Social Psychology

\*What is Social Psychology?

The scientific discipline that attempts to understand and explain how the thoughts feelings and behaviors of individuals are influenced by the actual, imagined, or implied presence of others.

\*Emphases of Social Psych.

1)      Power of the situation – Behavior depends on the situation (Old lady vs. Armored truck)

2)      Power of the Person – All people act differently.

3)      Importance of cognition – The interpretation

4)      Application of Social Psych principles

\*Social Psychology vs. Sociology

- Individual                               vs.                    Group

- Immediate stimuli

- Psychological states                vs.                    Societal variables

- Personality traits

- Experimentation                     vs.                    Surveys, observations and correlations

\*The Early Years of Social Psych (1895- 1934)

-         Norman Triplett- 1st empirical study

o       Bike racers would go faster with spectators despite the fact they were giving 100% during all the trials.  This is known as **Social Facilitation**. (Also true in cockroaches)

o       Children would be given a set amount of time to reel in as much fishing line as possible within the time limit.  Like the bike racers they too performed better with an audience.

-         MacDougall and Ross – 1st Social Psychology-likebooks

o       MacDouggal focused on the individual within the group (A true social psychologist).  While Ross focused on interpersonal processes but said that it was based on groups.

-         Floyd Allport- Ist true social psychology book.  He made it a discipline.

\*The coming of age (1935-1945)

-         Social psychology was being used for WWII and a lot of wartime programs

o       Recruiting

o       Morale

o       Icky Meat Products- Food was in short supply and to save on waste they had to convince people to eat the icky parts of meat (Brains..Etc)

-         Kurt Lewin: Was a Jewish refugee from Nazi Germany that aided in the Icky meats campaign

o       Interactionism

o       Zeigarnik effect – When you cram for a test you remember things for the test but once the test is over you forget them right away.  People have a certain amount of tension, and once you are done with the information the tension releases and often times you forget.

\*Rapid expansion of Social Psych (1969)

-         Paralleled what was going on in the world at the time.  “Hitler” “Kitty Genovese”

o       Milgram obedience studies: Hitler – Why were people obedient?

o       Kitty Genovese: Helpful Behavior, Diffusion of Responsibility studies.

\*Crisis and Reassessment (1970 – present)

-         We weren’t gaining anything from the studies.  A lot of the studies dealt with love and weren’t aiding in anything.  A lot of government funding stopped

-         In the 80’s it began to gain momentum again\* The Self

-         People are profoundly influenced by their self concepts

-         It molds and defines their social reality.

\*Culture

-         The lifestyle of people, symbols, ideas, preferences, and material objects they share.

o       Individualism vs. Collectivism

         Do cultures stress individuality or emphasize group needs over individual needs?  Is the group more important?

o       The Hot vs. Cold approach

         Thinking emotionally (Heart) or rationally (Head)

o       Self-fulfilling prophecy

         A process by which someone’s expectations about a person or group lead to fulfillment of those expectations.

         In 1948 researchers randomly picked children from a class and told the teacher that these kids were potential bloomers.  A later study showed that the same kids had higher IQ’s.  The teacher had spent more time with them and the prophecy was fulfilled.

\*Is social psychology ethical?

**What it is?**

The scientific discipline that attempts to understand and explain hoe the thought, feelings, and behaviors of individuals are influenced by the actual, imagined, or implied presence of others.

Power of the situation

Power of the person

Importance of cognition

Application of social psychology principles

**Social Psychology vs. Sociology**

Difference- Social Psychology looks at a specific person in a group while sociologist study the group as a whole

        Social Psychology use experimental method vs. Sociologist who use correlational method (use info already collected)

**History**

**The Early Years (1895-1934**)

Triplett-“First Social Psych Experiment” (observation)

Noticed how Bicyclist rode faster when they had competition.

Mac Dougall and Ross

Wrote the first Social Psych textbook

Individual is important within a group(mac Dougall)

Believed people functioned more as a group (Ross)

Allport

Made Social Psych a discipline

**The Coming of Age(1935- 1945)**

During WW II, the U.S. Gov’t used Social Psych to make people do things they did not want to

(draft, eating less desired cuts of meat.)

Kurt Lewin- coined the term “Interactionism”

Interactionism-How we interact with groups and that people and situations influence

social behaviors

Other cool things about Kurt Lewin

Icky meat campaign and other wartime programs

Zeigarnik Effect- info is retained until the objective is completed and then it is       forgotten.

**Rapid Expansion (1946-1969)**

Tried to find out why people followed Hitler and the rationale behind other WWII atrocities

**Crisis and Reassesment (1970-present)**

Problems for S.P. people did not think they needed S.P. plus although they knew what was wrong

they did not know how to fix the problems.

**The Self**

People are profoundly influenced by their self-concepts

It molds and defines their social reality

**Culture**

The total lifestyle of a people including all of the symbols, ideas, preferences and material objects

they share

Ideology: a set of beliefs and values held by the members of a social group, which

explains the culture both to itself and the other group.

                                Individualists v. Collectivism

Do cultures stress individuality or emphasize group needs over individual needs?

                                The Hot vs. Cold Approach

                                                Do you think w/ your heart or your heart?

**“What are we going to do w/ that?”**

Most social psychologists are PhD’s

                75% are employed by colleges and universities

**Ethics**

                                Can we do this?

                                Milgram’s study and deception

                                                Institutional review boards

                                                Informed consent

                                                Debriefing

                                Self-fulfilling prophecy

 A process by which someone’s expectations about a person or group lead to

Fulfillment of these expectations