



Social Psychology

Chapter 1

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Chapter Outline

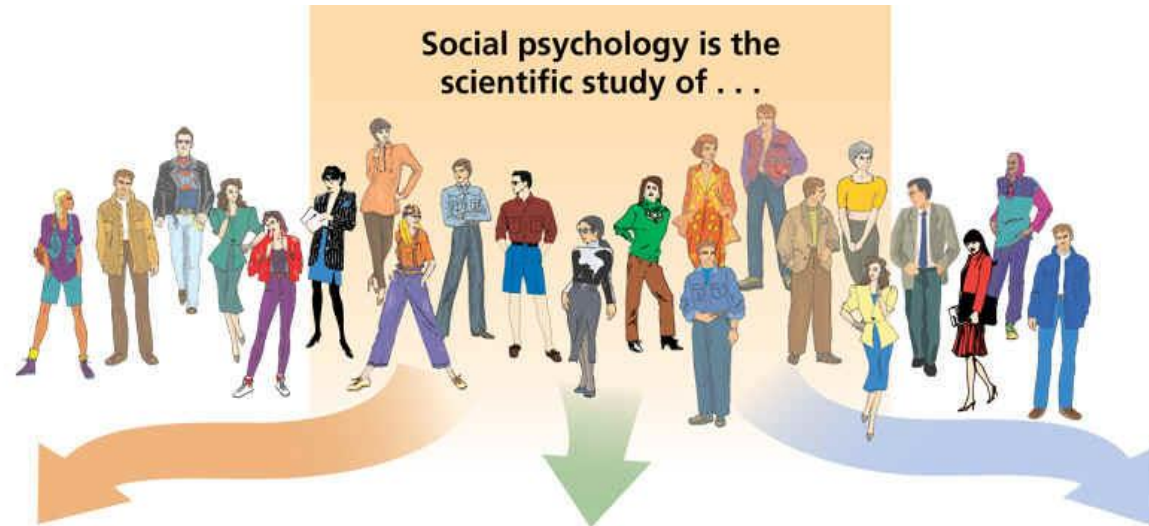
- What is Social Psychology?
- Major Themes in Social Psychology
- Values and Social Psychology
- Is Social Psychology Just Common Sense
- Research Methods in Social Psychology

Social Psychology

- Social Psychology - the study of how people think, influence, and relate to each other across different social situations
 - Applied Social Psychology – understanding what influences your life, your beliefs, your attitudes, and your relationships



Social Psychology



Social thinking

- How we perceive ourselves and others
- What we believe
- Judgments we make
- Our attitudes

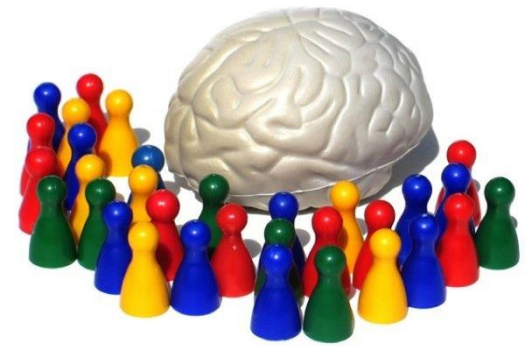
Social influence

- Culture and biology
- Pressures to conform
- Persuasion
- Groups of people

Social relations

- Prejudice
- Aggression
- Attraction and intimacy
- Helping

Major Themes in Social Psychology



- **Social Thinking (Judgments and Perceptions)**
 - Reality is socially constructed
 - Intuitions (*unconscious*) are helpful and dangerous
- **Social Influences (People and Environment)**
 - Power of the situation
 - Personality and attitudes also shape behavior
- **Social Relations (Interpersonal)**
 - Social behavior is biologically rooted
 - **Social Neuroscience** – examines neural and psychological bases of behavior

Some Big Ideas in Social Psychology

1. We construct our social reality
2. Our social intuitions are powerful, sometimes perilous
3. Attitudes shape, and are shaped by, behavior

