Ch 1: History, Definitions, and Methods in Social Psychology

I. A Brief History of Social Psychology
A. A Young Field/ Old Wine

- Essentially a 20\textsuperscript{th} 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
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, Bob Zajonc, Solomon Asche
   - 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.
II. What is Social Psychology

A. Defining Social Psychology
1. Book Def. = The scientific study of how people think about, influence, and relate to others.

2. Classic Def: = The scientific study of the way in which people's thoughts, feelings and behaviors are influenced by the real, implied, or imagined presence of other people.
(adapted from Alport, 1924)
### B. Social Psychology vs. Sociology & Personality Psychology

**The Person by situation matrix:** You can divide the world into people (rows: p1 p2 p3) and situations (columns).

<table>
<thead>
<tr>
<th>Columns (Situations)</th>
<th>Class</th>
<th>Playground</th>
<th>Alien Space Craft</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROWS P1 Kyle</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>(People) P2 Stan</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>P3 Cartman</td>
<td>-</td>
<td>-</td>
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</table>

Personality Psyc: Interested in the ROWs, interested in differences between individuals that are consistent across situations.

- e.g. Cartman hits things & people with a stick in the classroom, on the playground, and on board an alien space craft. (Aggressive Personality). Kyle & Stan do not.
### B. Soc. Psy v. Sociology & Personality Psyc

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<td>no curse</td>
<td>curse</td>
<td>curse</td>
</tr>
<tr>
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<td>no curse</td>
<td>curse</td>
<td>curse</td>
</tr>
<tr>
<td>P3 Cartman</td>
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Sociology: interested in factors that influence all of the columns and all of the individuals. Cursing may be an issue of SES or Regional Culture.

### B. Soc. Psy v. Sociology & Personality Psyc

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<td>r</td>
<td>r</td>
</tr>
<tr>
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<td>dr</td>
<td>dr</td>
<td>r</td>
</tr>
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</table>

Social Psychology: Is interested in the interactions between individuals and situations.  
- Social Psychology would suggest that these differences in obedience to authority may be a result of the ambiguity of the situations and status of the authority presiding over these different situations.
C. Major Themes in Social Psyc

1) The Social Context -
   - The Behavior of others
     - e.g. Social Pressure, Pro/Anti-Social
       Behavior, Proximity
   - The characteristics of others
     - e.g. Attractiveness, Status, Sex/Gender,
       Group Membership, Age, novel vs. familiar.

C. Major Themes in Social Psyc cont

2) Cognitive Processes -
   - Information Processing Strategies / I P Resources
     - e.g., speed vs. accuracy
   - Attitudes / Beliefs / Representations of the world
     - e.g., expectancies about situations
   - Motivations
     - e.g., looking good vs. being accurate
   - Emotional/Arousal States
   - Individual Differences (Personality)
   - Enduring attitude/motivation patterns
C. Major Themes in Social Psyc cont

3) Environmental Variables
   - Physical Environment - Temperature, Time of day, Available Space, Sociopetal vs. Sociofeugal space,

4) Cultural Context
   - Historical Context
   - Cross-Cultural Comparisons: e.g., Collectivist vs. Individualist Cultures

5) Biological Factors
   - Neurological Influences
   - Genetic/Hormonal/morphological determinants
   - Evolutionary History - evolutionary psychology (socio-biology)

III. Methods in Social Psyc
A. Methods & Validity

Methodological Validity - the degree to which the research methods we use allow us infer that the results we obtain reflect reality.

Internal Validity - The ability to draw causal inferences from the relationship between IV and DV.

External Validity - The degree to which our results can be generalized to other settings (Realism) and to other people (the Population)

1. Internal Validity
- Established through random assignment to condition and standardized procedures.
- Creates equivalent groups: individual differences are equally distributed across all groups.
- Differences in post manipulation assessments can be attributed to the manipulation and not pre-existing group differences.
- Offers the greatest control over extraneous variables.
1. Internal Validity Cont.

<table>
<thead>
<tr>
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<th>Random Assignment</th>
<th>Control</th>
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<tbody>
<tr>
<td>Observation</td>
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<td>low</td>
</tr>
<tr>
<td>Surveys</td>
<td>no</td>
<td>low</td>
</tr>
<tr>
<td>Experimental Studies</td>
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<td></td>
</tr>
<tr>
<td>- Lab-Exprmt.</td>
<td>Yes</td>
<td>High</td>
</tr>
<tr>
<td>- Field-Exprmt.</td>
<td>Possibly</td>
<td>mod</td>
</tr>
<tr>
<td>- Quasi-Exprmt.</td>
<td>no</td>
<td>low-mod</td>
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2. External Validity

Realism – Generalizability to other settings.
- Mundane Realism - does it look like the real world
- Experimental Realism - are people involved/engaged in the same way as real world situation of interest. (Does is feel real to the participants)
- Functional Realism - does the process being studied function the same as the real world

Representativeness - Does the sample represent population. Established through random sampling. (Difficult to do, we rely heavily on convenience samples)
### 2. External Validity Cont.

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<th>Representative.</th>
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<tr>
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<td>Mundane</td>
<td>Exprmt. (Rand Sample)</td>
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(For QEV)

### B. Ethical Issues

- **Hitler and American Racism**

APA Ethical Guidelines established in 1972

- **Minimal risk** - no risk beyond that encountered in daily life

- **At Risk & The Risk Benefits Analysis**

- **Informed Consent** - all participants must agree to participate after being told about all procedures of the study and of their freedom to withdraw.
B. Ethics Cont

Deception -
- Informed Consent vs. Experimental/Functional Realism
- Omission - don’t tell exact what will be done and why (e.g. don’t tell about different experimental conditions)
- Active deception - lie about what is happening or Participants are unaware of their participation in a study
  • Risk vs. Benefits Analysis

Complete Debriefing -
- fill in omitted details
- Informed Consent after the fact