

# General psychology chapter 12 – social psychology flashcard



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Kitty Genovese Raped and stabbed to death outside her apartment Attack lasted about 30 minutes At least 38 people saw or heard part of the attack - no one called or helped until the attack was over Social Psychology How the presence of other people affects our behavior depending on who they are, how many, and what they're doing Conformity Changing one's own behavior to more closely match actions of others Muzafer Sherif's Study of Social Influences on Apparent Movement Participants 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 Study Shows 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 Influence The need to act in ways that we feel will let us be liked and accepted by others Informational Social Influence Take cues for how to behave from other people when we are in a situation that is not clear or ambiguous Groupthink Type 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 Polarization Groups tend to become more extreme in their views over time. Social Facilitation Enhancement 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 Impairment The (negative) impairment of an individual's performance due to the presence of other's.

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Likely to happen with tasks that are difficult. Social Loafing Tendency 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 Effect Likelihood of someone helping is reduced as the number of bystanders increase Diffusion of Responsibility Responsibility is seen as being shared by the same group, so each person is less responsible. Goes along with the Bystander Effect.

Deindividuation The lessening of a person's sense of personal identity and responsibility when gathered in a group Consumer Psychology Figuring out how to get people to buy things that someone is selling Compliance Occurs when people change their behavior as a result of another person or group asking or directing them to change. Foot-in-Door Making a small request before making a larger request Door-in-Face Making a large request that is likely to be refused before making a smaller, more reasonable request Low-Ball Approach Obtaining commitment to a request, then increasing the cost. Unusual Requests People may have more trouble refusing unusual requests. "Can I have \$1" vs "Can I have 17 cents"

Cult Any 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. Obedience Changing one's behavior at the direct order of an authority figure Stanley Milgram's Obedience Study Teacher'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. Attitude Tendency to respond positively or  
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negatively toward a certain idea, person, object, or situation. Affective Component of an Attitude The way a person feels toward the object, person, or situation. Behavior Component of an Attitude Action that a person takes in regard to the person, object, or situation. Cognitive Component The way a person thinks about him or herself, an object, or a situation. Cognitive Dissonance Emotional discomfort experienced when behaviors and beliefs don't match Daryl Bem's Self-Perception Theory Instead of experiencing negative tension, people look at their own actions and then infer their attitudes from those actions Impression Formation Forming of the first knowledge a person has about another person Implicit Personality Theory Sets of assumptions people have about how different types of people, personality traits, and actions are all related and form in childhood Attribution Theory (Heider) Way of explaining why things happen but also why people choose the particular explanations of behavior that they do. Situational Cause When the cause of behavior is assumed to be from external sources Dispositional Cause When the cause of behavior is assumed to come from within the individual Fundamental Attribution Error Tendency to make internal attributions regarding other people's behaviors Festinger 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 Theory Attribute behavior to the person (dispositional cause) External Attribution Theory Attribute behavior to environment (situational cause) Actor-Observer Effect Making internal attributions for other people's behaviors while making external attributions <https://assignbuster.com/general-psychology-chapter-12-social-psychology-flashcard/>

for one's own behavior  
Self-Serving Bias Making internal attributions for one's successes while making external attributions for our failure  
Prejudice Positive or negative attitude about a group  
Discrimination Treating someone differently because they belong to a certain group  
In-Group A group to which you feel you belong. Usually held in positive regard. Race, gender, religion, sports teams, etc.  
Out-Group Everyone not on the in-group, particularly those in a related group  
Stereotypes Perceptions, expectations, and beliefs about a group  
Confirmation Bias Looking for evidence that supports what we already believe  
Self-Fulfilling Prophecies Expecting something to happen helps make it happen  
How can prejudice and discrimination be reduced? Sustained, close contact with groups/people of equal status  
Personality Unique way in which each individual thinks, acts, and feels throughout life  
Reciprocity of Liking People have a very strong tendency to like people who like them  
Sternberg's 3 Components of Love Intimacy, passion, commitment  
Intimacy Feelings of closeness that one has for another person or the sense of having close emotional ties to another. Not physical but psychological  
Passion Physical aspect of love. Emotional and sexual arousal a person feels toward the other person.  
Commitment The decisions one makes about a relationship - short term vs. long term  
Romantic Love Intimacy and passion are combined. Basis for a more lasting relationship  
Companionate Love Intimacy and commitment are the main components of a relationship. Binding tie.  
Aggression When one person hurts or tries to destroy another person deliberately with words or physical behavior  
Social Role The pattern of behavior that is expected of a person who is in a particular social position  
Altruism Helping someone in trouble with no expectation of reward

and often without fear for one's own safety  
Social Neuroscience  
Study of how our bodies and brains work during social behavior