Social thinking

4. Social influences shape behavior
5. Dispositions shape behavior

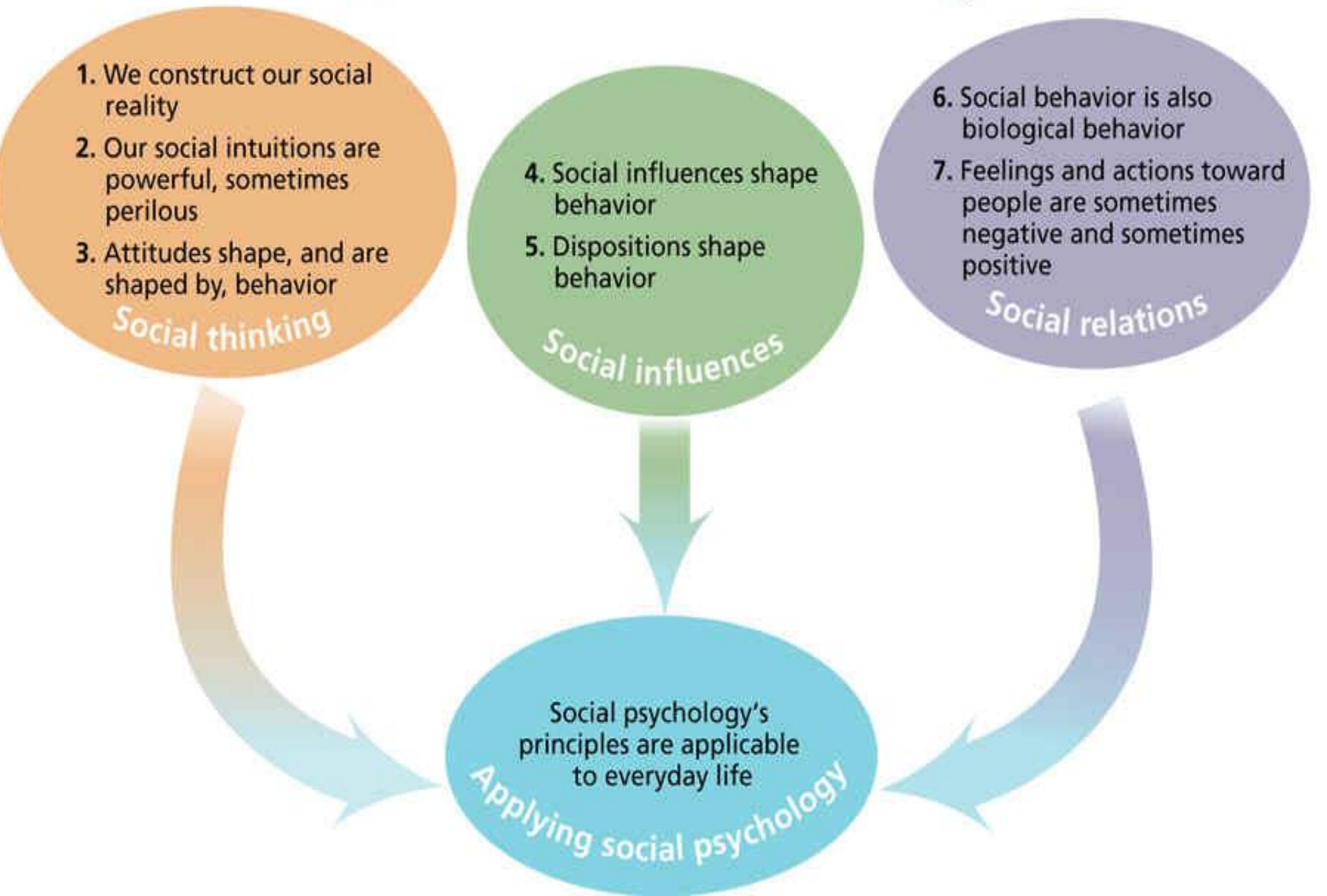
Social influences

6. Social behavior is also biological behavior
7. Feelings and actions toward people are sometimes negative and sometimes positive

Social relations

Social psychology's principles are applicable to everyday life

Applying social psychology



Social Psychology and Human Values

- How Do Values Influence Psychology/Education?
 - Obvious Values – influence research, influence choice of discipline and are studied themselves
 - Subjective Values – our culture's shared beliefs may bias our perceptions
 - Naturalist fallacy – assuming that what is common, is correct or appropriate

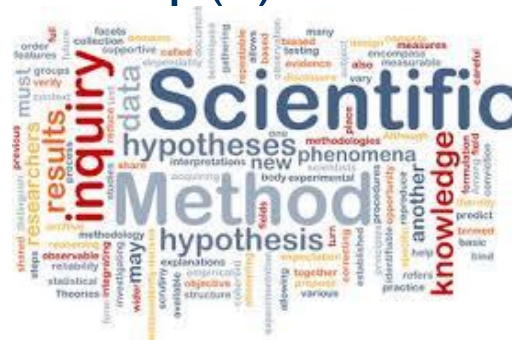
Quiz!

