

# SOCIAL PSYCHOLOGY

**Social psychology** is the study of individual behavior in social situations. Social roles, status, group \_\_\_\_\_ influence social behavior.

The need to affiliate is related to needs for approval, support, friendship, information, and desires to reduce anxiety. *Social comparison theory* holds that we affiliate \_\_\_\_\_ our actions, feelings, and abilities.

*Interpersonal attraction* is increased by \_\_\_\_\_, frequent contact, physical attractiveness, competence, and similarity. Self-disclosure, which follows a \_\_\_\_\_ norm, occurs more when two people like one another. The *norm of reciprocity* is the social expectation that people will respond to each other in kind — returning benefits for benefits, and responding with either \_\_\_\_\_ to harms. According to *social exchange theory*, we tend to maintain relationships that are \_\_\_\_\_. Romantic love can be distinguished from liking by the use of attitude scales.

The **triangular theory of love** is a theory of love developed by psychologist Robert Sternberg. In the context of interpersonal relationships, 'the three components of love, according to the triangular theory, are \_\_\_\_\_ component'.

1. Intimacy – which \_\_\_\_\_ feelings of attachment, closeness, connectedness, and bondedness.
2. Passion – which encompasses drives connected to both \_\_\_\_\_ and sexual attraction.
3. \_\_\_\_\_ – which encompasses, in the short term, the decision to remain with another, and in the long term, the \_\_\_\_\_ and plans made with that other.

'The amount of love one experiences depends on the \_\_\_\_\_ of these three components, and the type of love one experiences depends on their \_\_\_\_\_ each other'. Different stages and types of love can be explained as different combinations of these three elements; for example, the relative \_\_\_\_\_ of each component changes over time as an

adult romantic relationship develops. A relationship based on a single element is \_\_\_\_\_

to survive than one based on two or three elements.

*Attribution theory* summarizes how we make \_\_\_\_\_ about behavior. The *fundamental attributional error* is to \_\_\_\_\_ the actions of others to \_\_\_\_\_ causes, while attributing our own behavior to \_\_\_\_\_ causes.

*Social influence* refers to \_\_\_\_\_ in behavior brought about by the behavior of others. Examples are conformity, groupthink, obedience to authority, and others.

*Conformity* is the \_\_\_\_\_ attitudes, beliefs, and behaviours to what individuals perceive is normal of their society or social group. Conformity can \_\_\_\_\_ in the presence of others, or when an individual is alone. For example, people tend to follow social norms when eating or watching television, even when alone.

*Groupthink* is a \_\_\_\_\_ that occurs within groups of people. It is the mode of thinking that happens when the desire for harmony in a \_\_\_\_\_ overrides a \_\_\_\_\_ of alternatives. Group members try to minimize conflict and \_\_\_\_\_ without critical evaluation of alternative ideas or viewpoints. The primary socially negative cost of groupthink is the loss of individual creativity, uniqueness, and \_\_\_\_\_.

*Attitudes* have a belief component, an emotional component, and an action component. Attitudes may be formed by direct contact, interaction with others, child-rearing, group pressures, peer group influences, the mass media, and chance conditioning. Attitudes are measured by \_\_\_\_\_.

Effective persuasion occurs when characteristics of the communicator, the message, and the audience are \_\_\_\_\_. *Cognitive dissonance theory* explains how attitudes are maintained and changed. \_\_\_\_\_ is forced attitude change. Many cults recruit new members with \_\_\_\_\_ similar to brainwashing.

*Prejudice* is a negative attitude held toward \_\_\_\_\_. Four decision points that lead to helping others are: noticing, defining an emergency, \_\_\_\_\_,

and selecting a course of action. Helping is \_\_\_\_\_ at each point when other potential helpers are present.

Social psychology introduces theories that attempt to explain how and why people behave in certain ways with certain people. So much of one's personal experience of the world and how he or she views that world and oneself is shaped by these interactions. We not only thrive on social contact, but also need this contact — we are a social animal. Additionally, social psychology has spawned some of the most interesting and clever research in the field. Milgram's study on obedience and Asch's research on conformity include just a few of the many fascinating methods used to shed light on the often surprising and sometimes less than complimentary ways we behave in social decision-making situations. In a way, we are each members of an ongoing experiment in social psychology. That experiment is life — living life each day as we interact with, influence and are influenced by the behaviors, attitudes, and decisions of others and ourselves. A third reason for the attraction of social psychology is that knowledge gained from this field of endeavor has served to have a direct beneficial impact on so many important social and interpersonal issues affecting people's daily lives. As we learn the ways and means of prejudice, aggression, helping behaviors, and social decision making, our discoveries can have important implications for social policy and interventions that can benefit all people.

