

Social Psychology

- The study of how we think about, influence and relate to each other

Social perception - how we come to understand people

Attribution theory - how people explain their own behaviour, or other people's behaviour

Personal

Dispositional Attribution - stable traits like characteristics or personality

Situational Attribution - external factors - time, people, situation

Circumstance

Fundamental Attribution Error (FAE) (Student late to class)

- Judging other people's behaviour by
 - overjudging dispositional - doesn't care about the class
 - underjudging situational - bus was late

FAE prevalent in individualistic culture.

But in collective culture, more situational attributions, giving more credit to other's success and taking more self-blame on failure

Self-serving Bias - errors due to situation - Fail, test was too hard
Success due to personal traits - Pass, I'm a genius

Attitudes affect Actions

Central Route
Persuasion

Influencing attitudes
with evidence and
logic

Peripheral Route
Persuasion

Influencing attitudes
emotionally

Foot-in-door phenomenon - agree to a larger request after agreeing to smaller one

Cognitive Dissonance

- experience it when actions are not in line with our actions
non-congruent

Stanford Prison Experiment - power of role-play

Social Influence - Obedience and Conformity - changed behavior due to group/environment

Milgram Obedience, fatal shocks due to authoritative figure

- Factors that increase obedience -
- legitimate authoritative figure
 - research supported by prestigious institution
 - depersonalised
 - no role model for defiance

Asch's Conformity - agreeing with group even though it's wrong ^{line height}

Normative Influence - "fitting in"

Informative Social Influence - Using others as source of information

- Factors that increase conformity -
- insecurity
 - group is at least 3 people
 - everyone else agrees
 - admiration, attractiveness
 - not committed to their response
 - being observed
 - culture