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Psychology 110

Name: \_\_\_\_\_ Date: \_\_\_\_\_

**Lecture Series: Chapter 16 Social Thought and Social Behavior** Pages: 24

TEXT: Baron, Robert A. (2001). *Psychology* (Fifth Edition). Boston, MA: Allyn and Bacon.

**Principal Features**

**Introduction**

[Page Reference]

"... **social psychologists** have long specialized in the task of studying all aspects of social thought and social behavior."

**Social Thought: Thinking about Other People**

**Attribution: Understanding the Causes of Other's Behavior**

Question: What is the social thought process known as **attribution**? (619)

[Illustration] Causal Attribution (619-620)

## ATTRIBUTION: SOME BASIC SOURCES OF BIAS

[Page Reference]

### *The Correspondence Bias: Overestimating the Role of Dispositional Causes*

Question: What is **correspondence bias**?

(621)

[Illustrations] Correspondence bias.



### *The Self-serving Bias: "I Can Do No Wrong; You Can Do No Right."*

Question: What is **self-serving bias**?

Question: Is the self-serving bias a universal human tendency, occurring in all cultures?

(622)

*The Self-serving Bias: "I Can Do No Wrong; You Can Do No Right."*

[Page Reference]

(Continued)

[Illustration] Cultural differences in the self-serving bias.

(622)

*from* **Science** *to* **PRACTICE**

**Attributional Augmenting and Perceptions  
of Female/Entrepreneurs**

"... *attributional augmenting* ... refers to the fact that if a factor that be expected to facilitate some behavior or outcome *and* a factor that would be expected to inhibit some behavior or outcome are both present, yet the behavior or outcome actually occurs, we assign more weight or importance to the facilitating factor."

"Recently, attributional augmenting has been employed to a very different context—entrepreneurship."

[Illustration] Attributional augmenting.

(623-624)

## **Social Cognition: How We Process Social Information**

[Page Reference]

Question: What is **social cognition**?

(624)

### **DEALING WITH INCONSISTENT INFORMATION: PAYING ATTENTION TO WHAT DOESN'T FIT**

[Illustration] Tendency to notice what's inconsistent.

(624-625)

Question: Do people usually pay close attention to tabloid headlines?

(625)

**THE OPTIMISTIC BIAS FOR TASK COMPLETION: WE THINK WE CAN DO MORE, SOONER, THAN WE REALLY CAN**

[Page Reference]

Question: What is the social thought tendency identified as the *planning fallacy*?

(625)

[Illustrations] Planning fallacy.



(625-626)

**COUNTERFACTUAL THINKING: THE EFFECTS OF CONSIDERING "WHAT MIGHT HAVE BEEN"**

Question: What is **counterfactual thinking**?

(626)

## COUNTERFACTUAL THINKING: THE EFFECTS OF CONSIDERING "WHAT MIGHT HAVE BEEN"

[Page Reference]

(Continued)

[Illustrations] Counterfactual thinking.

(626-627)

### Attitudes: Evaluating the Social World

"... **attitudes** can be defined as lasting evaluations of virtually any and every aspect of the social world—issues, ideas, persons, social groups, objects."

### PERSUASION: USING MESSAGES TO CHANGE ATTITUDES

Question: What is **persuasion** from a social psychological viewpoint? (629)

## PERSUASION: USING MESSAGES TO CHANGE ATTITUDES

[Page Reference]

(Continued)

[Evidence] Persuasion and attitude change.

(629-630)

### THE COGNITIVE APPROACH TO PERSUASION: SYSTEMATIC VERSUS HEURISTIC PROCESSING

Question: What is the **systematic processing (central route)** cognitive approach to persuasion?

(630)

Question: What is the **heuristic processing (peripheral route)** cognitive approach to persuasion?

## THE COGNITIVE APPROACH TO PERSUASION: SYSTEMATIC VERSUS HEURISTIC PROCESSING

[Page Reference]

(Continued)

Question: What is the **elaboration-likelihood model (ELM)** and the **heuristic-systematic model** cognitive approach to persuasion? (630-631)

### *Research Methods:*

#### How Psychologists Measure Attitudes-from Attitude Scales to the "Bogus Pipeline"

Question: What are **Likert scales** for measuring attitudes?

[Illustrations] Likert scales.

(631)

# *Research Methods:*

## **How Psychologists Measure Attitudes-from Attitude Scales to the "Bogus Pipeline"**

[Page Reference]

(Continued)

Question: What is the **bogus pipeline** technique for measuring attitudes? (632)

[Illustration] Bogus pipeline technique for measuring attitudes.



### **COGNITIVE DISSONANCE: HOW WE SOMETIMES CHANGE OUR OWN ATTITUDES**

Question: What is **induced compliance** of attitudes?

## COGNITIVE DISSONANCE: HOW WE SOMETIMES CHANGE OUR OWN ATTITUDES

[Page Reference]

(Continued)

Question: What is **cognitive dissonance**?

(632-633)

[Illustration] Cognitive dissonance.



(633)

### *Dissonance and the Less-Leads-to-More Effect*

Question: What is the **less-leads-to-more effect**?

*Dissonance and the Less-Leads-to-More Effect*

[Page Reference]

(Continued)

[Illustration] The less-leads-to-more effect.

(633-634)

*Putting Dissonance to Work: Hypocrisy and Safe Sex*

Question: Can dissonance be useful in promoting beneficial changes?

(634)

[Illustration] Using dissonance to generate hypocrisy.

(634-636)

## Social Behavior: Interacting with Others

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[Page Reference]

### **Prejudice: Distorted Views of the Social World ... and Their Effects**

" ... **prejudice** (is the) powerful negative attitudes toward the members of specific social groups based solely on their membership in that group."

