1/15/20

What is social psychology?(normal people)

- *Scientific* *study of how* people's thoughts, feelings, and behaviors *are influenced by the* real or imagined presence of others(definition made in the 1950s)
- How do you know if someone is smiling at you? How do you know if someone means it more?
    - In the eyes
- Milgram shock experiment > 64% of people would shock another person
- If you reward someone for doing something they already like, their liking for it stays the same
- Mere exposure effect > the more you see something, the more you like it
- Positive allusions > unrealistic positivity makes you work harder, the clinically depressed see the world more realistically
    - Behavior = general term for physical action, cognition, emotion, etc.
    - Scientific… "the data would suggest"
        - Common sense isn't enough, it may mislead us
        - Conducting research using tools of psychology
            - Case studies(autobiographical research), surveys, experimental research, etc.
        - Vary aspects of the social environment in a systematic manner and study influences on behavior
            - Triplett's study of audience effects on performance, 1898(first study in all of psychology)
                - The presence of another person improves performance
                - A question that we keep returning to
    - Study of Thoughts, Feelings, and Behaviors
        - Affect(feelings or emotions, both short term and long term)
        - Behavior(what you do)
        - Cognition (how you're thinking and what you're thinking)
            - I.e. You explain their behavior differently if they're you're friend
                - Self-serving biases
    - Study of the *real or imagined* presence of others
        - We are naturally social creatures(concerned with how other people respond)
        - Ideal self > makes you feel uncomfortable
        - Thinking about "what would mom say" if I did this
            - We act the way we do because we expect interactions with others
            - Even when alone our thoughts and behaviors are influenced by others

- Tend not to find a beautiful person guilty of a crime

2. **Importance of Inconsistent Information:** People tend to assume that all information must be calculated into the decision, and that all information is presented for a reason
   - Even if it is directly contrary to everything else we know, we are likely to **grant the inconsistent information extra weight** in our decision simply because it is unexpected
     - Deciding what information is important
     - If you know some positive stuff and some negative stuff
     - I.e. Tom Cruise: Pos and neg stuff even out and irregular stuff is more memorable- crazy scientology guy from one interview, jumping on the couch

3. **Automatic Vigilance** (AKA Face in the Crowd Effect)
   - Negative stuff sticks out the most
     - I.e. giving a speech and audience members are nodding and smiling but there is one person in the corner that has a negative face looking like "what are you doing" and you're gonna remember the one negative person; in a 10 min speech you'll make mistakes and you'll focus on those rather than the good parts
   - Important to notice negative, but we put way more weight to the negative than the rest
     - I.e. little 3 second mistake, that's all we focus on
       - Adaptive though because we learn from our mistakes
       - But when judging how game went, we focus on negative

<u>Shortcuts in Evaluation</u>

- We're not considering information very carefully
- We take shortcuts if they work
  - But how do we know if we take shortcuts in cognition
  - We can make construction obstacles
- **Heuristics** are intuitive mental operations that allow us to make a variety of judgments quickly and efficiently
- **Representativeness heuristic:** A shortcut in which judgments of likelihood are based on similarity between the item and a prototype or a generic example; people do not process how statistically likely the match is
  - I.e. Linda is mostly likely to be a <u>librarian involved in the feminist movement</u> based on qualities described rather than just a <u>librarian</u>; shortcut steered us wrong because we ignored statistics completely
  - H-T-T-H-H-T-H-H-H-H … 50% of people in a room should think heads come next because that is the statistical probability

- Thus they are less vulnerable to threats to self

Some people are more stable or more unstable

Unstable but high is the worst group associated with partner violence

Low and stable is rare but low and unstable is more common

- ○ The **Executive** Self:
  - ■ Says something about your decision maker self who works toward specific goals
  - ■ The only species capable of long term planning
  - ■ People have a desire to control events 48i

How we control a single event

Self regulation: the ability of the self to monitor, control, and change thoughts, feelings, and impulses.

- Refers to changing yourself to achieve goals
- Stable and adaptive traits

Self regulation 1

Control theory: self regulation operates on a feedback loop

- Aka the thermostat model of self regulation
- The thermostat measures and

Input: perception of the situation

Comparer: what is the ideal for the situation?

- If theres a discrepancy, the system must act

Output: action of the system

Humans also have the option to just give up on reaching their ideal

Resource Model: self regulation operates like a muscle, you only have so much strength

Eat radishes: 8.35   19.40

Eat chocolate: 18.90   34.29

NO food control 20.86   32.81

Counter attitudeIs choice depleting

Habitual self regulation

Participants did not eat for 3 hours before taste testing experiment

Aka the what the hell effect: once you've broken it, you just continue to

- Habit works but not if you're feeling deprived

2/5

Attributions

- We spend a lot of time/effort energy/processing capacity trying to understand what people are like, why they do things the way that they do

- BUT, this has certain costs:
  - Emphasizes group identity
  - Reduces motivation
    - If failure is due to prejudice not low effort, there's nothing you can do
      - Feeds into intergroup anxiety as well as outgroup homogeneity
  - Success undermines the group
    - Any one square having success means all squares would have to question whether success or failure is due to prejudice or other things, so other squares will try to not let any one square succeed
    - Because then it's a blow to self-esteem
      - So they'll say, he's not one of us, he's something else, he's kissing their butt
      - **Sub typing**
        - "They probably sold out to the man"
        - "They probably slept their way to the top"
        - "They probably have a family member"
      - $\Rightarrow$ Minimizing ability of that person
      - $\Rightarrow$ Say he's not one of them
    - Will do anything to maintain that prejudice is to blame (rationalizing)
  - Other outgroups can also undermine the group
    - So squares will also try to keep down the triangles
      - Makes them question whether it really is the circles who are causing this to begin with

<u>What do stereotypes do in terms of behavior?</u>
- 1. Stereotypes influence attitudes about behavior
  - They change our expectations about who is the leader of a group
- **Stereotype threat**: How stereotypes that an individual is aware of, changes how an individual behaves
  - Perform better with more pressure, but too much pressure decreases performance
  - Black and White participants worked on a difficult academic test
    - For half of participants, test was described as diagnostic of academic ability
      - This should activate racial stereotypes about IQ
    - For half of participants, test was described as non-diagnostic
      - No activation of stereotypes, no pressure to perform
  -

	White	Black

2) Psychological immune system works for positive emotions too
3) We prefer changeable decisions even though its not in our best interest

	Choice is changeable	Choice is unchangeable
Experiencers	-.07	.71
Forecasted liking	-.033	-.044

- Did also with people with short term amnesia but it had the same effect

3.3.2020

Motivation and Performance with an Audience

- A moving force that energizes behavior

You need to know two things:

a. The strength of the motivation
- Predicts effort
b. The direction of the motivation
- Approach vs avoidance

Intrinsic Motivation
- Desire to engage in tasks that person finds inherently satisfying and enjoyable, novel, or optimally challenging

Extrinsic Motivation
- External influences on behavior such as rewards, social evaluations, rules and responsibilities
- The desire to engage in an activity because of external rewards, not enjoyment or interest
- Is it bad? It depends
- Works to elicit behavior
- Extrinsic motivation reduces creativity
- Works well as a motivator but not for great behavior
- It keeps the person working hard until they achieve the reward

What if both are present?
- Extrinsic rewards are very obvious and intrinsic rewards are very subtle
- People tend to overestimate the importance of extrinsic motivators

Overjustification Effect
- Providing compelling external reasons for a behavior causes people to underestimate the importance of intrinsic factors

Three Possible Ways to reduce overjustification
- Make rewards unexpected
- Make rewards performance contingent, not task contingent