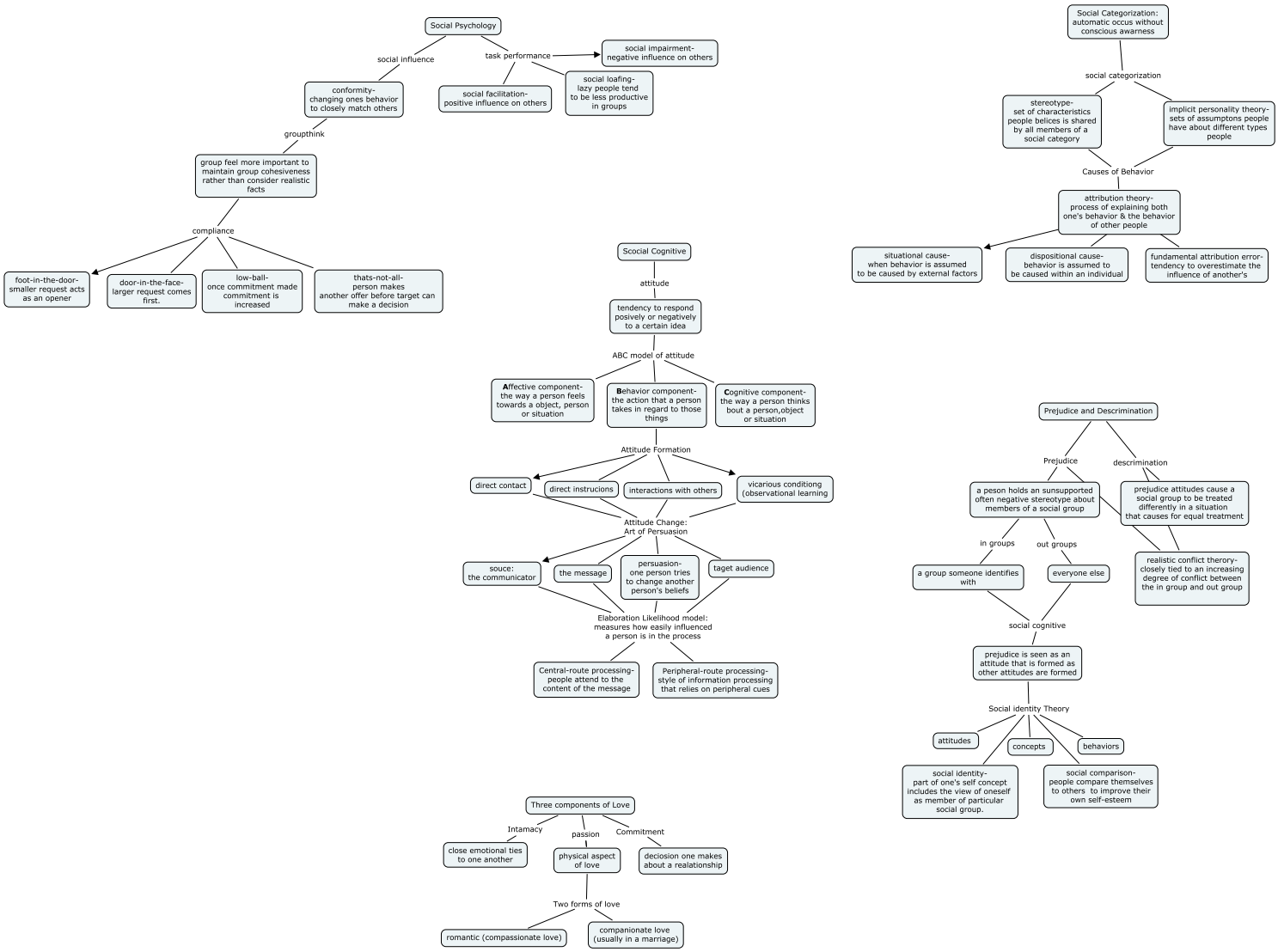
Social Psychology
social influence
task performance
social impairment-
negative influence on others
conformity-
changing ones behavior
to closely match others
social facilitation-
positive influence on others
social loafing-
lazy people tend
to be less productive
in groups
groupthink
group feel more important to
maintain group cohesiveness
rather than consider realistic
facts
compliance
foot-in-the-door-
smaller request acts
as an opener
door-in-the-face-
larger request comes
first.
low-bail-
once commitment made
commitment is
increased
thats-not-all-
person makes
another offer before target can
make a decision
Social Categorization:
automatic occus without
conscious awarness
social categorization
stereotype-
set of characteristics
people belices is shared
by all members of a
social category
implicit personality theory-
sets of assumptons people
have about different types
people
Causes of Behavior
attribution theory-
process of explaining both
one's behavior & the behavior
of other people
situational cause-
when behavior is assumed
to be caused by external factors
dispositional cause-
behavior is assumed to
be caused within an individual
fundamental attribution error-
tendency to overestimate the
influence of another's
Scocial Cognitive
attitude
tendency to respond
posively or negatively
to a certain idea
ABC model of attitude
Affective component-
the way a person feels
towards a object, person
or situation
Behavior component-
the action that a person
takes in regard to those
things
Cognitive component-
the way a person thinks
bout a person,object
or situation
Attitude Formation
direct contact
direct instrucions
interactions with others
vicarious conditiong
(observational learning
Attitude Change:
Art of Persuasion
souce:
the communicator
the message
persuasion-
one person tries
to change another
person's beliefs
taget audience
Elaboration Likelihood model:
measures how easily influenced
a person is in the process
Central-route processing-
people attend to the
content of the message
Peripheral-route processing-
style of information processing
that relies on peripheral cues
Prejudice and Descrimination
Prejudice
descrimination
a peson holds an sunsupported
often negative stereotype about
members of a social group
prejudice attitudes cause a
social group to be treated
differently in a situation
that causes for equal treatment
in groups
out groups
a group someone identifies
with
everyone else
realistic conflict therory-
closely tied to an increasing
degree of conflict between
the in group and out group
social cognitive
prejudice is seen as an
attitude that is formed as
other attitudes are formed
Social identity Theory
attitudes
concepts
behaviors
social identity-
part of one's self concept
includes the view of oneself
as member of particular
social group.
social comparison-
people compare themselves
to others to improve their
own self-esteem
Three components of Love
Intamacy
passion
Commitment
close emotional ties
to one another
physical aspect
of love
deciosion one makes
about a realationship
Two forms of love
romantic (compassionate love)
companionate love
(usually in a marriage)