

SOCIAL THINKING



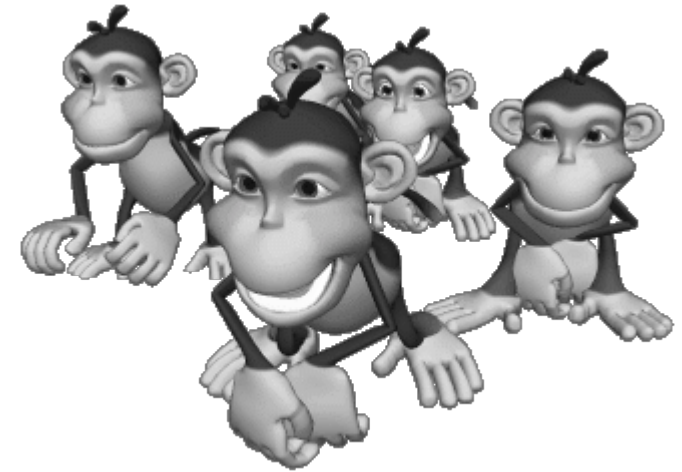
Attitudes



Attraction



Aggression



Group Behavior

Studying the way people relate to others

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ATTRIBUTION THEORY

Tries to explain how people determine the cause of the behavior they observe

- (external factors)
- Dispositional Attribution (internal/personal factors)
- Stable Attribution (unchanging factors)
- Unstable Attribution (temporary factors)



Negative behavior



Situational attribution
"Maybe that driver is ill."



Tolerant reaction
(proceed cautiously, allow driver a wide berth)



Dispositional attribution
"Crazy driver!"



Unfavorable reaction
(speed up and race past the other driver, craning to give a dirty look)



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FUNDAMENTAL ATTRIBUTION ERROR

We tend to overestimate the role of dispositional factors and underestimate the impact of the situation



When you start a romance, you assume that they agree with your world views... honeymoon period



If you win it is because you are awesome...if you lose, it must have been the coach or weather or....



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THE EFFECTS OF ATTRIBUTION

- Social effect
- Political effect
- Workplace effect



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ATTITUDES

A set of beliefs and feelings

Advertising is all based on attitude formation

**Mere exposure effect
-- people tend to develop a preference for things merely because they are familiar with them**



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CHANGING ATTITUDES

CENTRAL ROUTE TO PERSUASION

Persuaded by central arguments or content of a message

PERIPHERAL ROUTE TO PERSUASION

Persuaded by superficial methods (e.g. liking the sound of someone's voice, same high school etc...)

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ATTITUDES AND BEHAVIOR

LAPIERE'S STUDY (1934)

Traveled by car with a Chinese couple for 2 years

Visited 251 hotels and restaurants and were turned away only once

But when they mailed out a survey to the same businesses, 92% said they would not accept Chinese members in their establishments

Showed gap between attitudes and behaviors



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ATTITUDES AND BEHAVIOR

COGNITIVE DISSONANCE THEORY

People want to have consistent attitudes and behaviors

When they are not consistent, dissonance occurs (unpleasant tension)

Usually, attitude changes

You have a belief that cheating on tests is bad.



But you cheat on a test!!!



The teacher was really bad so in that class it is OK.



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ACTIONS CAN AFFECT ATTITUDES



FOOT-IN-THE-DOOR PHENOMENON

People's tendency to comply more readily with a large request if they have already agreed to a smaller favor

DOOR-IN-THE-FACE PHENOMENON

People's tendency to get compliance from others (to get them to behave in a way you want) in which a large request is made knowing it will probably be refused so that the person will agree to a much smaller request

NORMS OF RECIPROCITY

Expectation that people will respond favorably to each other by returning benefits for benefits, and responding with either indifference or hostility to harm

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STANFORD PRISON EXPERIMENT

Showed how we can often become the roles we are given

Philip Zimbardo had students at Stanford play the roles of prisoner and prison guards in the basement of psychology building

They were given uniforms and numbers for each prisoner

Eventually, the simulation became “real”

The study was called off in less than a week

