

Social Psychology Exam 1

Chapter 1 – Introducing Social Psychology

What Is Social Psychology?

- Social psychology is the scientific study of how people think about, influence, and relate to one another
- Social thinking
 - How we perceive ourselves and others
 - What we believe
 - Judgments we make
 - Our attitudes
- Social influence
 - Culture and biology
 - Pressures to conform
 - Persuasion
 - Groups of people
- Social relations
 - Helping
 - Aggression
 - Attraction and intimacy
 - Prejudice
- Focuses less on differences among individuals, more on how individuals view and affect one another
- An environmental science; it reveals how the social environment influences behaviour

Major Themes in Social Psychology

- Social thinking
 - We construct our social reality
 - Our social intuitions are powerful, sometimes perilous (dangerous)
- Social influences
 - Social influences shape behaviour
 - Dispositions shape behaviour
- Social relations
 - Social behaviour is also biological behaviour
 - Relating to others is a basic need
- Applying social psychology
 - Social psychology's principles are applicable to everyday life

The central themes of social psychology concern the following

- How we construe our social worlds
- How our social intuitions guide and sometimes deceive us
- How our social behaviour is shaped by other people, by our attitudes and personality, and by our biology

- How social psychology's principles apply to our everyday lives

Social Psychology and Human Values

Obvious ways in which values enter social psychology

- Values differ across cultures
- Values also influence the types of people attracted to various disciplines
- Values enter the picture as the object of social-psychological analysis. Psychologists investigate how values form, why they change, and how they influence attitudes and actions

Not-so-obvious ways in which values enter social psychology

- Science is not purely objective
- Tendency to prejudge reality based on our expectations is a basic fact about the human mind
- Scholars who come from similar cultures often share a common viewpoint and their assumptions may go unchallenged
- Culture – the enduring behaviours, ideas, attitudes, traditions, products, and institutions shared by a large group of people and transmitted from one generation to the next
- Social representations – socially shared beliefs; widely held ideas and values, including our assumptions and cultural ideologies. Our social representations help us make sense of our world

The hidden values in psychological concepts

- Psychologists define things as if they are fact, when they are value judgments i.e. mature vs. immature, mentally healthy or mentally ill.
- Naturalistic fallacy – the error of defining what is good in terms of what is observable: for example, what's typical is normal; what's normal is good.
 - If most people don't do something, that does not make it wrong, if most people do it, it is not right
- Values lie hidden within our cultural definitions of mental health
- Beliefs and values influences what social psychologists think and write
- This penetration of values into science is not a reason to fault social psychology or any other science. That human thinking is seldom dispassionate is precisely why we need systematic observation and experimentation if we are to check our cherished ideas against reality

I Knew It All Along

- Does social psychology simply formalize what any amateur already knows intuitively?
- Hindsight bias – the tendency to exaggerate, after learning an outcome, one's ability to have foreseen how something turned out. Also known as the *I-knew-it-all-along phenomenon*
 - Think you already knew something once it is presented to you

Research Methods

- Theory – an integrated set of principles that explain and predict observed events
- Implied testable predictions – hypotheses
- Operationalization – process of deciding on our observations, how science puts its theories to test
- A good theory effectively summarizes many observations, and makes clear predictions that we can use to confirm or modify the theory, generate new exploration, and suggest practical applications

Correlational Research: Detecting natural associations

- Correlational research – the study of the naturally occurring relationships among variables
- Experimental research – studies that seek clues to cause-effect relationships by manipulating one or more factor while controlling other
- Field research – research done in natural real-life settings outside the laboratory
- Correlation – could be related to a third factor, therefore not a causation relationship

Survey Research

- Random sample – survey procedure in which every person in the population being studied has an equal chance of inclusion

Random Assignment

- The process of assigning participants to the conditions of an experiment such that all persons have the same chance of being in a given condition
- Average about the same in factors that may affect results, i.e. age, sex, intelligence, education
- Random assignment helps us infer cause and effect. Random sampling helps us generalize to a population

The Ethics of Experimentation

- Mundane realism – degree to which an experiment is superficially similar to everyday situations
- Experimental realism – degree to which an experiment absorbs and involves its participants
- Mundane not as important as experimental
- Demand characteristics – cues in an experiment that tell the participant what behaviour is expected
- Informed consent – an ethical principle requiring that research participants be told enough to enable them to choose whether they wish to participate

Chapter 2 – The Self in a Social World

Self-concept: Who am I?

