Social psychology is the study of how people interact with each other. Some interaction occurs one on one, while some takes place in groups.

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**ATTRIBUTION THEORY**
People tend to explain their own behaviors and those of others in predictable ways. Attribution is the placement of responsibility for behaviors on internal disposition or external situations.

The fundamental attribution error is the tendency to infer that others' actions reflect their dispositions more so than their situations. Alternatively, people tend to explain negative occurrences in their lives based on situational factors rather than internal causes, while successes are attributed to oneself; this tendency is known as the *self-serving bias*.

According to the just-world bias, good things happen to good people and bad things happen to bad people. Most people would like to believe that victims deserve whatever happened to them and that they themselves can avoid misfortune by being a good person.

Sometimes, making attributions can impact future behaviors. When one person expects another to achieve or fail, that person is likely to fulfill those expectations. This is known as a *self-fulfilling prophecy*.

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**INTERPERSONAL PERCEPTION**
Interpersonal attraction is based on a variety of factors, from physical appearance to background. People find out about each other through self-disclosure, the process of sharing personal details. Mutual liking, frequent contact, and similar interests further the attraction.

- **Similarity**: People are attracted to others who have similar interests and attitudes
- **Proximity**: The mere exposure effect explains how people tend to like those whom they are around frequently
- **Reciprocal liking**: People usually like others who like them

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CRAM QUIZ
Group Dynamics, Attribution, and Interpersonal Perception

**QUESTION 1**
A cyclist performs better during a race with others than when she races against the clock by herself. This is best explained by
(A) social facilitation  
(B) social loafing  
(C) deindividuation  
(D) self-fulfilling prophecies  
(E) self-serving biases

**QUESTION 2**
Joe is working on a group project and finds himself doing all the work while the other members of his group slack off. Which theory of group dynamics does this behavior exemplify?
(A) social facilitation  
(B) social loafing  
(C) deindividuation  
(D) social inhibition  
(E) group polarization

**QUESTION 3**
Before attending a meeting, Tony says that he is vehemently against his employer’s new budget plan. At the meeting, though, everybody else seems content with the plan. Tony does not want to cause any problems, so he agrees with the budget. What theory of group dynamics does this behavior exemplify?
(A) social loafing  
(B) false-consensus effect  
(C) deindividuation  
(D) social inhibition  
(E) groupthink

**QUESTION 4**
People often misjudge the extent to which others agree with their ideas. This is known as the
(A) self-serving bias  
(B) fundamental attribution error  
(C) false-consensus effect  
(D) just-world bias  
(E) self-fulfilling prophecy

**QUESTION 5**
The tendency to blame other peoples’ behaviors on their internal dispositions is known as the
(A) self-serving bias  
(B) fundamental attribution error  
(C) false-consensus effect  
(D) just-world bias  
(E) self-fulfilling prophecy

**QUESTION 6**
The tendency to believe that a person with one positive trait has other positive traits is known as the
(A) just-world bias  
(B) fundamental attribution error  
(C) mere exposure effect  
(D) halo effect  
(E) reciprocal liking effect

**QUESTION 7**
Jennifer begins a new job and is somewhat attracted to her colleague in the cubicle next to her. She sees him every day, and her attraction increases. This can most likely be attributed to
(A) the mere exposure effect  
(B) the halo effect  
(C) similarity  
(D) physical attractiveness  
(E) reciprocal liking

**QUESTION 8**
Which of the following researchers coined the term “groupthink”?
(A) Latane  
(B) Darley  
(C) Bandura  
(D) Sherif  
(E) Janis

**ANSWERS**

\[ \text{ACDBE} \]
SOCIAL PSYCHOLOGY
Attitudes and Antisocial/Prosocial Behavior

ATTITUDES AND PERSUASION

GETTING AN ATTITUDE ADJUSTMENT
Attitudes are thoughts and feelings about stimuli such as people, places, and events. They are conditioned to be positive or negative based on prior experiences. Attitudes can be changed through persuasion.

Features of the message that may increase persuasiveness:
- Frequent repetition
- Fear-inducing
- For an uninformed audience, a single-sided message
- For an informed audience, acknowledgement of opposing arguments

Features of the communicator that may increase persuasiveness:
- Attractive
- Famous
- Knowledgeable
- Likeable
- Trustworthy

Features of an easily persuaded audience:
- Low self-esteem
- Low educational level

AGGRESSION AND ANTISOCIAL BEHAVIOR

HATE ME TODAY, HATE ME TOMORROW
Aggression is behavior intended to hurt someone.

The frustration-aggression hypothesis suggests that people who feel frustrated are more likely to behave aggressively. Aggression may also be an adaptive response, or it may result from observing aggressive models.

