



Social Behavior

Chapter 15

Social Psychology: Topics

- Conformity and obedience
 - Stanford _____ Study
 - Milgram's Study
- _____ processes
- Attitudes
- Behavior in groups
 - _____.
 - Social Loafing
- Person perception
 - Stereotypes and Prejudice



Philip Zimbardo's Stanford Prison Experiment

Source: *Quiet Rage: The Stanford Prison Experiment, 1988-2004* (Philip G. Zimbardo and Stanford University)

Stanford Prison Study

- Question
 - How do _____ people react when given particular roles?
- Participants
 - Healthy young men, agreed to stay for 2 weeks (paid)
 - Randomly assigned to be prisoners or guards
- Results
 - “_____” – distressed, helpless, & panicky
 - “Guards” – some mean, malicious, and abusive
- Study was ended after _____ days

Evaluating Stanford Study

- Attributed behavior to influence of social roles
 - _____ about how to behave
- _____ of the situation
 - Leads some people to abuse

Conformity and Obedience

- Asch's _____ studies
 - Group size and group unanimity
- _____ studies
 - Question: Would people obey an authority and violate their own ethical standards

Milgram's Obedience Study

- Method
 - Participants told that the experiment was investigating the effect of _____ on learning
 - Instructed to _____ another person when an error was made
 - _____ supposed to be given in ascending sequence

Milgram's Study, cont.

■ Results

- _____ participants gave some shock
- _____ gave all shocks despite cries of pain

■ Many participants _____, but backed down when told to continue

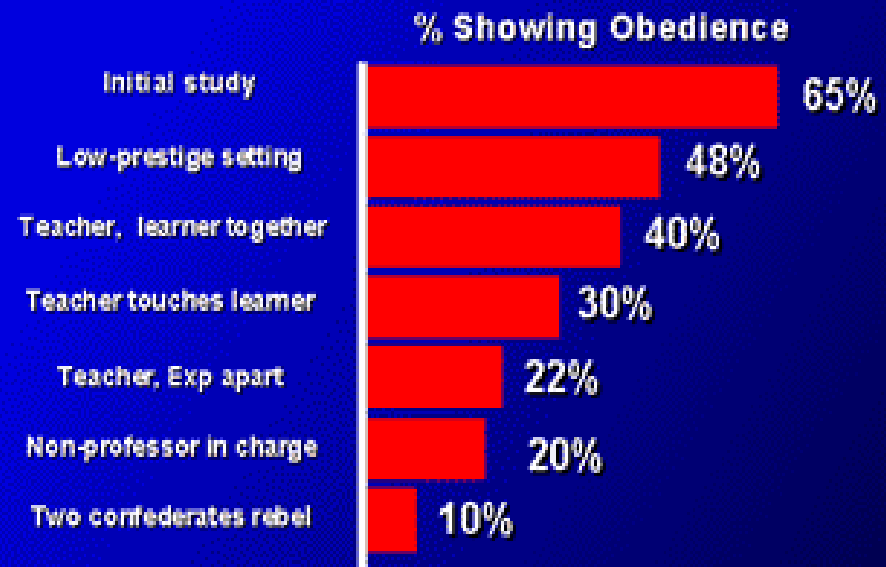
■ Criticisms of study

- Subjects were highly stressed
- Extensive _____ without consent

Milgram's Study: Factors Affecting Obedience

- When _____ leaves room
- Victim right there in room
- Two _____ issuing conflicting demands
- Non-professional
- Peers in room together
- _____

Milgram's Obedience Studies



Milgram Conclusions

- Obedience is a function of _____, not personality
- Relationship to authority affects obedience

Attributions

- Attribution theory
 - People are motivated to explain their own and others' _____.
 - Attribute the behavior to a _____ or disposition
 - _____ = external attributions
 - Disposition = internal attributions

Attributions

- Actor-Observer Bias
 - Tendency to attribute other people's behavior to _____ factors, and our own behavior to the situation.
- _____ attribution error
 - Tendency to _____ dispositional factors when explaining others' behavior
 - Affected by culture (more common in individualistic cultures)

Attributions

- Self-serving bias
 - When dealing with your own behavior:
 - Attribute “_____” actions to disposition
 - Attribute “_____” actions to situation
 - Affected by culture (more prevalent in Western cultures)
- Just-world hypothesis
 - Need to believe that good people are rewarded and bad people are punished
 - Can lead to _____ the victim

Attitudes

- Stable _____ containing beliefs and emotional feelings about a topic
 - Positive or negative evaluations
 - Explicit (we are aware of them)
 - _____ (influence our behavior, but we are not aware)
 - Dimensions: Strength, _____, and Ambivalence
 - Strength and accessibility are correlated