- Self-concept – a person's answers to the question, "Who am I?"

- Self-schema – beliefs about self that organize and guide the processing of self-relevant information
- Schemas are mental templates by which we organize our worlds
- Self schemas could be our perceiving ourselves as athletic, intelligent, overweight, smart
- Powerfully affect how we perceive, remember, and evaluate other people and ourselves
- If athletics is central to your self-concept (being an athlete is one of your self schemas), then you will tend to notice others' bodies and skills
- Self-schemas that make up our self-concepts help us organize and retrieve our experiences

Possible Selves

- Self-concepts include not only self schemas about who we currently are, but also who we might become – our possible selves
- Possible selves- images of what we dream of *or* dread becoming in the future
- Possible selves motivate us with a vision of the life we long for, and the life we hope to avoid

Development of the social self

- Both genetics and social experience also plays a part. Influences such as our social identity, the comparisons we make with others, our successes and failures, how other people judge us, the surrounding culture

Social Identity

- Social identity – the “we” aspect of our self-concept. The part of our answer to “Who am I?” that comes from our group memberships. *Examples: I am Australian, I am catholic*
- Race, religion, sex, academic major, and so forth, also implies a definition of who you are not
- Part of a small group surrounded by a larger group, we are often conscious of our social identity, when our social group is the majority we think less about it

Social comparisons

- Self is also shaped by how we compare ourselves to others
- Lockwood and Kunda study, first year students compared to exceptional student and fourth year students compared to exceptional students. Viewed themselves differently, first years felt good and had hope, fourth year knew they would never measure up to superstar student
- Social comparison – evaluating your abilities and opinions by comparing yourself to others
- Using others as a benchmark by which we can evaluate our performance and our beliefs

Success and failure

- Self-concept fed by our daily experiences
- Generic statements (I am a lovable person) can make people with high self esteem feel better but those with low self esteem, those who needed the boost, feel worse
- Hard earned achievements best way to increase self-concept
- Problems and failures can cause low self-esteem

Other people's judgments

- When people judge us positively, helps us think well of ourselves
- Children labelled as gifted, hardworking, or helpful tend to incorporate such ideas into their self-concepts and behaviour
- Self-esteem depends on whether or not we believe we have traits that make us attractive to others, and not necessarily on the traits that we say we value most

Self and culture

- In Western cultures, individualism prevails
- Individualism – the concept of giving priority to one's own goals over group goals and defining one's identity in terms of personal attributes rather than group identifications
- Most cultures native to Asia, Africa, and Central and South America place a greater value on collectivism
- Collectivism – giving priority to the goals of one's group and defining one's identity accordingly
- Interdependent self – construing one's identity in relation to others
- Even in languages, these cultures say "I" less often. Went to the movie, rather than I went to the movie

Culture and cognition

- Asians see relationships between objects more often, Americans attend more to a single focal object. Asians focus on grand scheme
- Independent self acknowledges relationships with others, the interdependent self is more deeply embedded in others. Interdependent may have a different self with mother, father, friends, brother, teacher

Culture and self-esteem

- Self-esteem in collectivist cultures correlates closely with "what others think of me and my group"
- Individualistic cultures, self-esteem is more personal and less relational, care less when someone threatens collective identity

TABLE 2-1 SELF-CONCEPT: INDEPENDENT OR INTERDEPENDENT.

	Independent	Interdependent
Identity is	Personal, defined by individual traits and goals	Social, defined by connections with others
What matters	Me—personal achievement and fulfillment; my rights and liberties	We—group goals and solidarity; our social responsibilities and relationships
Disapproves of	Conformity	Egotism
Illustrative motto	“To thine own self be true”	“No one is an island”
Cultures that support	Individualistic Western	Collectivistic Asian and developing world

Self-Knowledge

- Sometimes can understand our behaviour, sometimes we don't
- How much insight do we really have into what makes us happy or unhappy? Not much. We are remarkably bad predictors of what will make us happy

Predicting behaviour

- People err when predicting their behaviour
- Example, people in couples tend to be bad at predicting the longevity of their relationships.
- Family and friends often better predictors
- Planning fallacy – the tendency to underestimate how long it will take to complete a task

