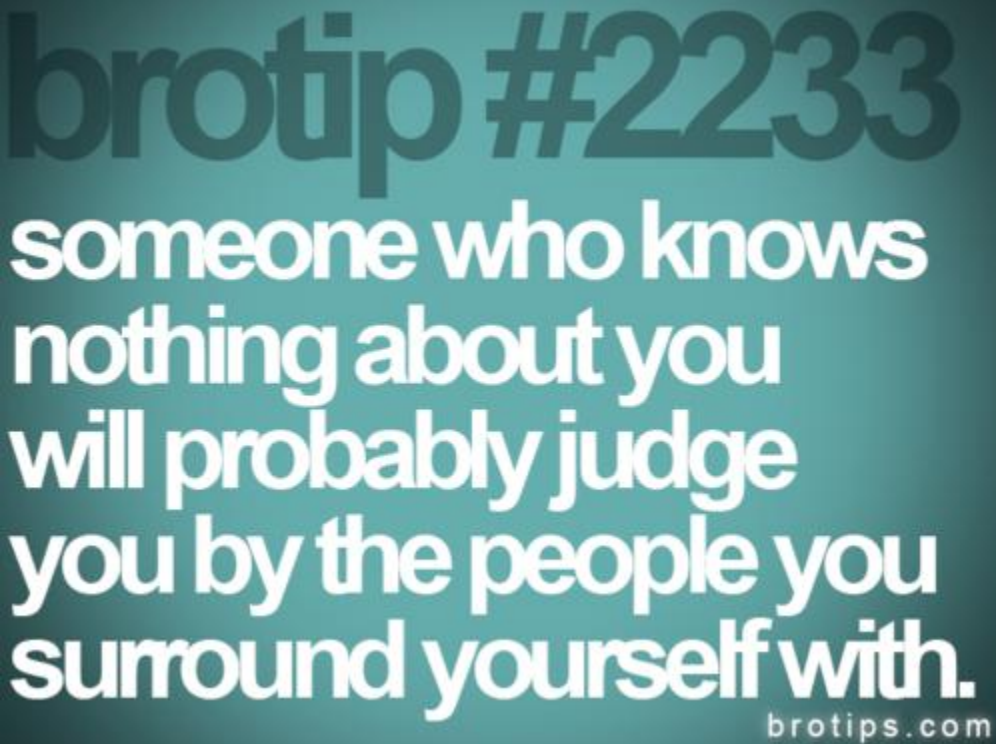




PSYCHOLOGY

WELCOME TO PSYC 110



PSYC 110 (General Psychology)

Module 7: Social Psychology

Trenton C. Johannis, Ph.D.



How are we doing on SONA participation?

section	mean credits earned	% of students who have...	
		started	finished
	2.0	80%	11%
	1.8	80%	8%
	1.7	69%	11%
110 (johanis) ALL	1.6	68%	8%
	1.6	67%	8%
	1.0	54%	4%

excuse me what



Remember our deal!

If our LECTURE section (all of us together) places in the top TWO for research participation (average credits earned) in all of PSYC 110 by May 5 (second-last class of the term)...

We'll have LIVE MUSIC for ClickerFest





Let's make another deal

We also receive the breakdown of each Discussion Section's SONA credits weekly...here's this week's update:

section	n	average credits earned	% of students who have...	
			started	finished
110 (johanis & colon 1545)	14	2.6	0.79	0.14
110 (johanis & evins 1610)	28	2.2	0.75	0.18
110 (johanis & santoni 1330)	28	1.9	0.71	0.07
110 (johanis & fleenor 1500)	19	1.8	0.74	0.11
110 (johanis & mattwig 1350)	27	1.7	0.67	0.11
110 (johanis & colon 1650)	27	1.6	0.81	0.07
110 (johanis & evins 1500)	27	1.6	0.63	0.07
110 (johanis & santoni 1430)	28	1.5	0.61	0.04
110 (johanis & jones 1130)	28	1.5	0.68	0.04
110 (johanis & jones 1350)	21	1.3	0.67	
110 (johanis & mattwig 1500)	8	1.1	0.38	
110 (johanis & fleenor 1610)	24	0.8	0.54	0.04



Let's make another deal

SO...

