

# [General psychology chapter 12 – social psychology flashcard](https://assignbuster.com/general-psychology-chapter-12-social-psychology-flashcard/)

Kitty GenoveseRaped and stabbed to death outside her apartmentAttack lasted about 30 minutesAt least 38 people saw or heard part of the attack – no one called or helped until the attack was overSocial PsychologyHow the presence of other people affects our behavior depending on who they are, how many, and what they’re doingConformityChanging one’s own behavior to more closely match actions of othersMuzafer Sherif’s Study of Social Influences on Apparent MovementParticipants placed in dark room with a single point of light on wall and asked how far light was moving. Confederates gave estimates of how much light moved and actual participants guesses began to match theirs. Shows individuals conform relatively quickly to a group standard. Asch Line Conformity StudyShows that when there’s a clear right answer, people tend to conform to other’s statements – even when it’s obvious that the answer is wrong. Are men or women more conforming? Differences are nonexistent unless the situation involves behavior that is not private. In that case, women tend to show more conformity than men. Normative Social InfluenceThe need to act in ways that we feel will let us be liked and accepted by othersInformational Social InfluenceTake cues for how to behave from other people when we are in a situation that is not clear or ambiguousGroupthinkType of conformity where people go along with group’s ideas or opinions even when there is reason to think otherwise. “ Don’t rock the boat” mentality. Group PolarizationGroups tend to become more extreme in their views over time. Social FacilitationEnhancement of an individual’s performance (positive) due to the presence of others. Likely to happen with tasks that are easy for us (running faster when people are watching you.)Social ImpairmentThe (negative) impairment of an individual’s performance due to the presence of other’s. Likely to happen with tasks that are difficult. Social LoafingTendency to exert less effort in a group task than in an individual task. “ Someone else will do the work and I’ll still get credit for it” attitude. Bystander EffectLikelihood of someone helping is reduced as the number of bystanders increaseDiffusion of ResponsibilityResponsibility is seen as being shared by the same group, so each person is less responsible. Goes along with the Bystander Effect. DeindividuationThe lessening of a person’s sense of personal identity and responsibility when gathered in a groupConsumer PsychologyFiguring out how to get people to buy things that someone is sellingComplianceOccurs when people change their behavior as a result of another person or group asking or directing them to change. Foot-in-DoorMaking a small request before making a larger requestDoor-in-FaceMaking a large request that is likely to be refused before making a smaller, more reasonable requestLow-Ball ApproachObtaining commitment to a request, then increasing the cost. Unusual RequestsPeople may have more trouble refusing unusual requests. “ Can I have $1” vs “ Can I have 17 cents” CultAny group of people whose religious or philosophical beliefs and behavior are so different from that of mainstream organizations that they are viewed with suspicion and seen as existing on the fringes of socially acceptable behavior. Jim Jones and People’s Temple, Heaven’s Gate, the Manson Family. ObedienceChanging one’s behavior at the direct order of an authority figureStanley Milgram’s Obedience StudyTeacher’s would deliver potentially fatal shocks to learners (actors) when the learner got a wrong answer for a word pair due to the leader’s of the study telling them to continue. Most continued to the end of the study, even when the learner wouldn’t respond and was receiving potentially fatal shock voltages. AttitudeTendency to respond positively or negatively toward a certain idea, person, object, or situation. Affective Component of an AttitudeThe way a person feels toward the object, person, or situation. Behavior Component of an AttitudeAction that a person takes in regard to the person, object, or situation. Cognitive ComponentThe way a person thinks about him or herself, an object, or a situation. Cognitive DissonanceEmotional discomfort experienced when behaviors and beliefs don’t matchDaryl Bem’s Self-Perception TheoryInstead of experiencing negative tension, people look at their own actions and then infer their attitudes from those actionsImpression FormationForming of the first knowledge a person has about another personImplicit Personality TheorySets of assumptions people have about how different types of people, personalty traits, and actions are all related and form in childhoodAttribution Theory(Heider) Way of explaining why things happen but also why people choose the particular explanations of behavior that they do. Situational CauseWhen the cause of behavior is assumed to be from external sourcesDispositional CauseWhen the cause of behavior is assumed to come from within the individualFundamental Attribution ErrorTendency to make internal attributions regarding other people’s behaviorsFestinger and Carlsmith (1959)Participants were given boring and repetitive tasks to complete and were asked to tell the next participant that the task was fun and were paid money to do so. People who were paid $1 said they truly enjoyed the task while those who were paid $20 didn’t say they truly enjoyed it. Internal Attribution TheoryAttribute behavior to the person (dispositional cause)External Attribution TheoryAttribute behavior to environment (situational cause)Actor-Observer EffectMaking internal attributions for other people’s behaviors while making external attributions for one’s own behaviorSelf-Serving BiasMaking internal attributions for one’s successes while making external attributions for our failurePrejiducePositive or negative attitude about a groupDiscriminationTreating someone differently because they belong to a certain groupIn-GroupA group to which you feel you belong. Usually held in positive regard. Race, gender, religion, sports teams, etc. Out-GroupEveryone not on the in-group, particularly those in a relted groupStereotypesPerceptions, expectations, and beliefs about a groupConfirmation BiasLooking for evidence that supports what we already believeSelf-Fulfilling PropheciesExpecting something to happen helps make it happenHow can prejudice and discrimination be reduced? Sustained, close contact with groups/people of equal statusPersonalityUnique way in which each individual thinks, acts, and feels throughout lifeReciprocity of LikingPeople have a very strong tendency to like people who like themSternberg’s 3 Components of LoveIntimacy, passion, commitmentIntimacyFeelings of closeness that one has for another person or the sense of having close emotional ties to another. Not physical but psychologicalPassionPhysical aspect of love. Emotional and sexual arousal a person feels toward the other person. CommitmentThe decisions one makes about a relationship – short term vs. long termRomantic LoveIntimacy and passion are combined. Basis for a more lasting relationshipCompanionate LoveIntimacy and commitment are the main components of a relationship. Binding tie. AggressionWhen one person hurts or tries to destroy another person deliberately with words or physical behaviorSocial RoleThe pattern of behavior that is expected of a person who is in a particular social positionAltruismHelping someone in trouble with no expectation of reward and often without fear for one’s own safetySocial NeuroscienceStudy of how our bodies and brains work during social behavior