Predicting feelings

- We want. We get. We are happy. – not the case, often miswant
- Impact bias – overestimating the enduring impact of emotion-causing events
- Faster than we expect, the emotional traces of such good tidings evaporate
- Also prone to impact bias after negative events. Some professors get tenure, others do not, but both are equally as happy 5 years later
- People make ill advised decisions and investments based on how happy they think it will make them
- Immune neglect – the human tendency to underestimate the speed and the strength of the “psychological immune system” which enables emotional recovery and resilience after bad things happen

The wisdom and illusions of self-analysis

- Timothy Wilson: The mental processes that control our social behaviour are distinct from the mental processes through which we explain our behaviour
- Rational explanations omit the unconscious attitudes that actually guide our behaviour
- Strangers to ourselves

- Dual attitudes: differing implicit (automatic) and explicit (consciously controlled) attitudes toward the same object. Verbalized explicit attitudes may change with education and persuasion; implicit attitudes change slowly, with practice that forms new habits
- Implicit actions are usually habit, slow to change

Self-Esteem: How Am I?

- Self-esteem – a person’s overall self-evaluation or sense of self-worth
- High self esteem when we feel good about domains (looks, smarts, etc.) important to self-esteem
- Goes both ways, people who value themselves in a general way – those with high self esteem – are more likely to value their looks, abilities, and so forth.
- Self-perceptions do have some influence. If you think you are good at math, you will be more likely to do well at math
- Praise is better when it is specific than general, feedback is best when it is true and specific

Self-esteem motivation

- Tesser: Believed the threat to self-esteem was greatest for an older child with a highly capable younger sibling
- Threats occur among friends whose success can be more threatening than that of strangers (Zuckerman & Jost)
- People react positively to success of romantic partners, consider it a part of “who I am”
- Self-esteem gauge – alerts us. Pain can motivate action, self-improvement and a search for acceptance and inclusion elsewhere when we feel inadequate

The “Dark Side” of Self-Esteem (Baumeister)

- Low self-esteem predicts increased risk of depression, drug abuse, and some forms of delinquency
- Even high levels of success can hurt self-esteem, worry about disappointing others on the next occasion
- Teen males who engage in sexual activity at too young an age, teen gang leaders, terrorists, all have high self-esteem
- Combination of narcissism and high self-esteem leads to aggressiveness
- Baumeister claims self-control is worth 10 times as much as self-esteem
- When feeling bad, low-self esteem people take a negative view of everything
- Christian Jordan suggested self-esteem comes in two forms, explicit (consciously controlled) and implicit (automatic or intuitive)

The Self in Action

Self-Control

- Effortful self-control drains our limited willpower reserves, brain consumes available blood sugar when engaged in self-control

Learned Helplessness versus Self-Determination

- Learned helplessness – the hopelessness and resignation learned when a human or animal perceives no control over repeated bad events
- Uncontrollable bad events → perceived lack of control → learned helplessness
- Depressed people become passive because they believe their efforts have no effect
- At the same time if you train your self-control and develop self discipline in one area of your life, it may spill over into other areas as well
- People who believe in their own competence and effectiveness cope better and achieve more than those who have learned a helpless, pessimistic outlook
- Our ability to effortfully regulate our behaviour, or willpower, works similarly to muscular strength. Can be exhausted and also strengthened

Self-Serving Bias: Seeing the Self Positively

- In studies of self-esteem, even low-scoring people respond in the mid-range of possible scores. Good reputation with ourselves
- Self-serving bias – the tendency to perceive yourself favourably

Evaluating the Self

- Self-serving bias is cognitive and motivated

Explanations for positive and negative events

- People attribute success to their ability and effort, but attribute failure to such external factors as bad luck
- Situations that combine skill and chance are especially prone to the phenomenon
- Self-serving attributions – a form of self-serving bias; the tendency to attribute positive outcomes to yourself and negative outcomes to other factors

Can we all be better than average?