*If your DISCUSSION section places in the top THREE
for research participation (average credits earned)
by May 5 (second-last class of the term),
every student in your discussion section receives...*

1st Place: 2% Extra Credit

2nd Place: 1% Extra Credit

3rd Place: 0.5% Extra Credit



What should we get out of today?

THE PLAN

RELATIONSHIP

**FACILITATORS (FINISH
UP FROM LAST CLASS)**

SOCIAL FACILITATION

CONFORMITY

PERSUASION



There are four fundamental facilitators of attraction

Relationship Facilitators

Proximity

**Physical
Attractiveness**

Familiarity

**Others'
Opinions**

*As each of these increase, the likelihood we want
to interact with them increases*



We tend to like people when we know they like us

Others' Opinions

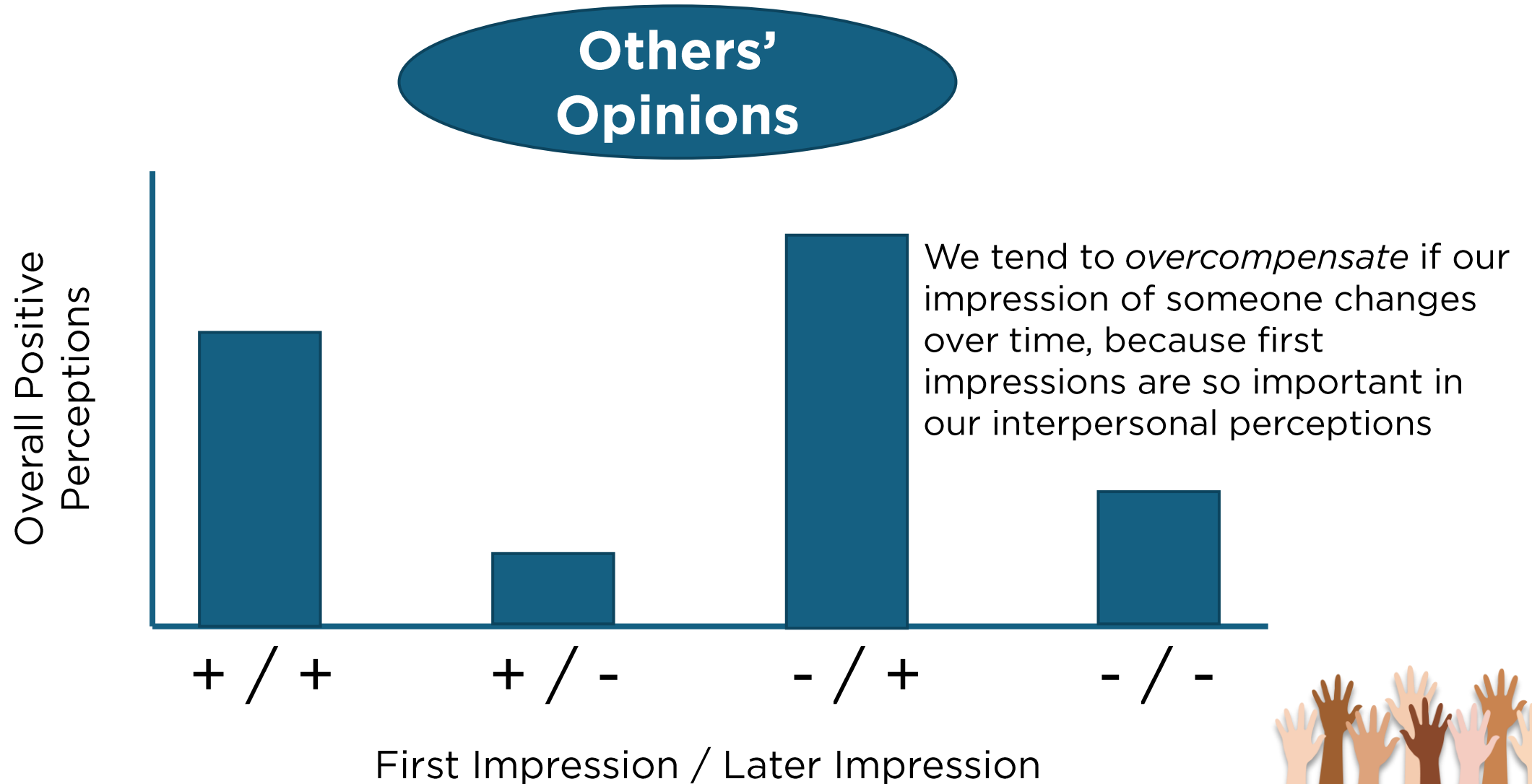


Mediated by self-esteem

- People with high self-esteem tend to perceive those who like them as more attractive