Commonsense Psychology (I knew it all along)

- Is Social Psychology Simply Common Sense?
 - *“He is a descent prof but the stuff he teaches requires no education whatsoever. I mean, how do you get a PHD in teaching someone about the “foot in the door” phenomenon, or the “low ball effect”, theyre self explanatory concepts that everybody knows about”* (ShipUnderground)
 - **Hindsight (20/20) bias** – tendency to think you could have predicted an outcome after learning the outcome
 - “Absence makes the heart grow fonder?”
 - “Out of sight out of mind?”
 - Bias leads to overconfidence and increased blame towards others

Research Methods: How We Do Social Psychology

- Forming and Testing Hypotheses
 - Theory – a set of principles or ideas that seek to explain or predict an observation
 - Good theories summarize behaviors and make clear predictions
 - Hypotheses – testable components of a theory that describes a relationship(s)



Research Methods: How We Do Social Psychology

- How is the Data Gathered?
 - Correlational Research or Experimental Research
- Where is The Data Gathered?
 - Field Research or Laboratory Research

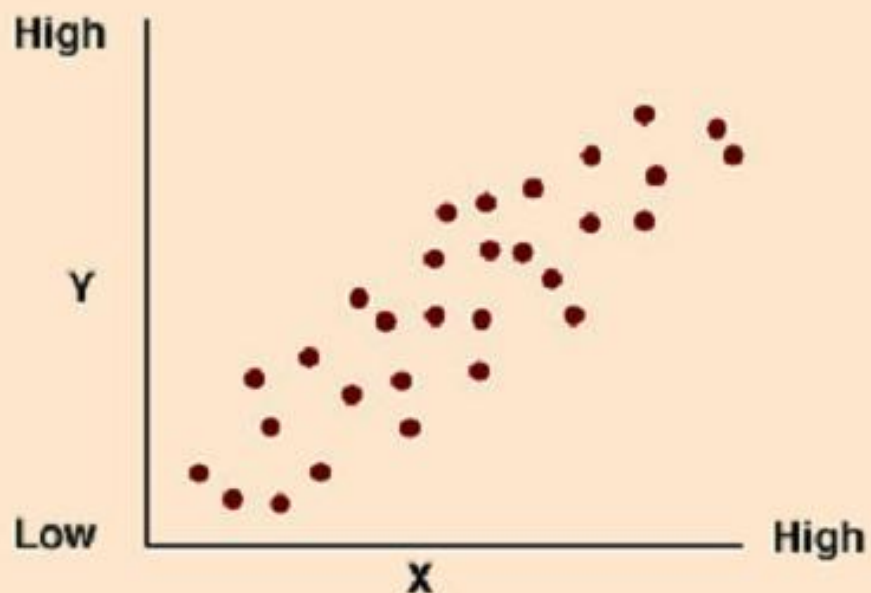


Correlational Research

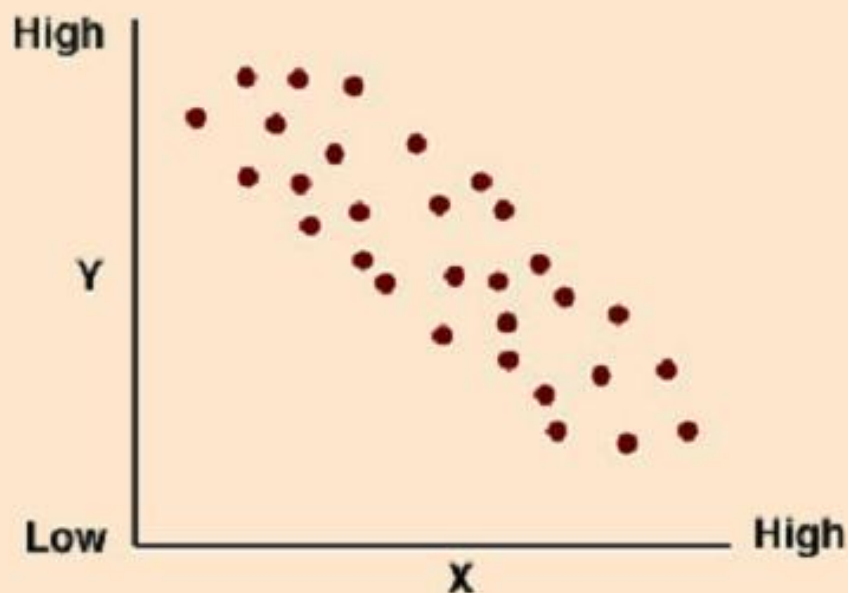
- **Correlations** -the study of naturally occurring relationships between variables (**Positive/Negative/Neutral**)
 - **Positive Correlation** – 2 variables vary in the same direction (0 to +1.0)
 - Stress and Illnesses
 - **Negative Correlation** – 2 variables vary in different directions (-1.0 – 0)
 - Self-esteem and Depression