- Self-serving bias also appears when people compare themselves with others
- Most people see themselves as better than the average person
- In subjective qualities, we create our own definitions to benefit ourselves. i.e. athletic ability, one could think they are good golfer now but don't consider how bad they were in little league

Unrealistic optimism

- More optimists than pessimists
- Unrealistic optimism about future life events (Weinstein)
- Students perceive themselves as far more likely than their classmates to get a good job, good salary, own a home and far less likely to experience negative events

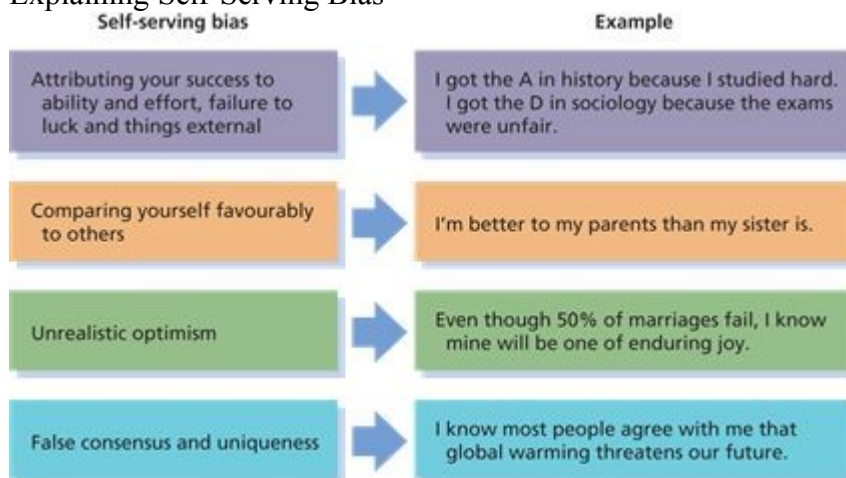
False consensus and uniqueness

- False consensus effect – the tendency to overestimate the commonality of one’s opinions and one’s undesirable or unsuccessful behaviours
- May occur because we generalize from a limited sample, which includes ourselves
- False uniqueness effect – the tendency to underestimate the commonality of one’s abilities and one’s desirable or successful behaviours
- We see our talents and positive behaviours as relatively unusual, not the normal, we are above average
- Those who drink heavily but use seat belts overestimate (false consensus) the number of heavy drinkers and underestimate (false uniqueness) the commonality of seat belt use
- We see our failings as normal, our virtues as exceptional

Temporal Comparison

- Temporal comparison – a comparison between how the self is viewed now and how the self was viewed in the past or how the self is expected to be viewed in the future
- Comparing ourselves to our past and future self to put the current self in a positive light
- Rate our selves as improving over time (Wilson & Ross 2001)
- Also compared current rating, past rating, and current rating from the past to prove this phenomenon
- People remember themselves as being much worse, sense of improvement was more illusion
- High self-esteem people are more self-enhancing
- Glory days feel like yesterday, while our defeats and transgressions feel like ancient history

Explaining Self-Serving Bias



Reflections on Self-Esteem and Self-Serving Bias

The self-serving bias as adaptive

- Bright side of self-esteem
- When good things happen, high-self esteem people tend to savour and sustain the good feelings compared to low self-esteem
- Self-serving bias and its accompanying excuses help protect people from depression. Imagine that self-serving bias was opposite and made us look at everything negatively.
- Self-serving bias additionally helps buffer stress. Those with self-enhancing tendencies were most resilient
- Buffers anxiety. Feeling good and secure protects us from feeling terror over our eventual death

The self-serving bias as maladaptive

- People who blame others for their social difficulties are often unhappier than people who can acknowledge their mistakes
- In groups people attribute success to themselves, failures to other members
- Group-serving bias – explaining away out-group members' positive behaviours; also attributing negative behaviours to their dispositions (while excusing such behaviour by one's own group)
- Same as self-serving bias but for groups.

Self-Presentation: Looking Good To Others

False modesty - **false modesty**, in which people put themselves down, extol future competitors, or publicly credit others when privately they credit themselves.

Self-handicapping – protecting one's self image with behaviours that create a handy excuse for later failure (partying instead of studying, giving an opponent an advantage)

Impression Management

- Self-presentation – the act of expressing yourself and behaving in ways designed to create a favourable impression or an impression that corresponds to your ideals
- Desired image to both an external audience and to an internal audience (ourselves)
- Self-monitoring – being attuned to the way you present yourself in social situations and adjusting your performance to create the desired impression
- Continually noting and altering your behaviour for your surrounding
- Low scores in self-monitoring usually people who don't care about what others think, but can seem insensitive

