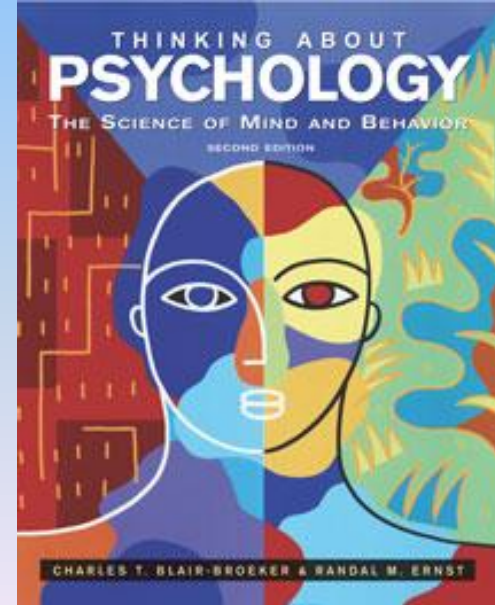


# Thinking About Psychology: The Science of Mind and Behavior 2e

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# Social Psychology Chapter



# Module 35

# Social Relations

# Module 35: Social Relations

## Attraction

# Attraction

- What determines your attractiveness to someone (either romantically or as a friend?)
- Three key ingredients to attraction:
  - *Proximity*
  - *Physical attractiveness*
  - *Similarity*

# Module 35: Social Relations

## Proximity

# Mere Exposure Effect

- Phenomenon that *repeated exposure* to novel stimuli *increases liking* of them
- We develop a *preference* for things simply because we are *familiar* with them
- The people we like, date, and even marry are typically the people living in our neighborhood, sitting next to us in class, or working in the same building.
- *We bond with those who are familiar to us.*

# Mere Exposure Effect

- Works with other things we are exposed to as well, not just people.
- For example, you might start liking a *song* you didn't like at first *after hearing it several times*
- Or might start to like a certain food, a TV show, or anything else after you've been exposed to it on a regular basis



# So what most affects our first impression of others?

- Is it their wit? Charm? Politeness? Intelligence?
- Sadly, we humans are much more shallow.
- Hundreds of studies indicate that *appearance* is the first filter we use to sort out the people we want to get to know from those we don't

## Module 35: Social Relations

# Physical Attractiveness

# Are pretty people happier?

- Positive first impressions are correlated with the attractiveness of the person
- We assume physically attractive people are happier, healthier, more successful, etc.
- However, attractiveness does not predict happiness or feelings of self-esteem
- Very attractive people are often suspicious of praise for their work, whereas less attractive people are more likely to see it as sincere

# Who determines what is “attractive”?

- What is considered physically attractive changes over time and also varies from culture to culture
- For example, in the 1920’s ultrathin was in for women, but in the 1950’s the more full-figured look of Marilyn Monroe was seen as attractive.
- Today cultural standards in America, particularly for women, have become unrealistic, often encouraging super thin bodies that require eating disordered behavior in order to attain.

# Module 35: Social Relations

## Similarity

# Similarity

- Do opposites really attract?
- People are reluctant to include dissimilar people in their group of friends.
- Close friends usually share interests, attitudes, age, intelligence level, beliefs and economic status.
- The more alike you and your friends are, the longer you are likely to stay together

# Other factors contributing to attraction

- We have a tendency to like people who like us
- We respond positively and warmly to those who like us, which typically increases their affection and friendliness for us.
- Expressing friendship toward another increases our attractiveness.
- In other words, if you want a friend, be a friend