ALTRUISM AND PROSOCIAL BEHAVIOR

HELP! I NEED SOMEBODY
Altruism is a selfless sacrifice—help given without personal gain.

Bystander intervention is the influence of nearby people on the likelihood of helping. This was exemplified in the case of Kitty Genovese, a New Yorker who was stabbed to death outside her apartment complex while neighbors heard her scream. No one helped her because each person assumed that somebody else was already helping. This phenomenon is called diffusion of responsibility: the more people around when help is needed, the less each person feels responsible to help.

STEREOTYPES, PREJUDICE, DISCRIMINATION

REBEL WITHOUT A CAUSE

Cognitive dissonance results from a conflict between attitudes and behaviors. People typically change one or the other in order to achieve consistency and relieve tension. Leon Festinger found that people are more likely to change their attitudes to match their behaviors than vice versa.
CRAM QUIZ
Attitudes and Antisocial/Prosocial Behavior

QUESTION 1
Which of the following individuals would likely be easiest to persuade?

(A) a graduate student with low self-esteem
(B) a doctor with high self-esteem
(C) a high school dropout with low self-esteem
(D) a college student with low self-esteem
(E) a high school graduate with high self-esteem

QUESTION 2
Leon Festinger asked subjects to perform a boring task and tell other subjects the task was enjoyable. Participants were paid either $1 or $20 for lying. Those with less motivation to lie were more likely to say they actually enjoyed the task. What caused this reaction?

(A) cognitive dissonance
(B) peripheral persuasion
(C) bystander intervention
(D) foot-in-the-door phenomenon
(E) pluralistic ignorance

QUESTION 3
An old lady drops a bag of groceries while carrying them to her car. Though there are many people around, nobody offers to help. This is likely the result of

(A) dehumanization
(B) altruism
(C) prejudice
(D) diffusion of responsibility
(E) social loafing

QUESTION 4
Which of the following is NOT an example of instrumental aggression?

(A) Katie pushes Mindy out of line so she can get lunch first.
(B) Roy punches Eric when Eric calls him a bad name.
(C) Mike shoves Jeri so he can steal her toy.
(D) Russ hits Phil's car in order to get to a parking space first.
(E) Brian mugs Ed in order to steal his wallet.

QUESTION 5
Unfriendly Inn refuses to serve Asian customers. This policy is an example of

(A) stereotyping
(B) prejudice
(C) discrimination
(D) aggression
(E) prosocial behavior

QUESTION 6
According to the contact hypothesis, people are most likely to reduce stereotypes if they

(A) list positive attributes of members of other groups
(B) trade places with members of other groups
(C) work toward a common goal with members of other groups
(D) physically fight members of other groups
(E) spend time with members of other groups

QUESTION 7
A fire alarm goes off in a classroom. All the students look around at each other, see that nobody else is moving, and decide to stay seated. This behavior is an example of

(A) pluralistic ignorance
(B) cognitive dissonance
(C) diffusion of responsibility
(D) bystander intervention
(E) peripheral persuasion

QUESTION 8
An advertisement does not provide information about a product, instead trying to sell it through attractive models and flashy graphics. What does this ad exemplify?

(A) door-in-the-face phenomenon
(B) peripheral persuasion
(C) cognitive dissonance
(D) central persuasion
(E) pluralistic ignorance

ANSWERS
SOCIAL PSYCHOLOGY
Conformity, Compliance, and Obedience

**OBEDIENCE**

**SHOCKING DEMANDS**
“We will pay you $4.00 for 1 hour of your time. Persons needed for a study of memory.”
– Milgram’s advertisement for participants

http://en.wikipedia.org/wiki/File:Milgram_Experiment_v2.png

Stanley Milgram recruited approximately 500 people to participate in a study of obedience at Yale University in 1974. The experimenter (E, in illustration above) told the teacher (T, the research participant), to give electric shocks to a learner (L) when the learner performed poorly on a task. The participant believed that the learner was receiving actual shocks, though the learner was really a confederate who played pre-recorded screaming sounds. The experimenter instructed the teacher to continue giving increasingly painful shocks, despite the protests of the learner. The majority of participants obeyed the experimenter.

The more authority the participant believed the experimenter had, the more likely the participant was to continue shocking the learner—participants were thus more likely to continue if they thought the experimenter was a professor, rather than a graduate student. When participants saw other confederates refuse to continue the shocks, however, the participant was less likely to continue shocking the learner. Obedience to the experimenter’s instructions also decreased when the participant could see the learners, rather than only hearing them.

This experiment provides extremely interesting information about the nature of obedience, though it would likely never be permitted by an Institutional Review Board (IRB) today. Research participants were later told that the shocks were faked, but the realization that participants could have killed the learner had the situation been real was naturally quite disturbing to those involved.