Chapter 3 – Social Beliefs and Judgments

Perceiving Our Social Worlds

Priming

- Priming – activating particular associations in memory
- “We stood by the bank” and river or money is whispered in your other ear. Primes your interpretation of the sentence
- Memory system is a web of associations, priming is the awakening or activating of certain associations
- Watching a scary movie at home alone can prime our thinking, reading about psychological disorders can prime moods

Perceiving and Interpreting Events

- First impressions more often right than wrong, the better we know people the more accurately we can read their minds and feelings
- Pro-Israeli and Pro-Arab students both perceived a neutral message as against their side, shows how powerful preconceptions can be
- Sports fan perceive referees as partial to the other side
- Preconceptions carry through, first impressions matter
- Beliefs and schemas shape our interpretation of everything else

Belief Perseverance

- Difficult to discredit beliefs that are already implanted, belief will still remain intact even after being disproved
- Belief perseverance – persistence of your initial conceptions, as when the basis for your belief is discredited but an explanation of why the belief might be true survives
- Beliefs can take on a life of their own and survive the discrediting of the evidence that inspired them
- The more we explain why our belief might be true, the more closed we become to information that challenges our belief
- Beat belief perseverance by explaining the opposite, thinking of reasons your belief may be incorrect. Explaining alternative possibilities

Constructing Memories of Ourselves and Our Worlds

- We construct memories at the time of withdrawal, reconstruct our distant past by using our current feelings and expectations to combine fragments of information
- Can unconsciously revise our memories to suit our current knowledge

- Misinformation effect – incorporating “misinformation” into one’s memory of the event, after witnessing an event and then receiving misleading information about it

Reconstructing past attitudes

- Even when attitudes change, people insist they have always felt how they currently feel
- People recall events more positively than they truly were
- Same happens in relationships, depending on how you currently feel
- Memories are hazy, therefore current feelings guide recall

Judging Our Social Worlds

Intuitive Judgments

The powers of intuition

- We know more than we know we know
- Controlled processing – explicit thinking that is deliberate, reflective, and conscious
- Automatic processing – implicit thinking that is effortless, habitual, and without awareness; roughly corresponds to intuition
- Automatic thinking examples:
 - Schemas
 - Emotional reactions
 - Answers from someone with sufficient expertise

The limits of intuition

- Not as smart as previously believed
- No evidence that commercial subliminal tapes can reprogram your unconscious mind

Overconfidence

- Automatic intuitions sometimes err, and often unaware of this
- Positive expectations for future performance
- Overconfidence phenomenon – the tendency to be more confident than correct – to overestimate the accuracy of one’s beliefs
- People give too much weight to their current intentions when predicting their future behaviour
- People tending to claim their mistakes were still almost right, therefore continue to be overconfident

Confirmation bias

- People tend not to seek information that might disprove what they believe

- Confirmation bias – a tendency to search for information that confirms one’s preconceptions

Remedies for overconfidence

- Prompt feedback
- Reduce “planning fallacy” overconfidence
- Think of a reason why their judgements might be wrong

Heuristics: Mental Shortcuts

- Mental shortcuts
- With ease can form impressions, make judgments, and invent explanations
- Heuristics – a thinking strategy that enables quick, efficient judgments

Representativeness heuristic

- Representativeness heuristic – the tendency to presume, sometimes despite contrary odds, that someone or something belongs to a particular group if resembling or representing a typical member
- Think someone is a particular type, even if the odds are completely against it
- Usually a reasonable guide to reality, but not always
- Is Linda a bank teller, or is she a bank teller and active in the feminist movement?
Automatically more likely to be just a bank teller

Availability heuristic

- Availability heuristic – a cognitive rule that judges the likelihood of things in terms of their availability in memory. If instances of something come readily to mind, we presume it to be commonplace
- Do more people live in Iraq or Tanzania? Assume Iraq because frequently hear about it in the news
- Norbert Schwarz (1991) had students list either 12 times they were assertive or 6 times they were assertive. Easy to list 6, those students believed themselves to be assertive. Difficult to list 12, those students felt they were not assertive
- Availability heuristic explains why powerful anecdotes are more compelling than statistical information. Perceived risk is often greater than the actual risk
- Ignore higher probabilities

Counterfactual Thinking

- Imagining worse alternatives helps us feel better, imagining better alternatives makes us feel worse but also helps us prepare to do better in the future
- Counterfactual thinking – imagining alternative scenarios and outcomes that might have happened, but didn’t
- Bronze medalists happier than silver medalists, at York 75 feels better than 79

