Social Psych Test #3 notes

Social Influence

* The exercise of social power by a person or group to change the attitude or behavior of others in a particular direction

Candid Camera Video

no set behavior or social norm to follow, behave in strange ways

Social Influence

* Social power
* Compliance
* Mindlessness – don’t really think about the behavior we engage in
* Obedience
* Conformity
* Independence

Classic Conformity Research

* Sherif: Conformity in an ambiguous reality (no right answer)
* Wanted to prove that people behave differently in a group, students staring at point of light in a dark room, tell how far the light moved (Autokinetic effect)
* Second part: group of people in the room, publicly share answers, the people at the end would make their guesses closer to the rest of the group
* Asch: Conformity in a clear reality – length of lines experiment, 76% of subjects conformed at least some of the time

Conformity

* Normative Influence: conformity, compliance, or obedience due to a desire to gain rewards and avoid punishment (be normal)
* Informational Influence: conformity, compliance, or obedience used to gain information (social cues)

What Happens to Nonconformists

* Schacter’s Johnny Rocco Study
* Fictional Character (Juvenile delinquent)
* Group had to decide on what kind of treatment Johnny should get (1-7 scale)
* 3 plants in each group
* Mode : Go along with the group
* Slider: Go against the group at first, but eventually slides to what the group wants
* Deviate: Go against the group and never compromises
* If they didn’t agree with the group, they would direct all their attention into changing their opinion
* When the slider changed, they accepted that person
* If they continued to deviate, they would reject that person

Influences of Conformity

* Group size: in general the larger the group, the more likely we are to conform
* Group cohesiveness: the more cohesive the group, the more likely we are to conform
* Social Support: If you have others agreeing with you, the less likely you are to conform
* Self-Awareness:
* Self-concern over presentation: might conform more just so you don’t stand out
* Need for individuation: some don’t conform because they want to be different
* Need for personal control: some don’t conform because they want to feel in control of themselves
* Psychological Reactants: reverse psychology, don’t want to be told what to do

Types of Nonconformity

* Independence: not conforming because you are an individual making up your own mind, just have a different opinion
* Nonconformity: not conforming to spite society, just to make a point of not conforming

Minority Influence

* Inconsistent minority: change their opinion, not consistent in response – influenced the whole group only 1.9% of the time
* Consistent minority: consistent in response – influenced the group 8% of the time

Compliance

* Between conformity and obedience, getting people to do what you want them to do, not necessarily change their attitude
* More likely to achieve compliance if
* They are in a positive mood
* Reciprocity – Regan 1971, work on task with another student, they leave and return with either a soft drink for you, or nothing, at the end of the experiment, they asked you to buy raffle tickets – the ones who got a soft drink from the student would on average buy 2 tickets, and the others wouldn’t buy any
* Giving a reason: doesn’t need to be a good reason

Obedience

* Milgram: Yale, early 60s, invited men from the community, “teacher and learner” study, word pair list, if gives wrong answer, you give him an electric shock, of the 40 “teachers”, 27 shocked all the way to XXX (death)
* Buffers in the situation: in a different room, didn’t have to physically hold hand on shock plate
* Meeius and Raajimakers (1986) – looking at causing psychological harm, would we cause psychological harm if they were following orders, causing stress during a “job application” – 92% continued through the whole test, in a control where there was no one to tell them to continue, no one continued
* No set of rules on how to act in that situation
* Gamson: taking orders in a group, group is ordered to go on camera and support a company for firing a man for having low moral standards – lived with a woman he was not married to, learn that he actually was fired for blowing the whistle on bad company policies, followed orders but made comments that made the argument faulty, opposing authority on a group often ends in rebellion

Social Influence depends on

* Number: number of people participating (conformity)
* Strength: how cohesive the group is
* Immediacy: physical or time immediacy, the person giving orders is right there or not, how long before the order is given and when it must be carried out