Plotting Relationships on a Graph

Positive correlation
(As the value of X increases,
the value of Y increases.)



Negative correlation
(As the value of X increases,
the value of Y decreases.)



Plotting the Relationship Between Variable X and Y on a Graph

Each point on the graphs represents a pairing of variable X with variable Y for each participant in the study. As you can see in the curvilinear relationship graph, the zero correlation is hiding a meaningful relationship, where both high and low levels of X are associated with high levels of Y, but moderate levels of X are associated with low levels of Y. Can you think of variables that would have a curvilinear relationship?

Correlational Research: Gathering Data

- **Field Research** – conducted in natural, real-life settings
 - e.g. studying binge drinking at sporting events
- **Survey Research** – self-report measures of attitudes and behaviors
 - **Random Sampling** – every person in the population has an equal chance of being included in the study
 - Allows you to accurately describe the views of a population and minimizes biases

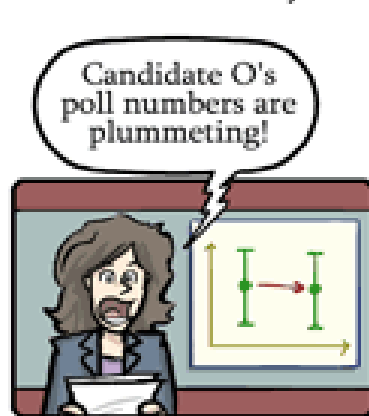
Correlational Research: Problems

- Potential Biasing Influences in Surveys
 - Unrepresentative Samples – samples that don't accurately reflect the population
 - Order effects – order of questions may bias results
 - Is Donald Trump a competent public speaker?
 - Are politicians competent public speakers?
 - Response options
 - open ended vs. forced choice questions
 - Linguistic biases – wording and framing effects can affect judgments

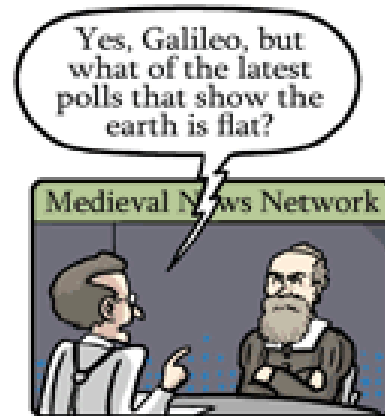
Dear News Media,

When reporting poll results, please keep in mind the following suggestions:

1. If two poll numbers differ by less than the margin of error, it's not a news story.



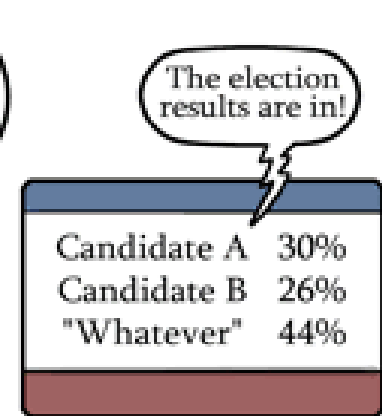
2. Scientific facts are not determined by public opinion polls.



3. A poll taken of your viewers/internet users is not a scientific poll.



4. What if all polls included the option "Don't care"?



Signed,

-Someone who took a basic statistics course.

