

Social Psychology (PSY1B.3)

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1. THE SELF (5)
2. SOCIAL COGNITION (4)
3. PEOPLE IN GROUPS (4)
4. RELATIONSHIPS (1)

1. THE SELF

any aspect of who or what the individual is - or is considered to be

1.0) SELF COHERENCE

Most of us have a sense of being the same me

- To maintain a integrated and coherent picture of who we are
 - o limit our lives to a certain set of contexts
 - o Revise and integrate our autobiographies
 - o Attribute changes to the circumstances

1.1) SELF PROTECTIVE FUNCTION OF POSITIVE ILLUSIONS

- Self serving attributes
- Above average effect
- Unrealistic optimism
- False consensus and uniqueness

1.2) THREATS TO SELF WORTH

- Failures -> escape physically/through denial
- Inconsistencies -> downplay the threat
- Stressors -> attack the threat (see self handicapping)
- **Self handicapping** People who were doing poorly on a maths test wanted to take inhibiting (alcohol), rather than enhancing (caffeine), to sabotage their own performance)

1.3) SELF EFFICACY

- **Locus of control** External vs internal
- Actual self vs ideal self vs ought self

1.4) SELF PRESENTATION STRATEGIES

- Impression management
- Claiming desired identities
- Self monitoring
- Self promotion (get ahead)
- Ingratiation (get along with others and be liked)
- Exemplification (to be regarded as morally respectable)
- Supplication (other take pity)
- Intimidation (others think we're dangerous)

1.5) TYPES OF THINKING

Controlled Thinking - to put effort into judgments

Automatic thinking - judgments and decisions without intention or awareness

- **Schemata** (automatic) - Cognitive structures about a type of stimulus including its attributes and relation amongst those attributes. e.g stereotypes
- **Biases** (illusory thinking)
 - o overconfidence -Most students underestimate how long it will take them to complete assignments

- false consensus - our behaviour is just something everyone does
- Illusion of control - everyone thinks they're a better than average driver
- Illusory correlation

2. SOCIAL COGNITION (0)

Priming - the activation of certain associations

- Confirmation bias
- - Teacher lead to believe randomly selected children had done well on IQ test, 8mo later students made a significant improvement as teacher had give them more time

2.1) CONFORMITY & COMPLIANCE

Conformity - people follow but internally reject

- Conformity is regarded as negative except in japan

Compliance - internalise the norm not because they actually believe it

2.2) LINE LENGTH TEST

Person in group of asked about similarity of line length where all other give wrong answers

- - 12/18 give wrong line (99% correct in control condition)

2.3) WHO IS MOST LIKELY TO CONFORM

- **age:** younger conform more
- **Gender:** women slightly more than men but task specific
- **Culture:** collectivist cultures more
- **Time:** levels of conformity have dropped over time
 - Age and time contradict?

2.4) WHAT BREEDS OBEDIENCE

- Victim distance
- Closeness and legitimacy of authority
- Peer pressure
- Resisting requires early action
- - Nurses administer lethal dose when told to by doctor
- ★ - we resist conformity when the view relates to our morals, principles (skin in the game)

3. PEOPLE IN GROUPS

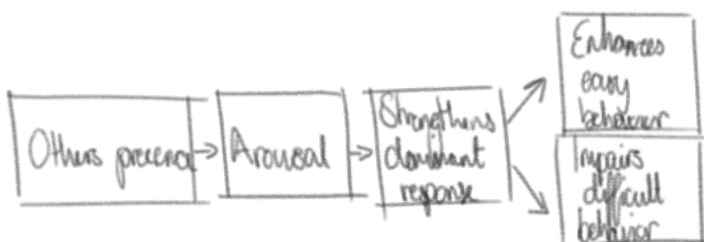
Two or more people who interact and influence with one and other and identify as us

3.0) HOW GROUPS INFLUECE OUR BEHAVIOR

1. How are we affected by the presence of others
 2. Are we more productive in groups
 3. Do we make better decisions that individuals
- Children wind string on a fishing wheel faster in competition or in presence of others

3.1) DRIVE THEORY

simple tasks performed better in the presence of others but complex tasks have the opposite effect



3.2) SOCIAL LOAFING

Loss of motivation/ performance in groups

- - People tip less in groups
- **Output equity** -> increase commitment
- **Anonymity** -> make individual output identifiable
- **No evaluation apprehension** -> increase value/importance of task

Groupthink: When the desire to reach unanimous decision overrides rationality

- Groups make riskier decisions as the process Enhances individual views

Group polarisation: the tendency for groups to make more extreme decisions

3.3) ALTRUISM

Is there genuine altruism?

- Some argue helping benefits the self for social reward/social norms/kind reciprocity

Seeing others in distress --> distress/empathy

- Helping derived from empathy is stronger

We are less likely to help when others are present

- Should we assume responsibility?

★ 3.4) BYSTANDER APATHY

- Diffusion of responsibility
- Audience inhibition
- Social influence
- Ambiguity
- Communication (more likely with friends than strangers)

Helping factors:

- Seeing someone else help
- Time pressure

- ★ - Perceived social similarity

4. RELATIONSHIPS (0)

- Social exclusion reduces cognitive functioning
- Initial attraction
 - Proximity
 - Physical attractiveness
 - Perceived similarity
 - Feeling liked
- 2nd date attractiveness is key
- Hot women get off with a lot of shit

- ★ - Dissimilar attitudes depress liking more than similar attitudes enhance it

4.1) PHASES OF A RELATIONSHIP

- 1) Meeting
- 2) Getting Acquainted
- 3) Forming and developing a relationship - self disclosure
- 4) Maintaining relationship