Attitude
on gun
control

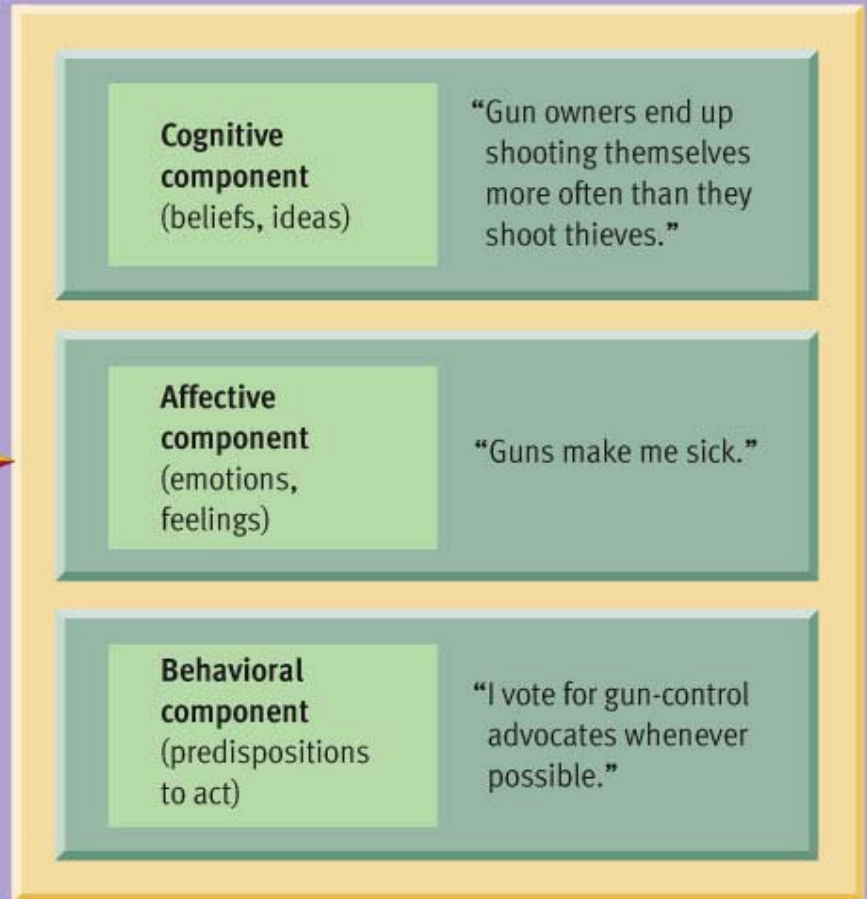


Figure 15.7 The possible components of attitudes

Factors Influencing Changes in Attitude

- _____ factors
 - Forewarning
 - Disconfirmation bias
 - _____ of existing attitude
- _____ theory
 - Classical conditioning (pair products with positive emotions)
 - Operant conditioning

Overview: Factors Influencing Attitude Change

- **Social environment**

- Repetition increases _____ feelings
- Exposure to a particular perspective from an admired person
- Linking message to good feelings (classical conditioning)

- _____ **behavior**

- Need for consistency
- Cognitive _____: Occurs when a person holds a belief that is incongruent with his or her behavior


Coercive Persuasion

- Under _____ or emotional stress
- Problems are reduced to one simple explanation, _____ often
- Leader offers love, acceptance, attention, and other positive things
- New “identity” is exhibited, based on group norms
- Entrapment
- Access to _____ is controlled

Conformity in Real Life

- Jonesville (1978)
- Branch Davidians
- Switzerland cult
- Terrorists?



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-
- Tendency for all members of a group to think alike and suppress dissent
 - Pressure to conform
 - Occurs when need for _____ agreement overwhelms the need to make the wisest decision
 - Can lead to disastrous decisions
 - _____ explosion?
 - Counteracted by:
 - Rewards for dissent or critical thinking
 - Basing decisions on majority rule (instead of requiring unanimity)

Social loafing

- **More likely when:**
 - Members are not _____ for their work
 - Working harder duplicates efforts
 - Workers feel others are getting a “free ride”
 - Work is _____.
- **Less likely when:**
 - Individuals are held responsible
 - Each individual must make a distinct, necessary contribution
 - Challenge of the job is _____.

Stereotypes



- Belief that all members of a group share common _____ (positive, negative, or neutral)
- Helps processing of new information, organizing experiences, predicting how people will behave
- Distort reality
 - _____ differences between groups
 - Produce selective perception
 - _____ differences within groups

Prejudice

- Negative _____ characterized by a strong, unreasonable dislike of a group or its members
- Origins
 - Memory bias (remembering only the negative, and forgetting the positive)
 - _____ attribution bias
 - Observational learning
 - _____ to social identity

Defining & Measuring Prejudice

- Prejudice can take many forms
- _____ norms against prejudice
 - Report _____ prejudice, even if prejudice exists
- Makes prejudice difficult to study
 - Studies of “_____prejudice”
 - Measure behavior other than self-reported attitudes
 - Measure word associations with different target groups

Reducing Prejudice

- Both sides have equal _____, economic opportunities, & power
- Authorities _____egalitarian norms
- Both sides work and socialize together
- Both sides work toward a _____goal

Take-home points

- All humans have potential for good and evil
- Often _____ depends more on social organization than human nature
- No _____ is wholly virtuous or villainous