

3/3 Week 8

cont'd review of self :

- **The-Self:** How we view ourselves

Self-Esteem: the degree to which we have positive or negative feelings about ourselves

Q. Which individual do you think has higher self-esteem?

Subject A: has positive illusions about herself. Tends to have a self-serving bias

subject B: is more realistic about her good & bad characteristics

- A would actually get a higher score & is more psychologically well-adjusted & happy - even though they seem to be cocky or faking it - it works to have better relationships, get along happier

- people that are "realistic" can get more depressed & psychosocially find it harder to adjust & adapt

- by faking ourselves into something that we are not makes us successful

*how you view yourself

Self-Image: the degree to which we believe others have positive or negative feelings about ourselves

* how you think others view you

Self-efficacy: believe that has the competence to complete a goal or a task

* how confident that you are able to accomplish your goal of any situation you are in

Social comparisons: evaluating one's own thoughts, feelings behaviors and abilities in relation to others

- a little bit is normal but doing this too much constantly will lead to negative self-images

Q. which of the following do you believe will influence a person's self-esteem?

A. self-image, self-efficacy, degree of social comparison, all three influence self-esteem

Social Psychology

Chapter 11: Part 2

Areas of Social Cognition

- Personal Perception

- Attribution

- The Self

- **Attitudes:** our feelings or opinions about people, objects and ideas

- belief or opinions, or issues

- **Q. Can attitudes predict behavior?**

A. Sometimes: when attitude is strong

- behavior will more likely go with the attitude

- when person is made *aware of attitude*

- if they actually have to verbalize it, made aware, they are more likely to go

along with those actions

- when person has *vested interest*

- **Q. Can behavior predict attitudes?**

- can you predict how they are going to act based of what their actions are

A. Sometimes: Cognitive Dissonance Theory & Self-Perception Theory

- **Cognitive Dissonance Theory**: "mismatch between beliefs & behaviors"

- when whatever behavior + the attitude you have about that behavior do not match

- clash in your head = guilt

ex. diet will make you feel better but they have chocolate cake & feel horribly guilty

- especially if behavior is ongoing ...affairs & have extreme cognitive dissonance

- not bad people but they know cheating is wrong & continue to do it because its tempting

- rationalizing behavior to match attitudes = morally correct

- OR change attitudes to match your beliefs / behaviors

- **Self-perception Theory**: "derive beliefs from behavior"

- determine our beliefs & attitudes by looking back at our own behavior

- we are not often aware of our opinions or beliefs

Ex. *Foot-in-the-door technique* = when you donate a little amount to a nonprofit, they will continue to ask for small donations to remember your past behaviors of beliefs to help them out & are more likely to donate a big chunk

- ~~Q. Can you change someone's attitude?~~

~~A. sometimes: if you are trained in the art of persuasion...~~

- ~~Elements of Persuasion~~

~~- The Source: "characteristics of the communicator"~~

~~- The Message: "content & style"~~

~~- The Medium: "venue"~~

~~- The Audience: "characteristics of your target"~~

~~*Characteristics such as attractiveness, credibility, etc.~~

~~Factual vs. emotional, extreme vs. middle-of-the-road~~

~~TV, newspaper, billboard, internet, etc.~~

~~Age, attitude strength~~

Areas of Social Psychology

- Social Cognition

- Social Behavior

- Social Influence

- Intergroup Relations

- Close Relationships

Social Behavior

- **Altruism**: unselfish interest in helping another person

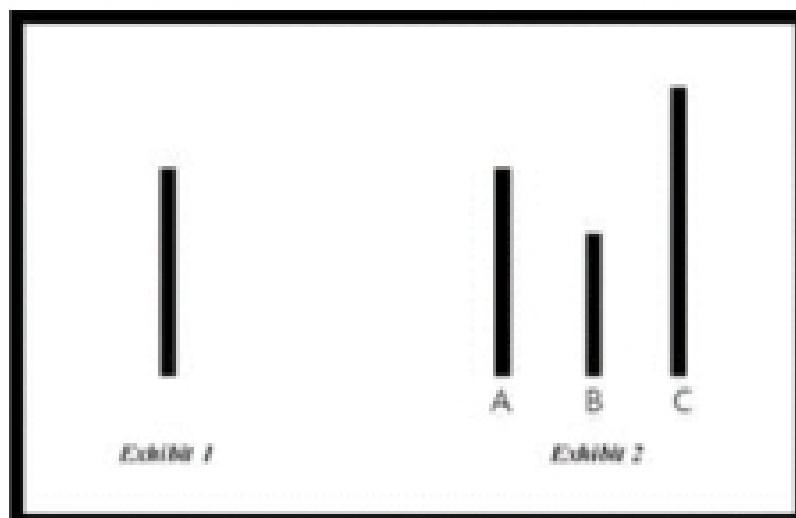
- **Q. Why do people help other people?**
A. Reciprocity: "doing unto others as they will (hopefully) do unto you"
& Egoism: "doing unto others because it somehow benefits ourselves"
- **Factors that influence helping behavior**
 - **Mood:** "happy = helping"
 - Happy people are more likely to help.
 - key ingredient; can we put ourselves in another's "shoes."
 - The tendency for observers to help less in an emergency when other people are present than when alone.
 - **Empathy:** "seeing ourselves"
ex. seeing someone that needs a jump for their car battery & walking by & thinking "oh the next person will help" but think about if you were in that situation
ex. woman with a kid will make you more likely to help than if it is someone dissimilar to you
 - **The Bystander Effect:** "let someone else do it..."
ex. unpredictable situation & you think that there could be risk involved to help
- if everyone thinks someone else will do it, no one will end up helping
ex. you don't want to help someone in danger because you could get in danger yourself

Areas of Social Psychology

- Social Cognition
- Social Behavior
- **Social Influence**
- Intergroup relations
- Close relationships

Social Influence

- **Conformity:** changing ones behavior to align with the group or group standard
- **Asch's Conformity Study**
Q. Which line is the same as exhibit 1?



* in psych experiments: a **Confederate** is an actor in the study to pretend to be participants in the study. They really know what the study is about & have scripts to contribute to the study.