Illusory Thinking

- Our search for order in random events, a tendency that can lead us down all sorts of wrong paths

Illusory correlation

- Illusory correlation – perception of a relationship where none exists, or perception of a stronger relationship than actually exists

Illusion of control

- Illusion of control – perception of uncontrollable events as subject to one's control or as more controllable than they are
- Gambling
 - Players feel they have more control than they actually do. Attribute wins to their skill, losses near misses or flukes
- Regression toward the average – the statistical tendency for extreme score or extreme behaviour to return toward the person's average
 - People try things such as getting a tutor, going to a therapist, reading a self-help book, etc. after failing, but in reality the success they achieve after this is just regression toward the average

Mood and Judgment

- Emotions prime thoughts and events, if in a bad mood look at everything negatively, good mood look at everything positively
- Memories can also be altered by emotions
- Moods infuse judgments, colour our interpretation of current experiences

Explaining Our Social Worlds

Attributing Causality: To The Person or the Situation?

- Misattribution – mistakenly attribution a behaviour to the wrong cause
- Attribution theory – the theory of how people explain the behaviour of others – for example, by attributing it either to internal dispositions (enduring traits, motives and attitudes) or to external situations
- How we explain people's behaviour
- Dispositional attribution – attributing behaviour to the person's disposition, qualities and traits
- Situational attribution – attributing behaviour to the environment

Inferring traits

- Often infer other people's actions as indicative of their intentions and dispositions
- If someone is sarcastic, I infer that they are hostile
- Spontaneous trait inference – an effortless, automatic inference of a trait after exposure to someone's behaviour
- The ease with which we infer traits

Commonsense attributions

- Attributions often are rational

- Base attributions off of consistency, distinctiveness, and consensus

The Fundamental Attribution Error

- Underestimate the impact of the situation and overestimate the extent to which it reflects the individual's traits and attitudes
- Fundamental attribution error – the tendency for observers to underestimate situation influences and overestimate dispositional influences on others' behaviour (also called correspondence bias)
- Debate example, people automatically assumed debaters truly felt the side they were representing, in reality it was assigned to them
- Those with social power usually initiate and control conversations, and this often leads underlings to overestimate their knowledge and intelligence. i.e. teachers, doctors, quiz show hosts, even though they may know nothing on certain topics

Why we make the attribution error

Perspective and situational awareness

An actor-observer difference

- Observe from a different perspective than we observe ourselves

The camera perspective bias

- Viewing a confession video while looking at the suspect or the police officer could completely change opinion. Confession is genuine if looking at suspect, confession is forced if looking at police officer

Perspectives change with time

- As time passes, observers give more and more credit to the situation

Self-awareness

- Self-awareness – a self-conscious state in which attention focuses on oneself. It makes people more sensitive to their own attitudes and dispositions
- Attribute more responsibility to ourselves

When we act, our attention is usually on what we are reacting to – the situation is more visible

All of the above are reasons for the attribution error, we find causes where we look for them. Is our instructor talkative or quiet? We automatically assume she's talkative

Cultural Differences

- Cultures also influence attribution errors
- Western world view is that people, not situations, cause events
- Eastern Asia more sensitive to the importance of situations
- A negative behaviour can lead to a dispositional attribution, which leads to an unfavourable reaction. Can also lead to a situational attribution, which leads to a sympathetic reaction

Expectations of Our Social Worlds

- Self-fulfilling prophecies – a belief that leads to its own fulfillment
- If a bank believes its about to crash, the banks customers race to withdraw their money, creating reality
- If people are led to believe stocks are going to soar, they will

Teacher expectations and student performance (an example of self-fulfilling prophecy)

- Teacher's evaluations can be a cause as well as a consequence of student performance
- Problems of disadvantaged children might reflect their teachers low expectations
- High expectations boost low achievers, for whom a teacher's positive attitude may be a hope-giving breath of fresh air
- Teachers look, smile, and nod more at high potential students

Getting from others what we expect

- Behavioural confirmation – a type of self-fulfilling prophecy whereby people's social expectations lead them to act in ways that cause others to confirm their expectations
- Once formed, erroneous beliefs about the social world can induce others to confirm those beliefs
- People who are believed lonely behave less sociably, men who are believed sexist behave less favourably toward women
- In everyday life, we often get behavioural confirmation of what we expect. Told that someone we are about to meet is intelligent and attractive, we may come away impressed with just how intelligent and attractive he or she is

Chapter 4 – Behaviour and Attitudes

How well do our attitudes predict our behaviour?