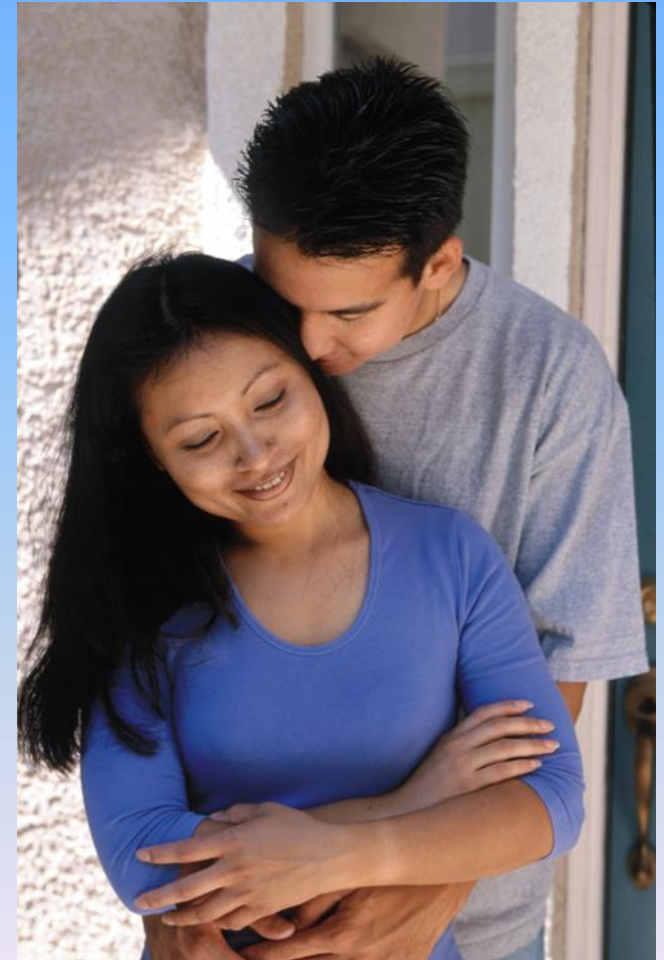
## Module 35: Social Relations

# Romantic Love: Passionate Love



# Passionate Love

- Aroused state of intense positive absorption in another, usually present at the *beginning* of a love relationship
- In nearly all passionate romances, the fire inevitably goes out *or* turns into companionate love



## Module 35: Social Relations

# Romantic Love: Companionate Love

# Companionate Love

- Deep *affectionate* attachment we feel for those with whom our lives are intertwined
- A mature, steady, love based more on *friendship* and *commitment* than fleeting feelings of passion
- Two important factors:
  - Equity
  - Self-disclosure



# Equity

- Condition in which people contribute to and receive from a relationship at a *similar* rate
- Couples in 50-50 relationships *share* in decision making and possessions
- Freely *give* and *receive* emotional support
- Important factor in lasting marriages

# Self-Disclosure

- Revealing intimate aspects of oneself to others, not just making small-talk
- Discussing hopes, dreams, fears, accomplishments, failures, shameful moments, goals, etc.
- Being able to cry in front of and with one another

# Happy Marriages

- Self-disclosure is not easy
- Being willing to open up and be vulnerable puts you at risk of being hurt
- Reason why many relationships fail – either they couldn't self-disclose or were hurt by it
- But if you can find someone with whom who can experience equity and self-disclosure then you have a good chance of a successful relationship

## Module 35: Social Relations

# Altruism

# What determines whether we help someone in need?

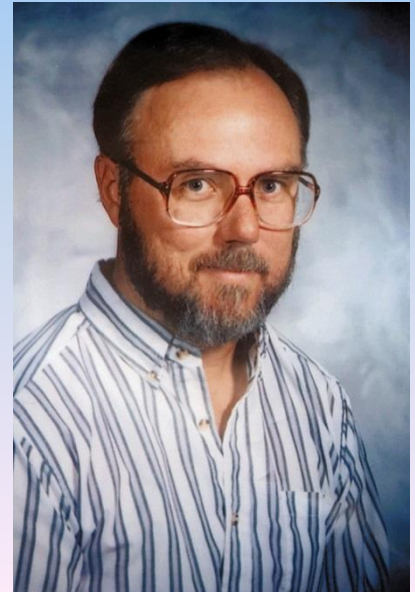
- Why do some people go out of their way to help others while some only care about themselves? Why are some people even willing to sacrifice their own lives for someone else?
- Are some people just more caring than others?