#### **THE ORIGINS OF PREJUDICE: CONTRASTING PERSPECTIVES**

##### *Direct Intergroup Conflict: Competition as a Source of Bias*

Question: What is the **realistic conflict theory** of prejudice? (636-637)

##### *Social Categorization: The Us-versus-Them effect and the Ultimate Attribution Error*

Question: What is the **social categorization** from a social psychological viewpoint? (637)

[Illustration] Social categorization.

## *The Role of Social Learning*

[Page Reference]

Question: What is the *social learning* from a psychological viewpoint? (637-638)

## *Cognitive Sources of Prejudice: The Role of Stereotypes*

Question: What are **stereotypes** from a social psychological viewpoint? (638)

[Illustrations] Stereotypes.



## **CHALLENGING PREJUDICE: TECHNIQUES THAT CAN HELP**

"Reducing prejudice and countering (the) effects (of prejudice) are important tasks. What steps can be taken to reach these goals?"

## CHALLENGING PREJUDICE: TECHNIQUES THAT CAN HELP

[Page Reference]

(Continued)

### *Breaking the Cycle of Prejudice: Learning Not to Hate*

[Illustrations] Breaking the cycle of prejudice.

(639)

### *Direct Intergroup Contact: The Potential Benefits of Acquaintance*

Question: What is the social psychological concept known as the **contact hypothesis**?

(639)

[Evidence] Contact hypothesis.

***Direct Intergroup Contact: The Potential Benefits of Acquaintance***

[Page Reference]

(Continued)

Question: What is the social psychological concept known as the **extended contact hypothesis**?

(640)

[Evidence] Extended contact hypothesis.

***Recategorization: Resetting the Boundary Between "Us" and "Them."***

Question: What is the social psychological concept known as **recategorization**?

[Evidence] Recategorization.

## Social Influence: Changing Others' Behavior

[Page Reference]

" ... efforts at **social influence**—attempts by one or more persons to change the attitudes or behavior of one or more others—are very common and take many forms."

### CONFORMITY: TO GET ALONG, OFTEN, WE MUST GO ALONG

Question: What is **conformity** from a social psychological viewpoint? (641)

[Evidence] Conformity.

(641-642)

Question: What is social influence tendency called *informational influence*? (642)

## CONFORMITY: TO GET ALONG, OFTEN, WE MUST GO ALONG

[Page Reference]

(Continued)

[Evidence] Informational influence.

(642)

## COMPLIANCE: TO ASK—SOMETIMES—IS TO RECEIVE

Question: What is **compliance** from a social psychological viewpoint?

(644)

### *Tactics Based on Liking: Ingratiation*

Question: What is **ingratiation** from a social psychological viewpoint?

*Tactics Based on Commitment or Consistency: The Foot in the Door*

[Page Reference]

Question: What is the **foot-in the-door technique** in the social psychological study of compliance?

(645)

[Example] Foot-in-the-door technique.

*Tactics Based on Reciprocity: The Door in the Face*

Question: What is the **door-in-the-face technique** in the social psychological study of compliance?

[Example] Door-in-the-face technique.

*Tactics Based on Scarcity: Playing Hard to Get*

Question: What is the **playing hard to get** technique in the social psychological study of compliance?

*Tactics Based on Scarcity: Playing Hard to Get*

[Page Reference]

(Continued)

[Example] Playing hard to get.

(645)

**OBEDIENCE: SOCIAL INFLUENCE BY DEMAND**

Question: What is **obedience** from a social psychological viewpoint?

(645)

[Illustration] Obedience.

(645-646)

Question: Who are *disobedient models* in the social psychological study of obedience?

(647)

## Attraction and Love

[Page Reference]

### INTERPERSONAL ATTRACTION: WHY WE LIKE OR DISLIKE OTHERS

Question: What is **interpersonal attraction** from a social psychological viewpoint? (647)

#### *Propinquity: Nearness Makes the Heart Grow Fonder*

Question: What is the **frequency-of-exposure effect** in the social psychological study of interpersonal attraction? (648)

#### *Similarity: Liking Others Who Are Like Ourselves*

Question: Why do we like others who are similar to ourselves?

#### *Affective States: Positive Feelings as a Basis for Attraction*

[Illustration] Positive feelings as a basis for attraction. (648-649)

***Physical Attractiveness: Beauty May Be Only Skin Deep, But We Pay Lots of Attention to Skin***

[Page Reference]

[Illustrations] What makes people physically attractive?.

(649-650)

"Judgments of attractiveness do not depend solely on facial features ... "

[Illustrations] Attractiveness based on preferred physique.

(650)

**LOVE: THE MOST INTENSE FORM OF ATTRACTION**

***Romantic Love: Its Nature***

Question: What's the basis of romantic love?

***Love: How and Why It Occurs***

[Page Reference]

Question: Why does romantic love suddenly develop?

(651)

[Evidence] Sudden emergence of romantic love?

***Love: Why It Sometimes Dies***

Question: Why does romantic love fade and leave behind empty relationships?

[Evidence] Why love fades.

(651-653)

## Leadership: One Important Group Process

[Page Reference]

Question: What do psychologists describe as "true" **groups**?

(653)

Question: What do psychologists describe as **leadership**?

### WHO BECOMES A LEADER? THE ROLE OF TRAITS AND SITUATIONS

Question: What is the **great person theory of leadership**?

(653-654)

[Evidence] Great person theory leadership.

(654)

## CHARISMATIC LEADERS: LEADERS WHO CHANGE THE WORLD

[Page Reference]

Question: What is a charismatic leader?

(654-655)

[Evidence] The basis for charismatic leadership.

(655)

**END**