II. A brief 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 Psyc Experiment
   - Norm Triplet’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

   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)

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 housewives 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.