Are we all hypocrites?

- Allan Wicker noticed peoples expressed attitudes hardly predicted their varying behaviours i.e. students attitudes towards cheating bore little relation to the likelihood of their actual cheating, self described racial attitudes
- “moral hypocrisy” appearing moral without being so

When attitudes predict behaviour

- Our behaviour and our expressed attitudes differ as both are subject to other influences
- Attitudes do predict behaviour when other influences on what we say and do are minimal, when the attitude is specific to the behaviour, and when the attitude is potent (strong and on our mind)

When social influences on what we say are minimal

- Social psychologists can only measure expressed attitudes, which are subject to outside influences
- We sometimes say what we think others want to hear
- Use measures that measure explicit attitudes with implicit attitudes, such as comparing facial muscle responses to various statements
- Implicit Association Test (IAT) – a computer-driven assessment of implicit attitudes. The test uses reaction times to measure people’s automatic associations between attitude objects and evaluative words. Easier pairing and faster responses are taken to indicate stronger unconscious associations
- Ex. Can measure implicit racial attitudes by assessing whether White people take longer to associate positive words Black than the White faces
- The best predictor is both together than either alone
- Not reliable enough for use in assessing and comparing individuals
- However, proves “dual processing” capacity for controlled and automatic thinking

When other influences on behaviour are minimal

- Situations also influence behaviour
- Outcome of an individual experience is impossible to predict, like an at bat, but can also average the chance factors out eventually, get a batting average. How someone will react most commonly
- Principle of aggregation – looking at a person’s average behaviour rather than at isolated acts

When attitudes specific to behaviour are examined

- Attitudes predict behaviour when the measured attitude was directly pertinent (relevant) to the situation
- Inducing new intentions induces new behaviour. Ask someone if they’re going to floss, they are more likely to floss

When attitudes are potent

- Mindless reaction is adaptive, frees our minds to work on other things. i.e. seat belt use

Bringing attitudes to mind

- Prompted to think about attitudes before acting
- People who take a few moments to review their past behaviour express attitudes that better predict their future behaviour. Our attitudes become potent if we think about them
- Self-conscious people in touch with their attitudes, can be away to induce people to focus on their inner convictions
- Even placing a mirror in a room can cause people to be self-conscious

Forging strong attitudes through experience

- When attitudes are forged by experience, they are more accessible, more enduring, and more likely to guide actions

When does our behaviour affect our attitudes?

Role-playing

- Role – a set of norms that define how people in a given social position ought to behave
- Norms – rules for expected behaviour. Norms describe “proper” behaviour
- Stanford prison experiment, people began to live their roles
- People power trip, even when role-playing
- Role-playing studies show how what is even an artificial role can evolve into what’s real
- Some social situations can move most normal people to behave in abnormal ways

Gender roles

- Gender role – a set of behaviour expectations (norms) for males and females
- Males and female subconsciously adapt themselves to these roles

When saying becomes believing

- People often adapt what they say to please their listeners, eventually begin to believe what they’re saying
- Usually when there is no compelling external explanation

The foot-in-the-door phenomenon

- Foot-in-the-door phenomenon – the tendency for people who have first agreed to a small request to comply later with a larger request
- Agree to help out with a project, do more than we intended
- To get someone to do a big favour for you, get them to do a small favour first
- Low ball technique – a variation of the foot-in-the-door phenomenon. A tactic for getting people to agree to something. People who agree to an initial request will often still comply when the requester ups the ante
- People who receive only the costly request are less likely to comply with it

Evil and moral acts

- Evil sometimes results from gradually escalating commitments, one bad act can make a worse act easier
- Another way evil acts influence attitudes; sometimes we hurt those we dislike, but also sometimes we dislike those we hurt

- Moral action, especially when chosen, affects moral thinking. Moral action feeds moral attitudes
- If someone is forced to act morally, one could argue they will truly be more moral
- Ex. Seat belt laws were originally opposed, now supported, hockey helmets now mandatory and few would argue against this
- Actions we have done, even if it is evil, we tend to justify as right

Social movements

- Nazi regime impact, Nazi rallies wearing uniforms, Heil Hitler greeting established an inconsistency between behaviour and belief
- Political rituals can alter a person, singing O Canada every day
- Our racial and political behaviours help shape our social consciousness, we not only stand up for what we believe in but we believe in what we stand up for

Why does our behaviour affect our attitudes?