# Altruism

- Unselfish regard for the welfare of others

Dave Sanders:  
Teacher at *Columbine High School* who sacrificed his life while attempting to direct his students to safety during a school shooting in the high school cafeteria

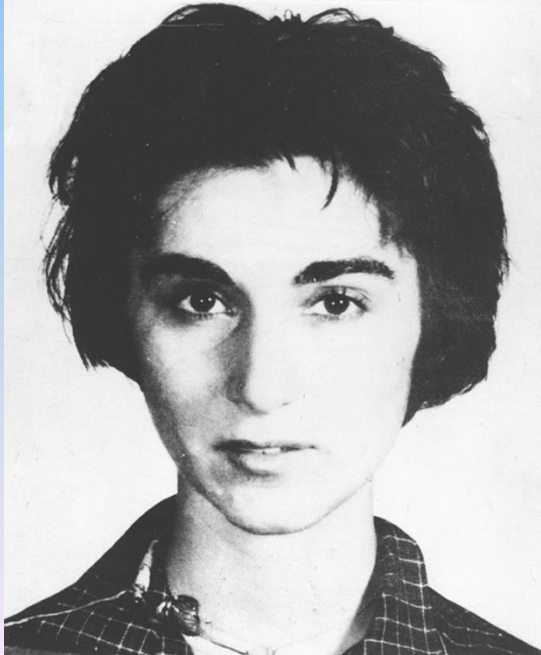


## Module 35: Social Relations

# Altruism: Bystander Intervention

# The Case of Kitty Genovese

- Famous case of Kitty Genovese--38 people heard her screams for help but nobody did. She was raped and stabbed to death.



# Bystander Effect

- Was this just the result of cold, uncaring personalities on the result of the bystanders?
- John Darley and Bibb Latane believed it was the influence of the *situation* that led to this.
- They believed that there are situations in which people are more or less likely to help others
- The *bystander effect* is the tendency for a person to be *less likely* to help if other people are present

# Would you help a stranger lying flat on his back in a public place?

- A decision-making process influences your response
  1. First, you have to *notice* the situation.
  2. If you notice it, then you would have to *interpret* it as an *emergency*/that they need help
  3. Finally , you would have to *assume responsibility* for helping.

# Factors Increasing Bystander Intervention

So when are we *likely* to help someone?

- if you think you are the only one who can help
- not in a hurry
- believe the victim deserves help
- **in a good mood**
- feeling guilty
- live in a small town or rural area
- just saw someone being helpful

# Factors Increasing Bystander Intervention



# Module 35: Social Relations

## Prejudice



# Prejudice

(to pre-judge)

- Unjustifiable attitude (usually negative) toward a group and its members
- Usually involves stereotyped beliefs, negative feelings, and a predisposition to discriminatory action

# Stereotype

- Generalized belief about a group of people
- Stereotypes are sometimes accurate but often *overgeneralized* (and usually negative)
- Examples

“all old people are cranky”

“all teenagers are punks”

“all Southerners listen to country music”

# Discrimination

- In social relations, *taking action* against a group of people because of stereotyped beliefs and feelings of prejudice
- While prejudice is a *belief*, discrimination is *acting* on a prejudice.

# Prejudice vs. Discrimination

- For example, having a *belief* that all Muslims are terrorists is *prejudice*, but *passing a law that bans Muslims from entering the country is discrimination.*



## Module 35: Social Relations

Prejudice:

Ingroup and Outgroup

“We and They”

# Ingroup

## “Us”

- People with whom we share a common identity
- Any clique or group that creates a mental boundary around itself
- A Quaboag kid, a New Englander, a Red Sox or Yankee fan, or a clique within a school
- Band Kid, Drama kid, Jock, Skater, etc.
- Of course, having an ingroup or “us”, simultaneously creates an outgroup or “them”

# Outgroup “Them”

- Those perceived as different or apart from “us” (the ingroup)
- “Not one of us”

# Ingroup Bias

- Tendency to favor one's own group
- Usually at the expense of the outgroup
- In a school, members of cliques may prejudge those who aren't members





# Scapegoat Theory

- The theory that prejudice provides an outlet for anger by providing someone to blame
- When things don't go as planned, we often aim our anger at a target, *someone or something we can blame* for the problem (i.e. the Democrats or the Republicans)
- Hitler blaming the Jews led to the Holocaust

