

## Social Psychology

- Scientifically study ways by which individuals behavior is affected by the behavior of others
- Social Cognition – How we think about society, how our behaviors are affected by that
- Impression Formation
  - Schemata – Mental category in which we place people based on surface characteristics
    - Functions of Schemata
      - Allow us to make social judgments about others
      - How we remember information
      - 3 sometimes lead to false information
    - Primacy Fulfilling Prophecy
      - A person's expectations alters behavior to increase chances of prediction being correct
        - Pygmalion Effect
          - Student Teacher Relationships
          - When students perform according to teacher expectations
- Interpreting Behavior
  - Attribution Theory – Addresses question of how people make judgments about causes of behavior
    - Fritz Heider
      - Says behavior is a result of either internal or external factors
        - People never see it as a combination
    - Biases in Attribution
      - Fundamental Attribution Error
        - Have a tendency to over emphasize personal causes for other people's behavior and under emphasize personal causes for our own behavior
        - Actor-observer effect
          - Tendency of someone to reverse attribution depending on whether they are the actor or observer
      - Defense Attribution
        - Attributing successes to own effort and failures to external cues
          - Self-serving bias – Our motivation to present ourselves well
          - Just-World Hypothesis – People get what they deserve
- Interpersonal Attraction
  - What determines whether people will like each other
  - 5 factors of attraction
    - Proximity
    - Physical Attraction

- Similarity – In beliefs, not personality
  - Exchange (Reward Theory) – Desiring to be with someone who makes you feel appreciated
  - Intimacy – Level of comfort; free to communicate everything
- Attitude – Relatively stable organization of beliefs, feelings and behavioral tendencies directed toward someone or something
  - Attitude Object (the someone or something)
  - Attitude Development
    - Begins to develop early
    - Direct result of how treated by others
    - Begin to form prejudices
  - Attitude Change
    - People can be convinced to change attitude
    - Communication model
      - 4 key elements in terms of attitude change to get audience to understand and show interest
        - Receiver of message – Must believe the source is credible
        - Message – What is said
        - Medium – face-to-face most effective
        - Audience – Most difficult to control
          - When attitudes most resistant to change
            - Strong commitment to present attitude
            - A lot share commitment
            - Attitudes instilled early in life
    - Cognitive Dissonance – Psychological tension that exists when beliefs do not match actions
      - Either change beliefs to match actions or change actions to match beliefs
      - Established by Leon Festinger
    - Self-Persuasion
      - Most effective means of changing attitudes