- What theories help explain the attitudes-follow-behaviour phenomenon

Self-presentation: impression management

- People generally care what people think
- Self-presentation theory assumes that our behaviour aims to create desired impressions, results in attitude changes

Self-justification: cognitive dissonance

- Cognitive dissonance – tension that arises when we are simultaneously aware of two inconsistent cognitions
- Ex. Dissonance may occur when we realize that we have, with little justification, acted contrary to our attitudes or made a decision favouring one alternative despite reasons favouring another
- We have tension because we have two seemingly equal beliefs
- To reduce this feeling, we adjust our thinking

Insufficient justification

- Insufficient justification effect – reduction of dissonance by internally justifying one's behaviour when external justification is "insufficient"
- The smallest incentive that will get people to do something is usually the most effective in getting them to like it
- People adjust their attitudes to their actions when they have insufficient justification for their action. Would feel better when having a certain explanation. If they were paid \$1 compared to \$20, their attitudes are more likely to be adjusted
- \$1 leads to more discomfort and more motivation to believe in what they had done. Those paid 20 had sufficient justification for what they did so they don't need to change their reasoning in their head

- Authoritarian management will be effective only when the authority is present, people are unlikely to internalize forced behaviour

Dissonance after decisions

- Decisions produce dissonance, torn between options
- After making important decisions, we reduce dissonance by upgrading the chosen alternative and downgrading the option that was not chosen
- Once you don't choose something, you rate it lower and if you choose something you rate it higher to reduce dissonance

Culture and cognitive dissonance

- People in western cultures justify their decisions arise from the desire to individualistically claim that they made good choices
- Japanese do not have the same effect, consistently rate things even after they have chosen one and not chosen another option

Self-perception

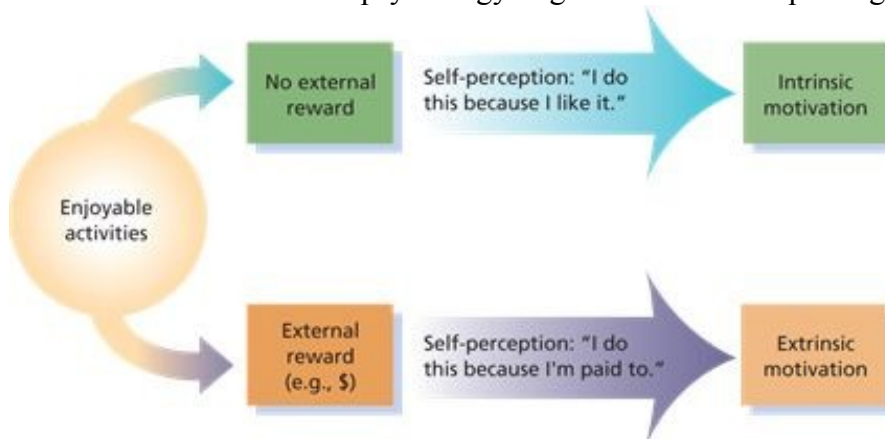
- Self-perception theory – the theory that when unsure of our attitudes, we infer them much as would someone observing us, by looking at our behaviour and the circumstances under which it occurs
- We make inferences to our own behaviour, when our attitudes are weak or ambiguous, we are in the position of someone observing us from the outside
- If we see that we apologize, and no one told us to, even if we don't feel that sorry we infer the attitude that we truly are sorry

Expressions and attitude

- Expressions also influence our feelings

Overjustification and intrinsic motivations

- Overjustification effect – the result of bribing people to do what they already like doing; they may then see their action as externally controlled rather than intrinsically appealing
- kind of like reverse psychology to get someone to stop doing something they like



Dissonance as arousal

- Dissonance is an aroused state of uncomfortable tension, to reduce this tension we change our attitude
- Self-perception theory has nothing to do with being aroused, but we choose our attitudes based on our behaviour
- Self-affirmation theory – a theory that people often experience self-image threat after engaging in an undesirable behaviour and they compensate for this threat by affirming another aspect of the self.
- Threaten people's self concept in one domain, and they will compensate either by refocusing or by doing good deeds in some other domain