**Overview:**

Social psychology is the study of how humans influence, think about, and relate to one another.

This unit demonstrates the powerful influence social situations have on the behavior of individuals. Central to this topic are research studies on conformity and obedience. In addition, the unit also discusses how groups and cultures influence decision making and behaviors.

Furthermore, the unit also discusses where attitudes come from, how attitudes can affect actions, and how attitudes can change over time, such as through persuasion techniques.

Lastly, the unit covers social relations, from the negative, as in why prejudice develops, to the positive, such as why we help others.

**Objectives:**

Students will be able to:

* Discuss Solomon Asch’s experiments on conformity
* Note factors that increase conforming behavior in people
* Describe Stanley Milgram’s experiments on obedience
* Discuss what group polarization and groupthink is
* Describe why the presence of others is likely to result in social loafing and deindividuation
* Give examples of how behavior is influenced by cultural (also known as social) norms
* Explain how attitudes and actions affect each other, like with self-fulfilling prophecies
* Summarize the Stanford Prison Experiment
* Note sources of humans’ attitudes – where do our attitudes come from?
* Describe the difference between prejudice and discrimination
* Discuss how the ingroup bias may contribute to prejudice
* Summarize the Robbers Cave Study
* List multiple influences on aggressive behavior
* Define and give examples of altruism
* Describe the three steps in the decision-making process involved in bystander intervention
* Explain how the case of Kitty Genovese led to interest in the bystander effect

**Key Terms:**

Social psychology, conformity, obedience, group polarization, groupthink, social loafing, deindividuation, social norms, attitudes, self-fulfilling prophecy, the mere exposure effect, prejudice, discrimination, ingroup bias, aggression, altruism, the bystander effect

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**1.** Social psychologyis the scientific study of how we \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ about, and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to one another.

**2.** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_is the act of adjusting one’s behavior or thinking to coincide with a group standard, even if the behavior does not feel natural. The pressure to conform is especially strong for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**3.** Historic experiments to test conformity were given by psychologist \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_% of the participants conformed at least once during the experiment’s “critical” trials. Overall, conformity occurred on roughly \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of the critical trials.

**4.** Explain the above mentioned psychologist’s historic conformity experiments below.

**5.** List at least three factors that increase conforming behavior in people:

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**6.** Define *obedience*.

**7.** The most famous experiments on obedience were given by psychologist \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of the participants complied fully, obeying the authority figure until the end.

**8.** Group polarizationis the theory that group discussion \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the majority’s point of view and shifts group members’ opinions to a more \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ position.

**9.** Groupthinkis when poor group decision making occurs as a result of a group emphasizing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ over \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**10.** Define *social loafing*.

**11.** Define *deindividuation*.

**12.** Social norms are understood rules for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ behavior. These may vary between different cultures.

**13.** Define *attitudes*.

**14.** What is a *self-fulfilling prophecy?*

**15.** Dr. Philip Zimbardo’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Experiment demonstrated how roles and situations influence our attitudes and actions. In this experiment, volunteers were divided into two groups: prison guards and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. (Be sure to review “The Stanford Prison Experiment Webquest” you should have completed in class for more details on this study.)

**16.** The phenomenon that the more frequently people encounter an object or idea, the more favorably they evaluate it is known as the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ effect.

**17.** Besides familiarity and culture, where (or who) else do our attitudes come from?

**18.** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is an unjustifiable attitude toward a group and its members based on race, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, etc., while discrimination is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ carried out toward those groups and their members.

**19.** Define the *ingroup bias*.

**20**. In psychology, aggression can be defined as any \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ behavior intended to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**21.** List at least three factors that influence aggression in humans and animals.

**22.** Define *altruism*.

**23.** List the three steps in the decision-making process involved in bystander intervention.

**24.** When an individual does not take action to help someone because of the presence of others, the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ has occurred. Widespread research was carried out on this topic following the death of New York city woman named \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.