

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

I. A Breif History of Social Psychology

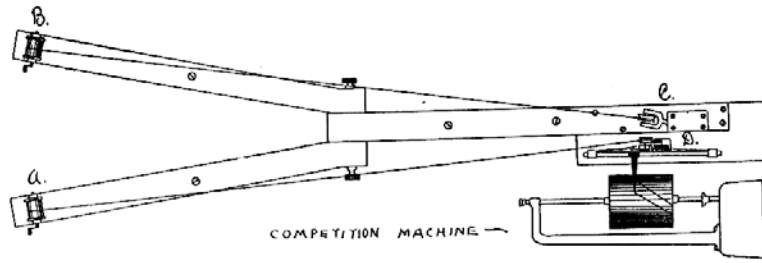
A. A Young Field/ Old Wine

- 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 Psyc 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, 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 Allport, 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).

			Columns (Situations)		
			Class	Playground	Alien Space Craft
ROWS	P1	Kyle	-	-	-
(People)	P2	Stan	-	-	-
	P3	Cartman	-	-	-

B. Soc. Psy v. Sociology & Personality Psyc

Columns (Situations)

			Class	Playground	Alien Space Craft
ROWS	P1	Kyle	no hit	no hit	no hit
(People)	P2	Stan	no hit	no hit	no hit
	P3	Cartman	hit	hit	hit

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

Columns (Situations)

			Class	Playground	Alien Space Craft
ROWS	P1	Kyle	no curse	curse	curse
(People)	P2	Stan	no curse	curse	curse
	P3	Cartman	no curse	curse	curse

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

Columns (Situations)

			Class	Playground	Alien Space Craft
ROWS	P1	Kyle	dr	r	r
(People)	P2	Stan	dr	r	r
	P3	Cartman	dr	dr	r

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.

	Random Assignment	Control
Observation	no	low
Surveys	no	low
Experimental Studies		
-Lab-Exprmt.	Yes	High
-Field-Exprmt.	Possibly	mod
-Quasi-Exprmt.	no	low-mod

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 it 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.

	Realism		Representative.
	Mundane	Exprmt.	(Rand Sample)
Observation	High	High	low
Surveys	low	low	High
Experimental Studies			
-Lab-Exprmt.	low	High	low-mod
-Field-Exprmt.	High	High	low
-Quasi-Exprmt.	High	High	low-mod

(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