- People with low self-esteem tend to perceive those who like them as less attractive



We tend to like people more if they impress us, but not at first





How do we form relationships?

Relationship Facilitators

Proximity

**Physical
Attractiveness**

Familiarity

**Others'
Opinions**

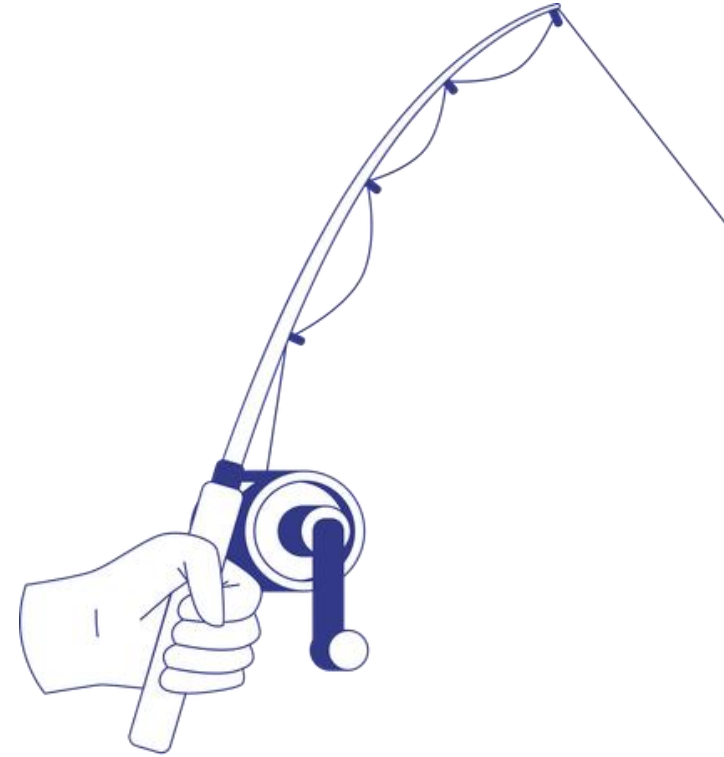


People behave differently in the presence of others

Norman Triplett's research on group behavior:



Cyclists travelled faster in a group compared to alone



Children wound the reel of a fishing rod faster with others than alone



Social Facilitation

The increased performance that occurs
in the presence of others



People behave differently in the presence of others

BUT, does the presence of others *a/ways* improve performance?
Studies showed conflicting evidence.

According to Zajonc's Resolution:

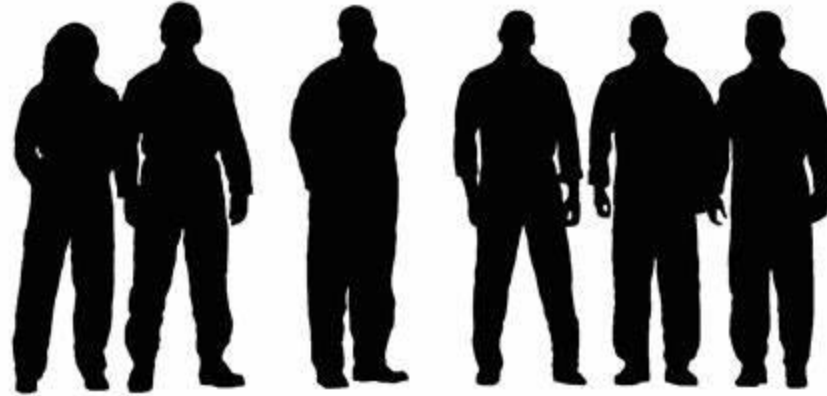
The presence of others increases performance on simple and/or well-prepared tasks

