Social Psychology- why social groups affect individual attitudes/ behaviors and vice versa

1. Schemas- a cognitive filter through which we view the world and interpret information

* ***Self schema***- A construct about one’s self
* ***Self-serving biases***- Tendencies to perceive ourselves in a positive light.

2. Attribution- The way in which we explain the cause or causes of behavior

* ***Attribution theory***- suggests that causes of behaviors comprise two dimensions:
	+ Internal vs External
	+ Stable vs. Unstable
* ***Fundamental attribution error***-The tendency to attribute behaviors of others to dispositional factors and to ignore other explanations such as external factors.
* ***Situational attribution***- attributing behavior to outside factor
* ***Defensive attribution***- blaming a victim for their misfortune
* ***Dispositional attribution***-attributing behavior to a personality trait

3. Attitude-

* ***Cognitive dissonance***- identifies the discomfort felt when we hold two contradictory views simultaneously or act in a way that conflicts with our beliefs
* ***Role playing***- people assume the characteristics of the roles they play
* ***Just world phenomenon***
* ***Self-fulfilling prophecy-*** outcomes meet expectations because of prior beliefs
* ***Frustration-aggression hypothesis-*** when goals are not met people act out aggressively

4. Stereotypes, Discrimination, Prejudices, Ethnocentrism

* ***Stereotype***- An overgeneralized attitude about a group of people
* ***Discrimination***- Negative behavior toward members of a target group based on race, ethnicity or other shared characteristic
* ***Prejudices***- Unjustified, usually negative judgements about a group of people based on their membership in a group
* ***Ethnocentrism***-judging other cultures based on the values and characteristics of one’s culture

 5. Group Behavior-

* Affecting actions-
	+ ***Deindividuation***- the loss of identity as a result of participation in a larger group
	+ ***Bystander effect***- People are less likely to help someone in need if there are other people watching the distress
	+ ***Social loafing***- The tendency to exert less effort when working in a group if individual effort cannot be measured independently
	+ ***Social facilitation***- Performance is enhanced by the presence of others watching you perform
	+ ***Social Inhibition-*** Performance is diminished by the presence of others watching
	+ ***Altruism***
		- Empathy Altruism Hypothesis- The concept of selfless behavior out of concern for the well-being of others.
	+ ***Social traps-*** Short term goal is more desired than the long term consequences
	+ ***Chameleon effect-***tendency to mimic or imitate a person’s speech and tendencies
* Affecting Opinions-
	+ ***Group polarization-*** holding extreme views after group discussion
	+ ***Groupthink-*** Making bad decisions because of the illusion that the plan is good and supported by all members of the group.
	+ ***Diffusion of responsibility-*** someone is less likely to take action when others are present
	+ ***Outgroup homogeneity-*** One’s perception of members outside of their group is more similar to them than in-group members
	+ ***Scapegoat-*** A person or thing blamed for wrongdoings, mistakes or faults for another
	+ ***Social identit***y- A person’s sense of self based on their participation in a group

6. Experiments

* Stanley Milgram
	+ Shock test- people were instructed to deliver shocks to another person
* Solomon Asch
	+ Line test- people were asked to say which line was the longest in front of a group who had responded with an obviously incorrect answer
* Philip Zimbardo
	+ Stanford Prison Experiment- men were assigned the roles of either guard or prisoner and assumed the characteristics and performed the actions typical of that role

7. Persuasion-

* ***Door-in-the-face approach***- if you ask someone for a larger request at first--one they will most likely refuse-- they will be more likely to comply to a smaller request later
* ***Foot-in-the-door approach***- if you ask someone to do a small thing first, they are more likely to comply with a large request later
* ***Low balling***
* ***Limited time offer***
* ***Everyone is buying (bandwagon)***
* ***Central Route to Persuasion-*** involves logic towards a highly motivated audience
* ***Peripheral route to Persuasion-*** relies on emotion or other superficial factors

8. Attraction-

* Triangular conception of love
	+ ***Companionate love-*** intimacy + commitment
	+ ***Romantic love-*** passion + intimacy
	+ ***Fatuous love-*** passion + commitment
* Contributors to attraction
	+ ***Mere exposure effect-*** liking someone or something occurs merely because of repeatedly seeing that person or thing
	+ ***Proximity effect-*** liking people because you are closer to them physically
	+ ***Physical attractiveness stereotype-*** people provide positive characteristics to attractive people more than they would to unattractive people
	+ ***Matching hypothesis-*** attracted to people just as attractive as you are
	+ ***Reciprocity-*** liking someone because they like you