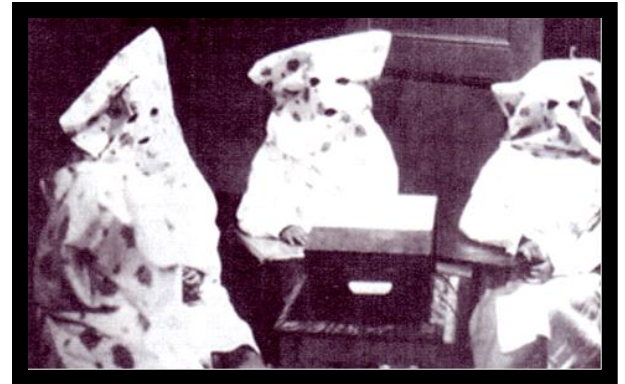


SOCIAL PSYCHOLOGY

Social Psychology is the scientific study of how people's thoughts, feelings, and behaviors are influenced by other people and situations.

Zimbardo (1970)

"hood study"



- women wore...
 - hoods and loose-fitting robes
 - no hoods and name tags

- had an opportunity to shock an **obnoxious** or **nice** confederate

- hooded subjects pressed the button twice as long

- hooded subjects shocked nice and obnoxious confederate equally

Diener (1976) “trick-or-treat” study

	Alone	Group
Identified		
Anonymous		★

Stanley Milgram (1963)



**Conducted a study on
learning and punishment**

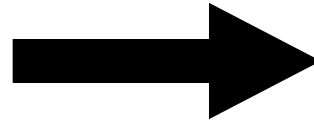
2 subjects:

TEACHER

STUDENT(confederate)

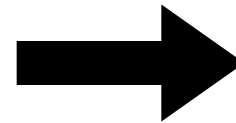
**Teacher gave a "shock"
to student for incorrect
responses**

