Chapter 13: Social Psychology

Overview
1. Interpreting Social Behavior
2. Behaving in Social Contexts

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Overview:
A. Social Facilitation/Interference
B. The Bystander Effect
C. Behavior in Groups
D. Obedience to Authority

A. Social Facilitation/Interference

• Behaving in the presence of others vs. alone
• Social Facilitation - enhanced performance
• Social Interference - impaired performance
• Interaction with task difficulty
  - Easy task:
  - Difficult task:

B. The Bystander Effect

• Altruism
• The bystander effect
  - Kitty Genovese
  - Darley & Latané experiment
• Explanations?
  - Diffusion of responsibility
  - Pluralistic ignorance
  - Personality
C. Behavior in Groups

- Social Loafing
- Deindividuation
- Group Polarization
- Groupthink
- The Power of the Situation

C. Behavior in Groups

- Conformity
  - Tendency to comply with the group; when people yield to real or imagined social pressure
- Classic Experiment: Asch (1951, 1955)

**Classic Experiment: Asch**

- Group conformity experiment
- Participants are asked to estimate the length of a line compared to a standard line and other comparison lines
- Group pressure to conform to the majority opinion

**Diagram:**

- Standard Line
- Comparison Lines (1) (2) (3)

**Cartoon:**

- Illustration of a classic Asch conformity experiment
- Participants seated in a circle, one participant wrongfully estimating the line length
- Group pressure to conform to the group's incorrect answer
D. Obedience to Authority

- Milgram (1963)
- When do people follow orders?

Summary: Social Psychology

- Perception of people is influenced by physical appearance and stereotypes
- We often misunderstand others’ motives through the fundamental attribution error; our own successes and failures are subject to the self-serving bias
- Attitudes and behaviors are not always consistent
- Our behavior can be influence by the presence of others
- Diffusion of responsibility may explain the bystander effect, social loafing and deindividuation
- The power of the situation: e.g., number of people present, anonymity, authority, etc.