

Based in part on the text: PsychSmart (McGraw-Hill, 2013)

### Social categorization –

Put people in groups based on shared characteristics General auto + unconscious

#### **In-groups** –

"us" : social groups we identify with:  
in group heterogeneity – recognize "we" differ

#### **Out-groups** –

"them" group we don't identify with :  
out group Homogeneity – believe "they" similar

### Stereotype –

Characteristics you believe all group member share  
preconceptions things you think before meeting  
can be wrong for group...  
Often wrong for individuals

### Prejudice –

Attitude (evaluation) about members of a social group. ( Gen. – negative)

Example?

Sexism, Racism...  
Can be Anything

### Origins of Prejudice?

#### **Cognitive Roots**

Categorize and stereotype automatically

#### **Social Roots**

in group bias.  
believe in a just world

#### **Emotional Roots**

negative emotions nourish prejudice  
realistic conflict theory(having no resources)  
scapegoat theory ( blame others)

#### **Learning Theory**

modeling.  
Hi

## Discrimination –

Treat people differently (only) because of social group  
(generally deny access, rights, or privileges)

## Stopping Prejudice and Discrimination?

### **Education:**

1. about positives and similarities

### **Laws:**

### **Equal status contact –**

(esp if share common issue or problems)

Example: "robbers cave"

"jigsaw classroom"

## Prosocial behavior – Helping others

**Altruism** – Help others without expectations of reward.  
May involve risk of harm (catch a grenade for you)

### **When do we help a stranger in need? (9 factors)**

1. We notice (many not aware)
2. Some people are ambiguous (not sure)
3. Take Responsibility
4. Bystander effect- the more people you are around the less help you get.
5. We know how to help them
6. Most likely to help when they are in a good mood
7. Female are helped easier
8. Not the Victims fault
9. Group work causes diffusion of responsibility.

## Social Relationships:

We are social beings:

- Relationships are central to our lives
- They provide the best and the worst of our lives

## Stages or Phases of Relationships:

### A. Initial Attraction: 3 factors underlie initial attraction between strangers:

#### 1. Proximity

- more likely to get more involved with people who are physically

#### 2. Familiarity

- Being to like things that we are exposed to repeatedly

\* Mere exposure effect- the more we see them the more we like them.

if the first impression is negative, your least likely to like them.

#### 3. Physical Attractiveness

- Key role in romance and friendship but its not the most important.

the exceptions:

- Female friendships

### B. Getting acquainted: 3 factors impact viability of relationships:

#### 1. Reciprocal liking -

We tend to like people who we think like us

#### 2. Similarity –

(friends and romance)

- We are drawn to those with similar qualities.

Age	Education	SES	Values	Ethnicity	Religion
Politics	Physical Appearance		Personality	Interests	Etc...

#### 3. Desirable personality characteristics.

- For life partners, personal qualities