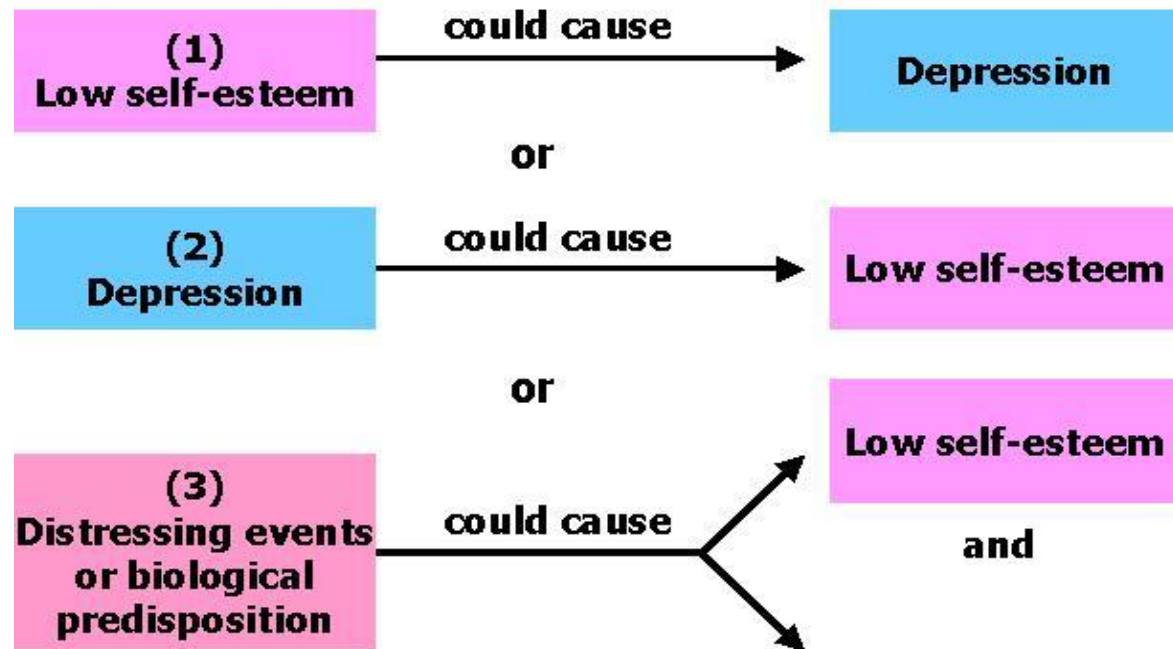
Correlational Research



Correlation and Causation

- Diet soda and heart attacks
- Golf courses and divorce
- Ice cream sales and murder

**Correlation
Does Not Equal
Causation**



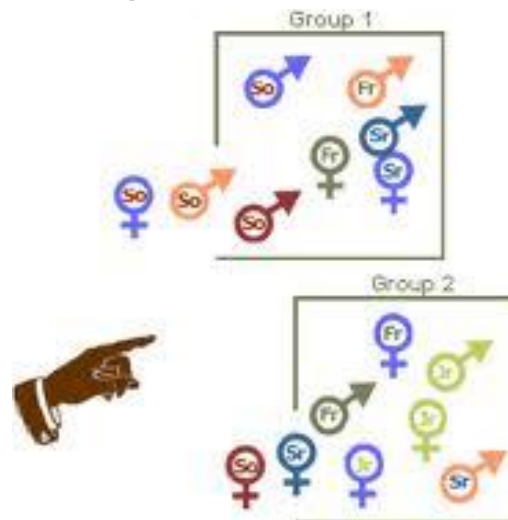
Experimental Social Psychology

- **Experimental Research** – laboratory simulations that test cause and effect relationships
 - manipulating variables to see their impact on another variable(s)
 - **Independent variable** – the factor(s) that is manipulated/altered by the researcher
 - **Dependent variable** – the variable(s) that is measured