The presence of others decreases performance on complex and/or ill-prepared tasks

*Whether a task is considered simple or complex
depends on the person performing*



In research, we can manipulate who is watching



Confederate

A person in a psychology study who pretends to be part of the study (e.g., participant, experimenter, observer) but is really involved in performing the experiment itself

A confederate will behave in a certain way—as dictated by the experimenters—to see how the real participant(s) respond(s)



We tend to behave like others around us: Conformity

Sherif's first experiment:

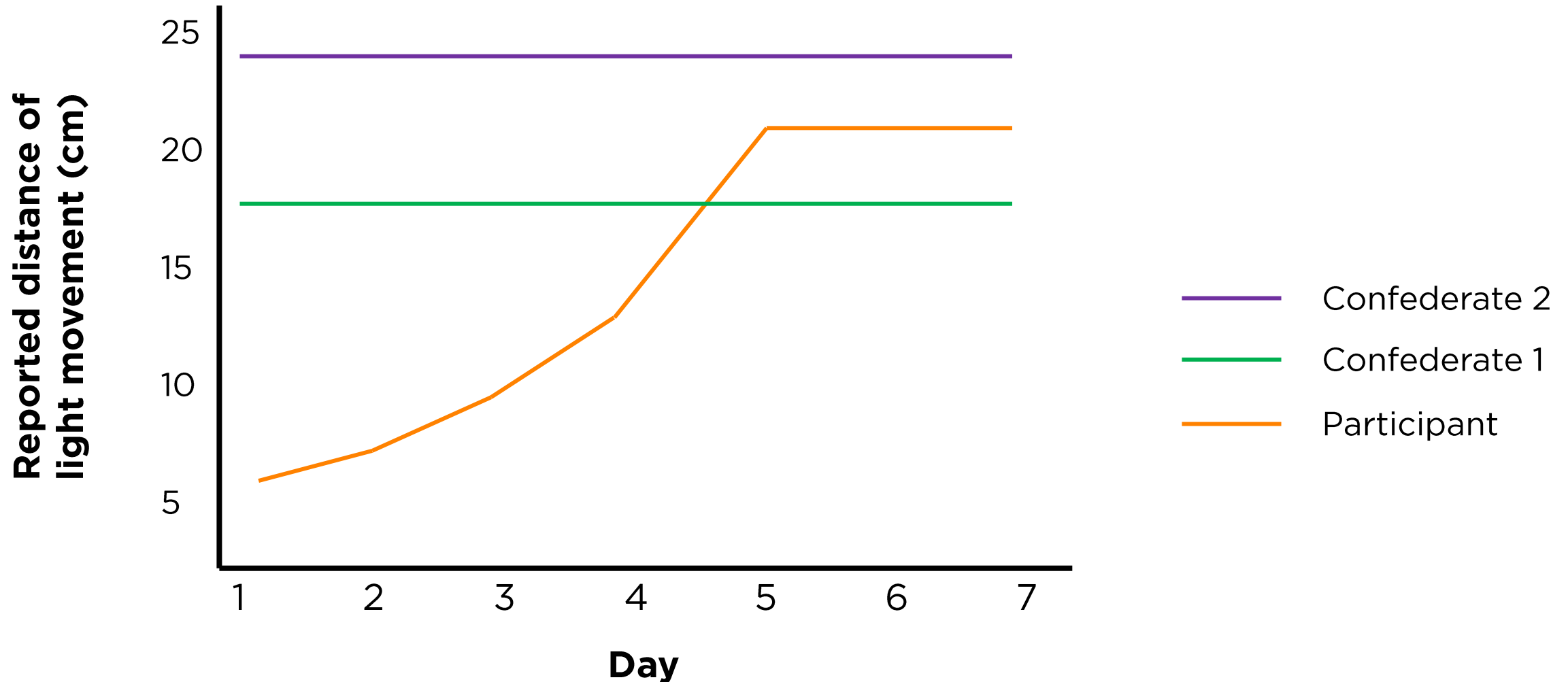


Participant in a pitch-black room with two confederates acting as other participants