**COMPLIANCE**

**DEATH OF A SALESMAN**
Compliance is acting on someone else’s request, even if it goes against your own self-interest.

![Strategies for Eliciting Compliance](http://en.wikipedia.org/wiki/File:Milgram_Experiment_v2.png)

- **Foot-in-the-door**
- **Door-in-the-face**
- **Norms of reciprocity**

**Tendency to agree to a large request after agreeing to a related smaller one**
**Tendency to agree to a smaller request after turning down a larger one**
**Tendency to do something for someone if he does something for you**

**CONFORMITY**

**ONE AND THE SAME**
If you have ever been to middle school (or high school, for that matter), you probably know a great deal about conformity. *Conformity* is a change in one’s behavior in order to match other group members. Groups of three or more members can elicit changes in behavior, particularly when members appear to be cohesive and unanimous in their opinions.

**SOLOMON ASCH**
- Asch asked participants to take part in a study about perceptual judgment
- Participants were put into groups of confederates and asked to match the lengths of two lines in different groups (see illustration at right)
- Group members answered one at a time
  - The answer should have been obvious, but confederates purposely answered incorrectly
- Participants usually agreed with group members, even though they knew the answer was wrong

### CRAM QUIZ

**Conformity, Compliance, and Obedience**

<table>
<thead>
<tr>
<th>QUESTION 1</th>
<th>QUESTION 5</th>
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</thead>
<tbody>
<tr>
<td>Which of the following factors was NOT correlated with likelihood of conforming to a group in Asch’s conformity experiments?</td>
<td>A wildlife foundation sends you an adorable plush dolphin for free, along with a letter requesting a donation. You decide to send them $10 since the foundation gave you a free gift. This is an example of the</td>
</tr>
<tr>
<td>(A) gender</td>
<td>(A) door-in-the-face approach</td>
</tr>
<tr>
<td>(B) age</td>
<td>(B) foot-in-the-door approach</td>
</tr>
<tr>
<td>(C) social status</td>
<td>(C) norms of reciprocity</td>
</tr>
<tr>
<td>(D) group cohesiveness</td>
<td>(D) bargaining approach</td>
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<tr>
<td>(E) group unanimity</td>
<td>(E) norms of social influence</td>
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</tbody>
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<thead>
<tr>
<th>QUESTION 2</th>
<th>QUESTION 6</th>
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</thead>
<tbody>
<tr>
<td>A girl scout tries to sell a box of cookies for $10 but is turned down. She then offers the box for $5 and successfully sells the cookies. This is an example of the</td>
<td>A false participant used by a researcher to elicit responses from actual research participants is known as a(n)</td>
</tr>
<tr>
<td>(A) door-in-the-face approach</td>
<td>(A) learner</td>
</tr>
<tr>
<td>(B) foot-in-the-door approach</td>
<td>(B) modeler</td>
</tr>
<tr>
<td>(C) norms of reciprocity</td>
<td>(C) persuader</td>
</tr>
<tr>
<td>(D) bargaining approach</td>
<td>(D) faker</td>
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<tr>
<td>(E) norms of social influence</td>
<td>(E) confederate</td>
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</tbody>
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<tr>
<th>QUESTION 3</th>
<th>QUESTION 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stanley Milgram’s electric shock experiment studied</td>
<td>How many people (other than the participant) are needed in order for conformity to occur?</td>
</tr>
<tr>
<td>(A) aggression</td>
<td>(A) two</td>
</tr>
<tr>
<td>(B) compliance</td>
<td>(B) three</td>
</tr>
<tr>
<td>(C) discrimination</td>
<td>(C) four</td>
</tr>
<tr>
<td>(D) obedience</td>
<td>(D) five</td>
</tr>
<tr>
<td>(E) conformity</td>
<td>(E) six</td>
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</tbody>
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<tr>
<th>QUESTION 4</th>
<th>QUESTION 8</th>
</tr>
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<tbody>
<tr>
<td>In Solomon Asch’s conformity experiments, participants were asked to make judgments about</td>
<td>People are most likely to obey someone who is</td>
</tr>
<tr>
<td>(A) moral values</td>
<td>(A) friendly</td>
</tr>
<tr>
<td>(B) fashion choices</td>
<td>(B) attractive</td>
</tr>
<tr>
<td>(C) perceptual pairings</td>
<td>(C) rude</td>
</tr>
<tr>
<td>(D) accuracy of trivia knowledge</td>
<td>(D) authoritative</td>
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<tr>
<td>(E) pain level thresholds</td>
<td>(E) intelligent</td>
</tr>
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</table>

### ANSWERS

1. B
2. A
3. D
4. C
5. E
6. B
7. D