Interpersonal Attraction

* Why do we want to be around other people? Not limited to romantic attraction

Affiliation

* Social comparison: to gain knowledge about ourselves
* Social Exchange: people seek out and maintain relationships where rewards exceed costs and end relationships where costs are greater than rewards, however in the presence of no other alternatives, you might stay in that relationship

Characteristics of Individual and Affiliation Needs

* Genetics – programmed to be around other people (safety in numbers), infants with little human contact don’t thrive as much
* Personality: need for affiliation – social personalities, quantity more than quality
* Culture – how much we affiliate with others

Individual Affiliation Needs

* Genetics
* Personality: need for affiliation
* Culture: cultural differences in closeness to others

Characteristics of the situation and attraction

* Proximity – functional distance, how physically close they are to you, MIT housing study: randomly assigned housing in a complex, then asked who in the complex they liked best, the person right by the end of the stairwell (everyone passed this door) was liked best
* Familiarity – how well we know them, Keith Callow – running for Supreme Court (incumbent) ran against Charles Johnson, Charles Johnson won because he had a more familiar name even though he wasn’t the incumbent
* Anxiety – makes us want to be around others (maybe for safety), Schacter – conducted a study, introduced himself as Dr. Zilstein (Z makes it a more powerful, intimidating name), and says that you will be receiving electric shocks, in order to create high anxiety he tells the participants that the shocks will be extremely painful, the low anxiety control group was told they would barely feel the shocks, then they were told they could wait either alone or in a waiting room with other people, high anxiety wanted to wait with other people, low anxiety wanted to wait alone
* Exception: if the high anxiety is caused by an embarrassing situation, the participants wanted to wait alone

Characteristics of Others and Attraction

* Physical Attraction – first and usually ranked most important in attractive features
* Physical attractiveness is equated with good (unattractive is bad), attractive people are assumed to have more positive qualities (smarter, more accomplished, stronger, more likeable)
* Unattractive children and adults are given harsher punishment
* Emphasized more in females (females being attractive has a greater impact on their lives)
* Attractiveness stereotype is believed by most, and attractive people do tend to have better social skills (self-fulfilling prophecy)
* University of Minnesota: computer matching dance – each person given a personality test and matched with another student based on personality (people were actually matched randomly), rated their date on personality similarity at end, if the date was attractive, the people said they were matched well
* Universal beauty standard – cleanliness and good health, everything else changes with culture
* Biological/evolutionary viewpoint – beauty emphasized for women because attractiveness showed youth, health, and fertility; for men more mature features were valued because it showed dominance and available resources
* Rub off effect – if you are unattractive and are seen with attractive people, their attractiveness rubs off on you
* Charlie’s Angels Effect – study in late 70s (old Charlie’s Angels), given a picture and you would rate attractiveness of the person, half had just seen Charlie’s Angels before seeing the picture, the people who had just seen Charlie’s Angels rated the picture as less attractive if it was a picture of a woman

Similarity

* Demographic Similarity – similar income, religion, race, social class
* Attitudinal Similarity – similar beliefs, values, disposition; sex difference: women – same values, men: shared interests; dissimilarity breeds dislike
* Matching Hypothesis: similarity and physical attractiveness – we tend to chose people that have a similar level of attractiveness

Why are Similar Others Attractive?

* Self Validation – they make you feel normal
* Evolutionarily, they are safer – predictable, know what to expect (fear of unknown)
* Balance – want relationship to be balanced, want to like the same things

Other Factors

* Complementarily – opposites attract, not as strong as similarity
* Reciprocity – if you like me, I like you

2 Factor Theory of Emotions

- Schacter

- Physiological Arousal

- Cognitive Labeling of that arousal

- Students given a speech to read in front of class while listening to a noise on headphones

- relaxed, calm

- no change

- tense, anxious – gave the best speech, had a reason for their nervousness

- Misattribution of Arousal

- have physical reactions to a situation/action, take cues from environment to decide what is causing you to feel that way

- rollercoaster

- Bridge study (swaying vs. stable bridge)