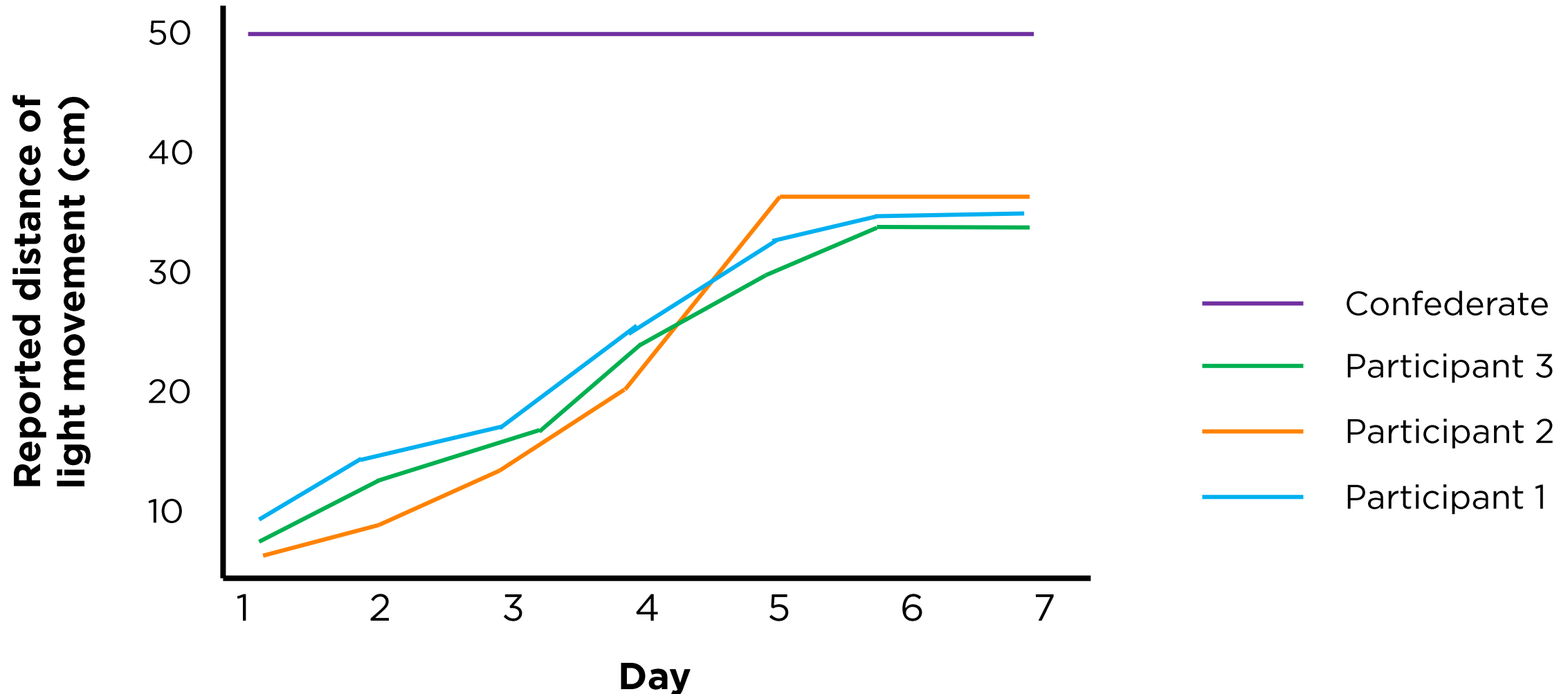
Asked to report, out loud, how far a light on the far side of the room moves

Light doesn't actually move, but the confederates report that it did

Muzafer Sherif's first experiment:



Muzafer Sherif's second experiment:





