Chapter 16: Social Behaviour

Slide 2

Social Psychology

- Person perception
- Attribution processes
- Interpersonal attraction
- Attitudes
- Conformity and obedience
- Behaviour in groups

Slide 3

Person Perception: Forming Impressions of Others

- Effects of physical appearance
- Cognitive schemas
- Stereotypes
- Prejudice and discrimination
- Subjectivity in person perception

Slide 5

Attribution Processes: Explaining Behaviour

- **Attributions**
  - Internal vs. External
  - Kelley's covariation model
- **Biases in attributions**
  - Fundamental attribution error
  - Defensive attribution
  - Self-serving bias
- **Cultural influences**

Slide 7

Close Relationships: Liking and Loving

- **Key factors in attraction**
  - Physical attractiveness
  - Matching hypothesis
  - Similarity
  - Reciprocity
  - Romantic Ideals
- **Perspectives on love**
  - Hatfield & Berscheid – Passionate vs. Companionate love
  - Sternberg - Intimacy and commitment
  - Hazen & Shaver – love as attachment
- **Evolutionary perspectives**
  - Mating priorities

Slide 9

Attitudes and Attitude Change

- **3 components**
  - cognitive, affective, and behavioural
- **Factors in changing attitudes**
  - source, message, and receiver
- **Theories of attitude change**
  - Learning theory
  - Dissonance theory
  - Self-perception theory
  - Elaboration likelihood model

Slide 14

Yielding to Others: Conformity

- **Conformity – Solomon Asch (1950s)**
  - Classic experiment
    - Group size
    - Group unanimity

Slide 15

Yielding to Others: Obedience

- Obedience – Stanley Milgram (1960s)
  - Controversial landmark experiment
  - "I was just following orders"
    - presence of a dissenter
    - Cultural differences: individualism vs. collectivism

Slide 16

Behaviour in Groups: The Influence of Other People

- **The bystander effect - Darley and Latane (1968)**
  - Diffusion of responsibility
- **Group productivity and social loafing**
- **Decision making in groups**
- **Polarization**
- **Groupthink**

Slide 17

A Neuroscience Perspective on Social Psychology

- Theory of mind
- Aggression
- Attributions
- Self-judgment
- Attitude change