WEAK SITUATION



**PERSONALITY
FACTORS**

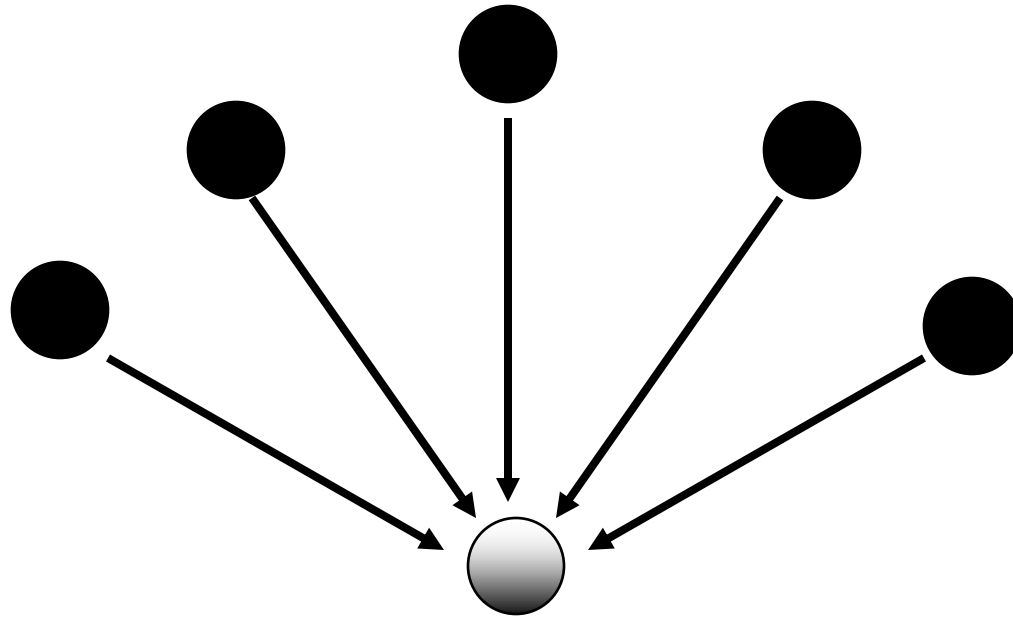
STRONG SITUATION



**SOCIAL
FACTORS**

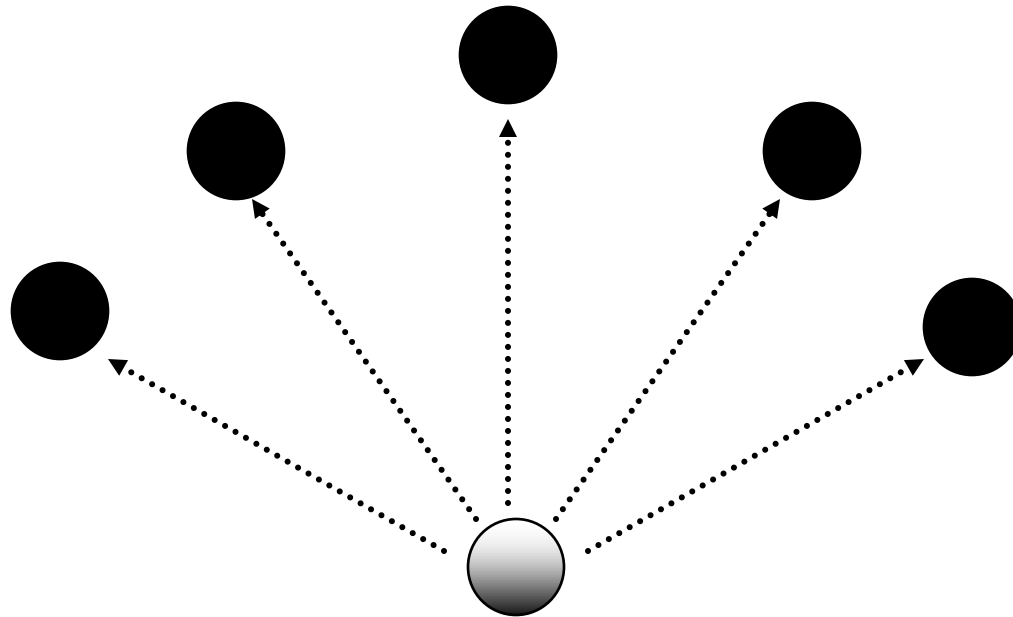
Bibb Latane (1981)

Multiplication of Impact



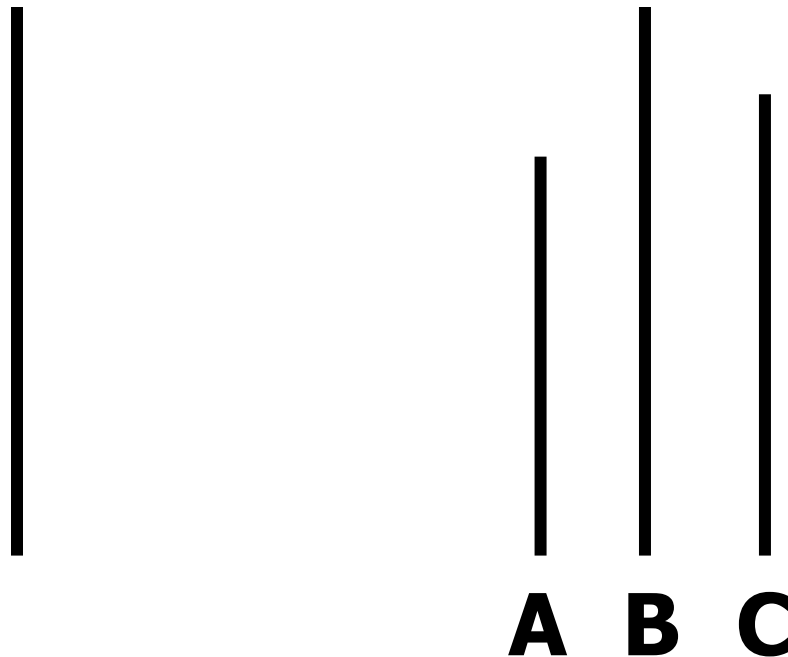
Bibb Latane (1981)

Division of Impact



Asch (1951)

- task was to make judgments on the relative length of lines



alone



**Correctly matched the
lines 98% of the time**

group



**Most people conformed
to the incorrect response
of the group at least once**

Schacter (1951)

- ▶ Conducted a study in which participants read a story about a delinquent and decided what punishment to give him
- ▶ 3 types of confederates were imbedded within the group...