Conformity

The tendency for people to behave similarly to those around them

Occurs even when performance is anonymous

Occurs even when it means being blatantly incorrect

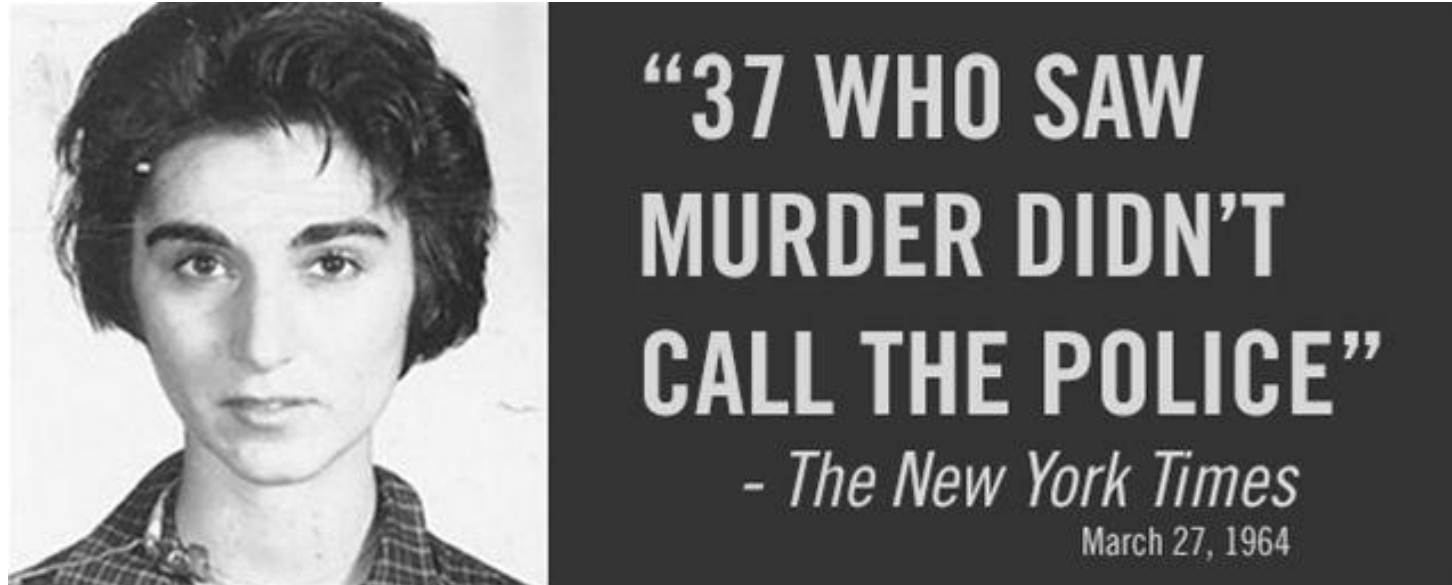
[The Asch Experiment \(youtube.com\)](https://www.youtube.com/watch?v=KwZuwr1R8e8)

[Elevator Experiment groepsdruk \(youtube.com\)](https://www.youtube.com/watch?v=KwZuwr1R8e8)



We don't tend to act if others don't act first

The Case of Kitty Genovese:



