicolas Cage appeared in



[Upload this image to imgur](#)

	<a href="#">1999</a>	<a href="#">2000</a>	<a href="#">2001</a>	<a href="#">2002</a>	<a href="#">2003</a>	<a href="#">2004</a>	<a href="#">2005</a>	<a href="#">2006</a>	<a href="#">2007</a>	<a href="#">2008</a>	<a href="#">2009</a>
<i>Number people who drowned by falling into a swimming-pool Deaths (US) (CDC)</i>	109	102	102	98	85	95	96	98	123	94	102
<i>Number of films Nicolas Cage appeared in Films (IMDB)</i>	2	2	2	3	1	1	2	3	4	1	4

Correlation: 0.666004

# USING PSYCHOLOGICAL RESEARCH FOR PREDICTION...

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- Do you think you could use non-partisan questions (e.g., do you like cats or dogs) to predict political ideology?
- <http://labs.time.com/story/can-time-predict-your-politics/>

# COMPARISON OF DIFFERENT RESEARCH METHODS

## COMPARING RESEARCH METHODS

Research Method	Basic Purpose	How Conducted	What Is Manipulated	Weaknesses
Descriptive	To observe and record behavior	Do case studies, surveys, or naturalistic observations	Nothing	No control of variables; single cases may be misleading
Correlational	To detect naturally occurring relationships; to assess how well one variable predicts another	Compute statistical association, sometimes among survey responses	Nothing	Does not specify cause and effect
Experimental	To explore cause and effect	Manipulate one or more factors; use random assignment	The independent variable(s)	Sometimes not feasible; results may not generalize to other contexts; not ethical to manipulate certain variables



# FOR NEXT CLASS, FIND A RECENT ARTICLE DISSEMINATING A PSYCHOLOGY STUDY...

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- Find an article discussing a recent psychological study online
  - A disseminated write-up of the psychology research (*not the original academic paper*)
  - Bring article and write-up of findings to class



# WRITE A REACTION TO YOUR ARTICLE, CONSIDER THE FOLLOWING:

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- What did the researchers study?
- Are there any methodological issues?
  - Did they use of a control group? Provide operational definitions? Control for extraneous variables? Confuse correlation with causation?
- Does the article explain how the variables of interest are measured?
- Does the article mention the number of participants? Who the participants were?
- Overall, do you think it is a good summary of a research finding?
- Does this make you think twice about interpreting research you find readily available in the general media?