#### TEXTS FOR ADDITIONAL READING

### Seven Difficult Personality Types and How to Deal with Them

*Insert the words below into the gaps in the text:*

blow off steam	disappointments	fake	authority	sound	
temptation	abusive	confrontation	bringing up	draw the line	
no matter	superior	maintain	motto	dismiss	participate
encounter	praise	vital	distrusts	deadlines	
boundary	challenging	hidden agendas	affirm	show off	

Have you ever felt the frustration of having your meeting disrupted by a hardcore bully? An ego-centered person? A passive-aggressive? A baby? A negative Ned or Nancy? A people-pleaser or a non-player?

... how ... or negative the difficult person's behavior is, don't take it personally. By identifying the seven difficult personalities and responding to each with openness and ... techniques, you can improve their dynamics and, therefore, run better meetings. Try these techniques the next time you ... one of these difficult people.

**Hardcore.** Hardcore personalities are hostile, ... and intimidating. They always have to be right and will charge like angry bulls if you challenge or cross them.

Take a deep breath. Let them ... and express their anger and frustration. But, .... Do not let them get abusive.

Address them by name and maintain control. Then state your position clearly and avoid the ... to argue. You won't win a battle with them, especially in a public forum. Learn to set your ... early on.

**Princesses.** Princesses are experts and appear to know more than others should about a particular subject. Facts are power to them and since they know the facts, they feel .... They want to be special and center stage.

Because you cannot "... it" with them, make sure you know the facts and information. You can also capitalize on what they know by asking questions. They love to ... and have others appreciate their knowledge.

Use their knowledge strategically. Give them ... and maybe they'll come out of their towers.

**Passive aggressive.** Passive aggressive personality undercut your ... in devious ways by using sarcasm, which they often disguise as a joke. They will not be direct with their criticism.

Try to turn their attention to the issues, not to the personalities involved. They do not want to be center stage, so try to avoid open ... .

**The baby.** Babies see everything negatively. They complain, whine, and act defeated. Since they often believe no one thinks they are important, start your interactions by listening to what they say. Steer them toward the facts, which are usually much less negative than what they believe.

... control by ... the negatives yourself. Then ... negatives logically. Direct the baby's attention to the more positive aspects of the situation. When baby asks a negative question, turn to the rest of the group to answer. Don't give them much eye contact.

**Negative Ned or Nancy.** A Negative Ned isn't just negative, he ... anyone in power. He believes that his way is the only right way and his ... is "I told you so". He sees the down side of every issue.

Stay positive, but realistic. Delay discussing solutions since Ned or Nancy will dismiss every solution as you bring it up. Refuse to argue with them and stick with the facts.

**People pleaser.** While these people are easy to like, they can be difficult personalities to deal with. They can't say "No".

Carefully limit how much you ask of them to eliminate the ... caused by missed .... In meetings, they may volunteer too much. Try: "You're working on so many worthy projects... Who else would like to sign up for this one?" ... their contributions and help them say "no".

**Non-player.** These people are the most difficult personalities you deal with. They don't reveal their true motives, and you end up in a guessing game trying to find out what makes them work. It is ... to get them to ... in meetings, so they don't leave with their ... and work counter to team.

The most effective strategy is to draw them out with open-ended questions.

## QUIZ

1. Social psychology is the study of how other people and social forces affect the behavior of the individual.

- a) True    b) False

2. There has been a lot of fascinating research in social psychology. One of the more interesting techniques utilized by social psychologists is the strategy wherein research assistants act as subjects in an experiment. These individuals are actually assisting the experimenter in order to set the stage for responses from a real subject who does not know the true nature of the experiment due to some level of deception. In this situation, the research assistant is called a ... and the real subject is called a ...:

- a) confederate, naïve subject                          b) naïve subject, confederate

3. When attempting to explain behavior, we tend to use ... factors to explain our own behavior and ... factors to explain the behavior of others.

- a) personality, situational                          b) situational, personality

4. The concept of *reciprocal liking* would suggest that we tend to treat more positively those who we perceive do not like us as much as we like them.

- a) True    b) False

5. As the number of bystanders at an emergency increases, the probability of anyone helping a victim will .... This phenomenon is known as *the bystander effect*.

- a) decrease                          b) increase                          c) remain the same

6. *What unspoken rules govern the use of personal space? (Surf the Internet!)*

6a. The study of ... is called proxemics.

6b. Four basic spatial zones around each person's body are intimate distance (0-18 inches), ... distance (1.5-4 feet), ... distance (4-12 feet), and public distance (12 feet or more).

6c. Norms for the use of personal space vary considerably in various ... .