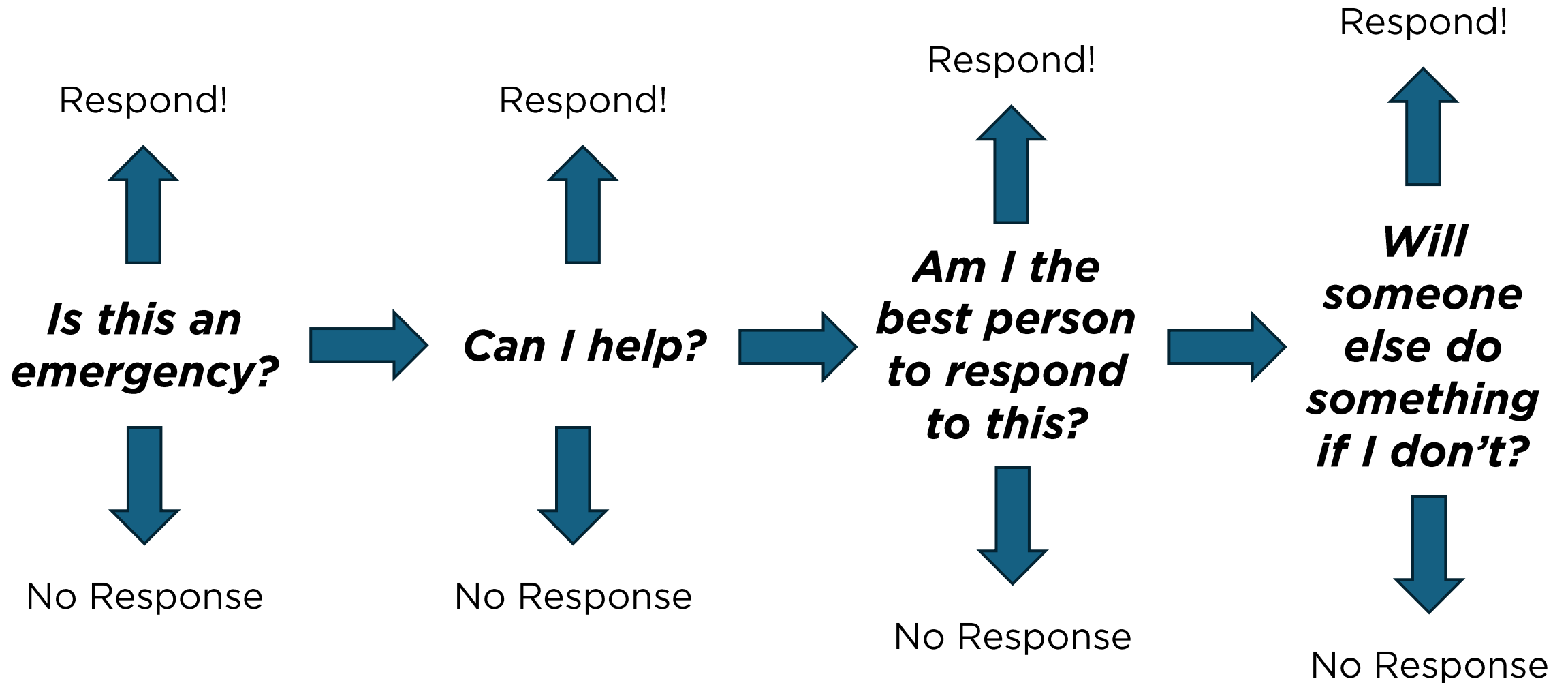
Despite hearing cries for help and an obvious assault happening, nobody in neighbouring apartments responded (called for help etc.)

The Bystander Effect

The tendency for people to refrain from responding to a situation under the assumption that somebody else will



Your brain on The Bystander Effect





The Bystander Effect manifests in two ways

Collective Ignorance

When each individual in a group sees nobody is responding in an ambiguous (unclear) situation that could be an emergency, they conclude that the situation is not an emergency

Diffusion of Responsibility

Our decision for whether we should act on a clear emergency is influenced by whether we believe someone else in the group is more qualified



The Bystander Effect manifests in two ways

The logo for 'point solutions' is centered within a white rounded rectangle. The word 'point' is written in a bold, lowercase, magenta sans-serif font. Below it, the word 'solutions' is written in a bold, lowercase, black sans-serif font.

[Helping Hands | Brain Games \(youtube.com\)](#)



The Bystander Effect can be overcome

If you are ever in trouble, or see trouble, and see the Bystander Effect happening...



Single out someone in the crowd! The social pressure will make them help.



We can use Social Psychology to influence people

Persuasion

An active attempt by one person to change another person's attitudes, beliefs, or emotions associated with some issue, person, concept, or object



The size of the request matters in persuasion



The Foot-in-the-Door Technique

People are more likely to agree to a larger request if they've already agreed to a smaller one



The Door-in-the-Face Technique

People are more inclined to agree to a smaller request after they've declined a larger one



If you have a big request, start small

The Foot-in-the-Door Technique

Persuader starts with a small request and gradually increases magnitude of requests

"Can you help me figure out how to make a cake?"

"Yes!"



"Think you could help me find the ingredients?"

"Sure."



"You might as well help me make it now, right?"

