

II. A Breif History of Social Psychology

A. A Young Field/ Old Wine

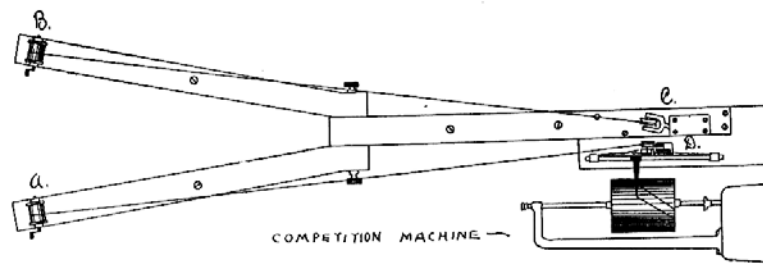
- Essentially a 20th Century field
- 90% of all Social Psychologist are still alive
 - In contrast: Personality Psychology – Freud, Jung, Adler, Rogers, etc. are all dead
- Social Psychology is Interested in Old Issues
 - Plato: If every Athenian had been Socrates, then every Athenian assembly would STILL have been a mob.

B. Three Landmarks in Social Psychology

1. 1898 The First Social Psych Experiment

- Norm Triplett's Social Facilitation Studies
- [THE DYNAMOGENIC FACTORS IN PACEMAKING AND COMPETITION](#)

The Competition Machine



B. Three Landmarks in Social Psychology

2. The first Social Psyc textbooks published in 1908

- Ross – *Social Psychology*
- McDougal – *Social Psychology*

3. Hitler & WWII



3. Hitler and WWII

a. The Exodus of European Psychologists Fleeing Nazi Occupied Europe

- brings a Gestalt Perspective to the American Psychology
- Kurt Lewin, Fritz Heider, Kurt Koffka, Wolfgang Kohler, Max Wertheimer, ect
- Gives rise to Social, Cognitive, and Social Cognitive Perspectives



3. Hitler and WWII cont.



b. The Nazi phenomenon and Holocaust begged explanation.

- Sparked Much Research
 - The Authoritarian Personality
 - Conformity (Asche)
 - Obedience (Milgram)
 - Prejudice Reduction (Sherif)
 - Aggression (Bandura, Buss, Taylor)



3. Hitler and WWII cont.

c. War and the Art of Persuasion

c1. Nazi Propaganda sparked interest in persuasion research.

c2. U.S. military Persuasion Research Unit.

- Persuading soldiers to continue the war in Asia
- Changing soldiers attitudes about integrating the troops.

3. Hitler and WWII cont.

c3. U.S. war effort Austerity Measures

- Saving rubber, gas, electricity, silk, etc,
- Keeping War Gardens, buying war bonds.
- Using ration stamps in place of dollars
- Kurt Lewin - The Self Persuasion Effect - getting house wives to serve tripe.

c4. Yale University Persuasion Research Group

- made up of the ex-military researchers - Studied the topic of attitude formation, attitude change and persuasion, and how attitude affect behavior.