## Module 35: Social Relations

# Prejudice: Thought Processes and Prejudice

# Categorization

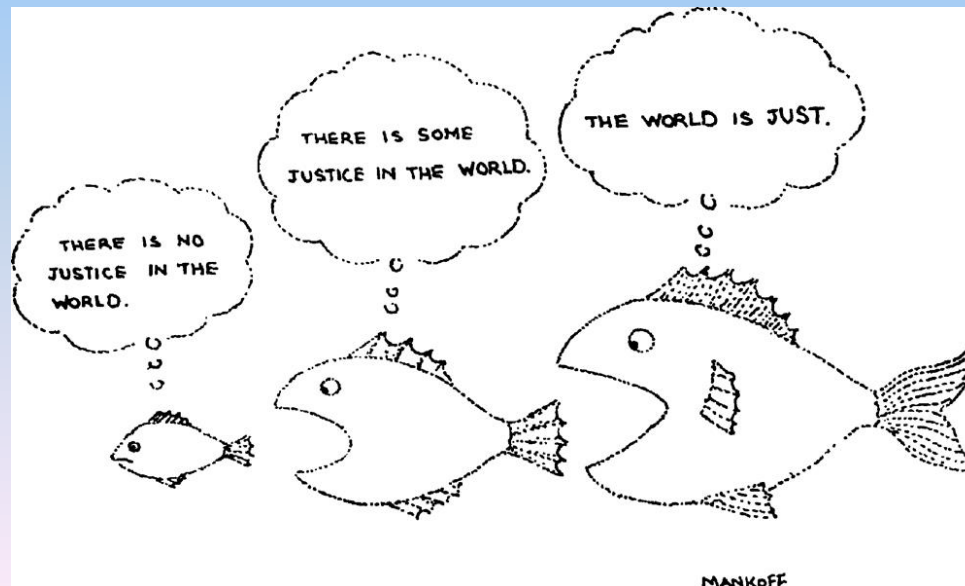
- The tendency to group similar objects
- When we categorize, we don't have to think as hard as when we assess each person for who they really are.
- Categorization simplifies our thought processes, but unfortunately we often stereotype those we've categorized.

# Danger of Categorizing People

- Our ignorance or indifference to, *diversity within groups* that we categorize can lead us to overestimate the similarities of those not in our group
- This leads us to think that those we categorize must *all think, act, and look alike*.
- i.e. “all Trump supporters must be racists” or “all black people must be good at basketball”

# Just-World Phenomenon

- Tendency to believe that the world is just and people get what they deserve and deserve what they get
- Reflects child's attitude that good is rewarded and evil is punished



# News Flash: The World isn't Fair

- Our false assumption that the world should be just/fair promotes such thoughts as “Unsuccessful people are bad, and the poor get what they deserve”
- By thinking the world is fair, we *justify our prejudices*
- Just-world thinking wrongly suggests that ghettos are filled with people who are poor because they don't want to work; therefore, the poor deserve inner-city life

# Module 35: Social Relations

## Aggression

# What qualifies as aggressive behavior?

- Is boxing someone out or diving after the ball in a basketball game acting aggressively?
- Is a telemarketer who “refuses to take No for an answer” being aggressive?
- Is someone who cuts you off in traffic aggressive?
- What about someone who passes around a nasty, false rumor about you in school?
- Or someone who swears at you for being in front of his locker?



# Aggression

- Psychology's definition of aggression is any physical or verbal behavior *intended to hurt or destroy*



## Module 35: Social Relations

# Aggression: The Biology of Aggression

# So what causes aggressive behavior?

## *Genetic and Neural Influences*

- Some have a genetic predisposition toward aggression.
- Nervous system, including amygdala in the brain, can stimulate or inhibit aggression

# Biochemistry

- Correlation of higher testosterone levels with aggressive behaviors
- Alcohol and other drugs can increase aggressive behavior.

## Module 35: Social Relations

# Aggression: Learning Aggression

# Learned Aggression

- Aggression learned through observation of others being aggressive
- By age 18 most will have seen tens of thousands of murders on TV, while rarely seeing the suffering and pain that accompany it



## Module 35: Social Relations

# Cooperation

# Superordinate goals

- Can conflict between groups be resolved?
- Muzafer Sherif studied the effect of *superordinate goals*
- These are *shared* goals that *override differences* among people and require their *cooperation*
- Cooperation turns an “us” and “them” mentality into a “we” state of mind



The End