"Ok?"



"Aw man I have to run, let me know when you're done!"

"Umm...I guess."

A gradual escalation of demands increases obedience

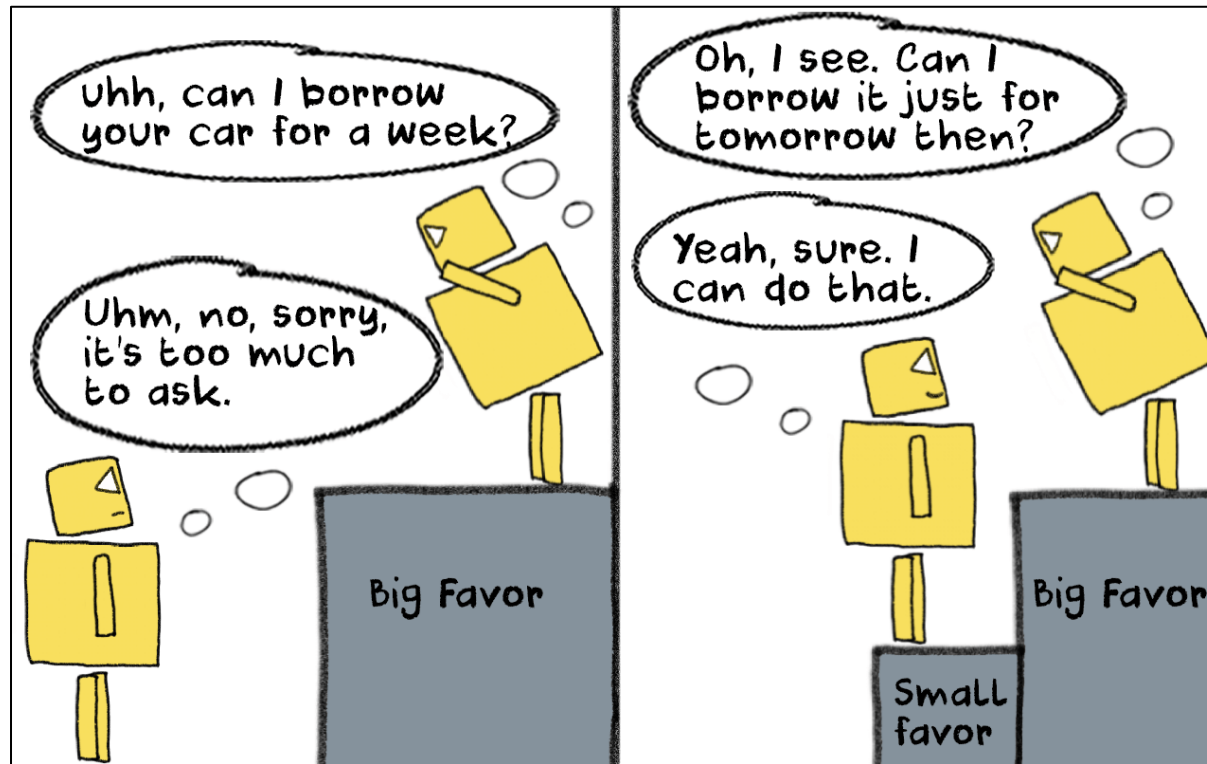
[Foot-in-the-door \(youtube.com\)](https://www.youtube.com/watch?v=K11L8YUkQ08)



If you have a small request, start big

The Door-in-the-Face Technique

Persuader starts with an unreasonable request
then scales back to actual request



[House](#)
[Flipping](#)
[Tactics |](#)
[Modern](#)
[Family |](#)
[Comedy](#)
[Central](#)
[Africa -](#)
[YouTube](#)

*The unreasonable request makes the actual request seem smaller in magnitude,
which increases obedience*



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CONFORMITY

PERSUASION



How did we do?

It takes nothing to
join the crowd. It takes
everything
to stand alone.

-Hans F. Hansen

For y'all:

Friday QuizTerm **is March 14**

Collab Project groups **due March 14**

InQuizitive **due March 16**

Reflection Journal **due March 16**

Remember to get your SONA credits done!