

## CHAPTER 1: INTRODUCING SOCIAL PSYCHOLOGY

WHAT IS SOCIAL PSYCHOLOGY?	SOCIAL PSYCHOLOGY'S BIG IDEAS	SOCIAL PSYCHOLOGY AND HUMAN VALUES	IS SOCIAL PSYCHOLOGY SIMPLY COMMON SENSE?	RESEARCH METHODS: HOW WE DO SOCIAL PSYCHOLOGY
The scientific study of how people think about, influence, and relate and view to one another.	We Construct Our Social Reality: We humans have an irresistible urge to explain behavior, to attribute it to some cause, and therefore to make it seem orderly, predictable, and controllable	Obvious Ways Values Enter Psychology: Values enter the picture when social psychologists choose research topics. Values also influence the types of people who are attracted to various disciplines.	We constantly observe people thinking about, influencing, and relating to one another. It pays to discern what a facial expression predicts, how to get someone to do something, or whether to regard another as friend or foe.	To test a hypothesis, social psychologists may do research that predicts behavior using correlational studies, often conducted in natural settings. Or they may seek to explain behavior by conducting experiments that manipulate one or more factors under controlled conditions...
Social psychology focuses more on individuals and uses more experimentation; focuses less on individuals' differences and more on how individuals, in general, view and affect one another.	Some Big Ideas in Social Psychology: (Social thinking) 1. We construct our social reality 2. Our social intuitions are powerful, sometimes perilous 3. Attitudes shape, and are shaped by, behavior (Social influences) 4. Social influences shape behavior 5. Dispositions shape behavior (Social relations) 6. Social behavior is also biological behavior	Not-So-Obvious Ways Values Enter Psychology:  THE SUBJECTIVE ASPECTS OF SCIENCE  PSYCHOLOGICAL CONCEPTS CONTAIN HIDDEN VALUES	Hindsight bias: The tendency to exaggerate, after learning an outcome, one's ability to have foreseen how something turned out. Also known as the I-knew-it all-along phenomenon.	Forming and Testing Hypotheses a. Theory b. Hypotheses  Correlational Research: Detecting Natural Associations a. Correlation and Causation b. Survey Research Experimental Research: Searching for Cause and Effect a. Control: Manipulating Variables b. Random Assignment:

# Social Psychology Im

**SJ Ball**



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