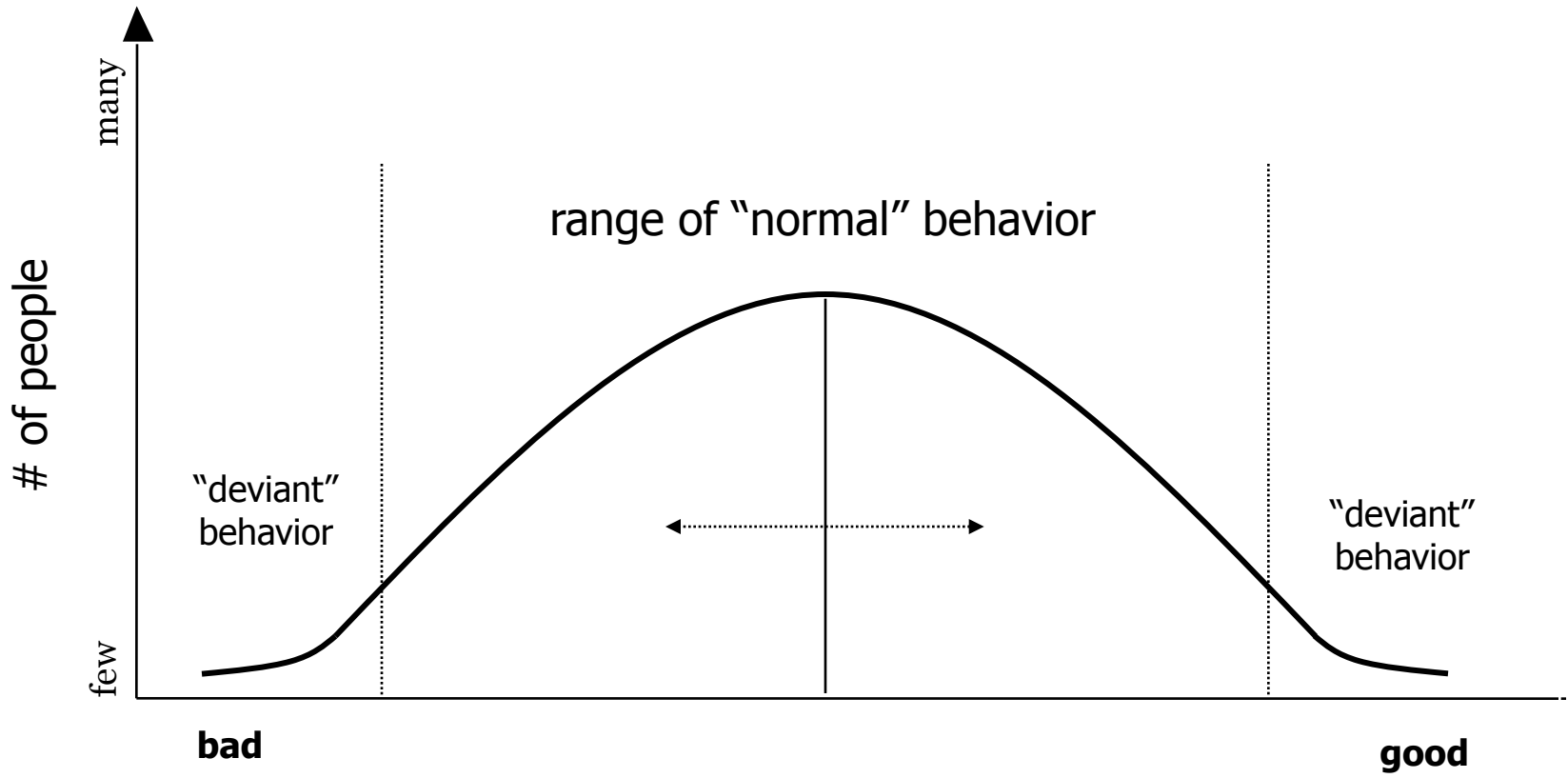
modal
slider
deviate

“It runs thus: Socrates is guilty of corrupting the youth, and of believing not in the gods whom the state believes in, but in other new divinities. Such is the accusation.”

“There is no man who will preserve his life for long, either in Athens or elsewhere, if he firmly opposes the multitude.”

“For if you put me to death, you will not easily find another who...clings to the state as a sort of **gadfly to a horse** that is large and well-bred but rather sluggish because of its size, so that it needs to be aroused. It seems to me that the god has attached me like that to the state, for I am constantly alighting upon you at every point to arouse, persuade, and reproach each of you all day long.”

SOCRATES



	Conformity	Deviance
Positive	good norm	“gadfly”
Negative	bad norm	“rebel without a cause”

Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves, Who am I to be brilliant, gorgeous, talented, fabulous? Actually, who are you not to be? You are a child of God. Your playing small does not serve the world. There is nothing enlightened about shrinking so that other people won't feel insecure around you. We are all meant to shine, as children do. We were born to make manifest the glory of God that is within us. It is not just in some of us; it is in everyone. And as we let our own light shine, we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others.

Marianne Williamson