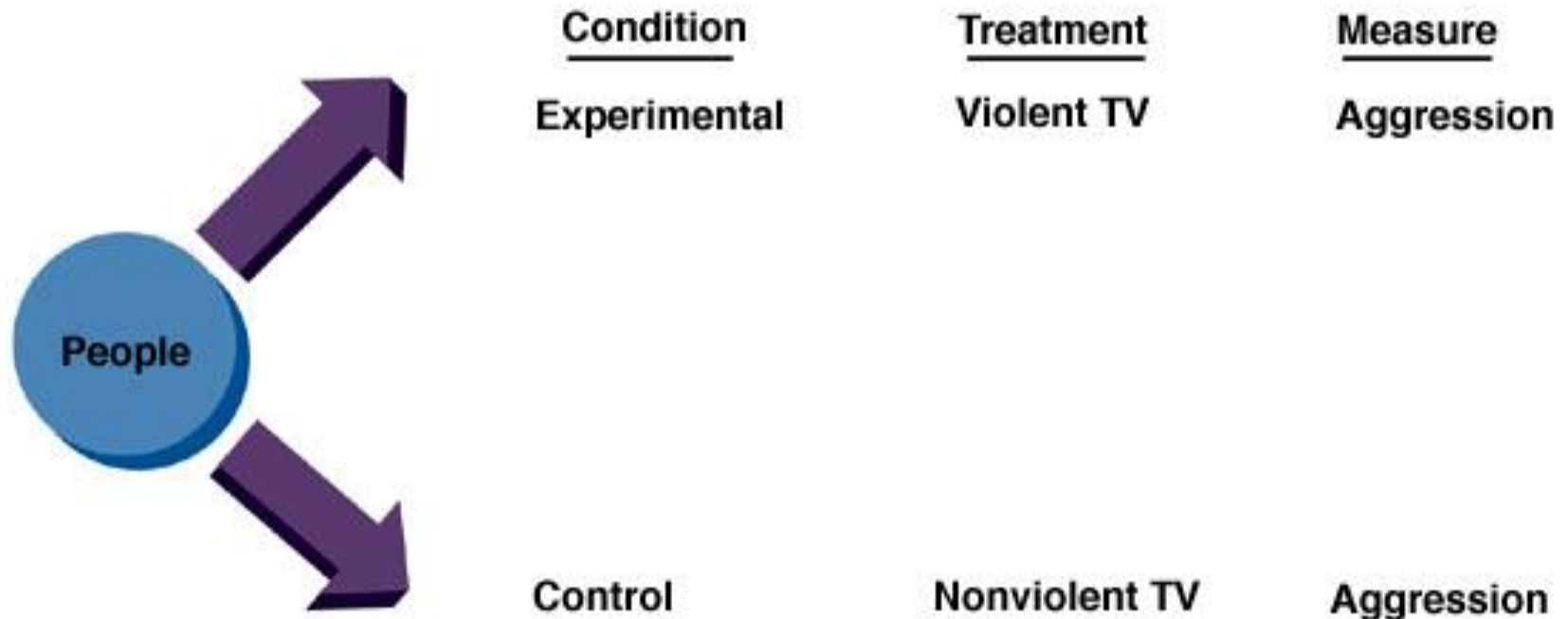


Experimental Social Psychology: Biases

- **Experimental control** – eliminating potential interfering (confounds) variables
 - **Random assignment** – placing participants randomly into conditions of the independent variable
 - Assures that both groups are equal on all dimensions



Random Assignment



Experimental or Correlational Research?

TABLE : 1.1 Recognizing Correl

Are early-maturing children more confident?

Do students learn more in online or classroom courses?

Do school grades predict vocational success?

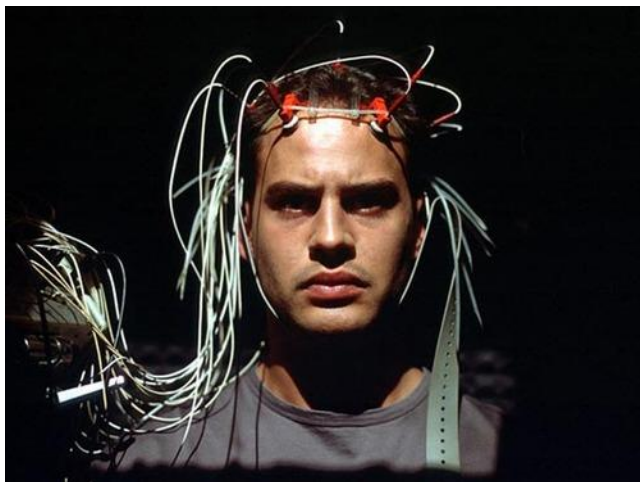
Does playing violent video games increase aggressiveness?

Do people find comedy funnier when alone or with others?

Do higher-income people have higher self-esteem?

Experimental Ethics

- Mundane Realism – studies that try to mimic real life
- Experimental Realism - studies that absorb the participant
 - Demand characteristics – cues that tell a participant what is expected during an experiment
 - Deception – used to achieve experimental realism



Experimental Ethics

- APA Ethical Guidelines
 - Informed Consent
 - Use Deception Sparingly
 - Protect Participants
 - Ensure Confidentiality
 - Debrief Participants