Loneliness: not by choice, less social relationships than one desires

* Chronic: lonely all the time, most long term
* Transitional: going through a change in life (moving, transfer schools, new job), haven’t met a lot of people yet, no network of friends
* Transient: passing loneliness, very brief
* Reasons for Loneliness
* Lack of social skills – don’t know boundaries

Intimate Relationships

* a person’s desire for a warm, close relationship, the sharing of that which is inmost with others
* Involves including another into your self-concept
* Attribution process: less of a distinction between themselves and others, less distinction between yours and mine, costs and rewards are not as important, partner’s self schema is part of our own, shared (transactive) memory

Parent – Child Attachment

Ainsworth: 3 Types of attachment styles in infants

* Secure: most common in US, infant would be distressed when caregiver left, happy when they returned
* Avoidant: infant avoids (detached from) caregiver
* Anxious – ambivalent: child is distress when caregiver leave and when they come back

1988 Hazen, Shaver, and Bradshaw

- Infants and adults had similar proportions in attachment style

- Concluded that people keep their attachment style from infancy to adulthood

Childhood Attachment and Romantic Relationships

* Seeking or avoiding intimacy in adulthood has roots in childhood experience
* Securely attached people learn how to foster intimacy
* Couples with securely attached people are happiest (longest lasting relationships)

Friendship

* Superficial: based on exchange principle (something to gain from friendship)
* Developed: based on exchange and mutual concern (something to gain and you care about the person)

Self-Disclosure

* Revealing personal information about oneself
* Reciprocity – the amount of info revealed about yourself determines how much the other person reveals about themselves
* Social Penetration Theory: development of a relationship moves from discussion of superficial topics to more intimate topics
* Breadth vs. depths – start talking about a lot of topics briefly then move to less topics but in more depth
* De-penetration – stop talking to each other
* 2 exceptions to this rule: Stranger on a Train – self disclose a lot of info because you will never see them again, Boom and Bust Encounter – think you are supposed to disclose a lot of info to them because they think they will be friends, but the relationship sours quickly (roommate)
* Cultural differences – Westerners disclose more about themselves in a wider variety of settings
* Women are more likely to self disclose and to be self-disclosed to
* Nervous person flying study: when man self disclosed was seen as less well adjusted, women was seen as more well adjusted

Gender differences in friendship

- Boys tend to play in groups, less likely to have a best friend;

- Girls tend to play in pairs – more likely to have best friend

- Men’s friendships are likely to involve shared activities

- Women’s friendships are more likely to share intimate feelings

Romantic Relationships

* Initial romantic encounters are often ambiguous – don’t know if they are interested or not, easily misinterpreted (men are more likely to misread non verbal behavior and mistake friendliness for sexual interest)
* Pick up lines - men prefer blatant and crude pick up lines
* Unrequited Love 🡪 grieve, assign blame, accept failure, move on
* Emphasis on Persistence – valued by our society

Sternberg’s Theory of Love

* Styles based on triangle
* Passion – Infatuate
* Intimacy – Liking
* Commitment – Empty
* Intimacy + Passion = Romantic
* Passion + Commitment = Fatuous
* Commitment + Intimacy = Compassionate
* Intimacy + Passion + Commitment = Consummate

Men in Love

* Men are more eager to fall in love than women do
* Men are more likely to believe in love at first sight
* More likely to be idealistic
* Fall in love faster and out of love more slowly
* Clark and Hatfield study – 3 questions (date, apartment, sex)
* Men – 50% said yes to date, 69% to apartment, 75% to sex)
* Women – 50% said yes to date, 6% to apartment, and 0% to sex)

Sex and Relationship Issues

* Relationships with sex last longer
* The longer the couple is involved, the less often they have sex
* The Coolidge effect – after people have sex with the same person over and over again, they get bored, add a new person in and there is renewed vigor

Ending Relationships

* Women are more likely to initiate break ups
* Initiator suffers the least
* Men and women deal in different ways
* Women tend to share intimate feelings and thus have a support group – deal with break ups better