

Chapter 14: Social Psychology

- **Social Psychology:** *scientific study of how we think about, influence, and relate to each other*
 - *Emphasis on the situation, rather than the person*
- **Fundamental Attribution Error**
 - **Attribution Theory:** *we explain someone's behavior by crediting either the situation or the person's disposition*
 - *If you have a hostile child and you say it's because they have an aggressive personality you're saying it's their disposition, but if you say it's because of stress or abuse it's the situation*
 - **Fundamental attribution error:** *tendency for observers, when analyzing another's behavior, to underestimate the impact of the situation, and overestimate personal disposition*
 - *Ex: getting cut off on the highway – you say they're a jerk so they cut you off (disposition), but it's possible that the situation led to them cutting you off*
 - *More pronounced in Western (individualistic cultures) than Eastern (collectivistic cultures)*
 - *Observations of self vs. others*
 - *Effects of Attribution – personal, political, employment*
- **Attitudes and Actions**
 - **Attitudes:** *feelings, often influenced by our beliefs, that predispose our reactions to objects people and events*
 - **Attitudes affect actions**
 - **Central route to persuasion:** *focus on arguments and respond with favorable thoughts*
 - **Peripheral route to persuasion:** *influenced by incidental cues (ex: speakers attractiveness)*
 - **Attitudes follow behavior:** *I act therefore I believe*
 - **Foot-in-the-door phenomenon:** *the tendency for people who have first agreed to a small request to comply later with a larger request*
 - **Role Playing Affect Attitudes**
 - **Role:** *set of expectations (norms) about social position, that define how those in that position ought to behave*
 - *Ex: Stanford prison study*
 - **Person-situation interaction:** *there's no such thing as bad people, people do bad things because of the situation that they're in (Zimbardo's theory)*
 - **Actions Affect Attitudes**
 - **Cognitive Dissonance:** *Relief from tension*
 - *When our attitudes and actions are opposed, we experience tension, change attitude to bring it into line with actions*
- **Conformity:** *complying with social pressure*
 - **Automatic mimicry**

Student Study Guide For Social Psychology

David Baud



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