

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

Social categorization –

- Put people in groups based on shared characteristics
- Generally automatic and unconscious!

(we like when the world makes sense, so we group things together. Food, cars, People, etc. These groups can be anything. Age, sex, job, hair color, eye glasses, race, nice people, mean people)saves mental energy, helps us feel better about the world

In-groups – “Us” social groups we identify with

-in group **heterogeneity** = recognize “we” differ (we share some characteristics, but we’re not all the same.) If someone does something bad in my group I say they’re a bad seed, I’m not like that.

Out-groups – “Them” groups we don’t identify with

-out group **homogeneity** = believe “they” similar (we assume they’re all very similar, overestimate all the things they share because of some common factors) If one person does something wrong then I see the entire group as bad, because of one person’s actions

Stereotype – characteristics you believe all group members share.

Can be positive, negative, or neutral. It’s just a belief, not a judgment.

Prototype of the group, typical representation of the group (when thinking of red heads the stereotype is that they are hot heads, have a fiery attitude)

- Preconceptions – things you think before meeting
 - Can be wrong for group as a whole
 - Often wrong for individual

Prejudice – prejudgment

-**attitude** (evaluation) about members of a social group (generally negative, can be positive)

Ex? Sexism, Racism... Can be anything!

(You’re another KSU student? I like you already!)

Origins of Prejudice?

Cognitive Roots

Categorize and stereotype automatically.

Social Roots

-In group bias. (People tend to prefer their own group, even in identical situations, believe their group is better)

-Belief in a just world (people get what they deserve. It’s less stressful for us to believe that bad things happen to bad people. Used to justify empowerment & advantage over other groups, we deserve our power, they deserve to be less fortunate)

Emotional Roots

-Negative emotions nourish prejudice

-Realistic conflict theory- when 2 groups are fighting over 1 thing (limited resources) then we end up not liking our competitors. (Oh you’re from UofA? Hate you)

-scapegoat theory- when we have these negative emotions we tend to find a group with less power and dump on them.

Learning Theory

-modeling

-R+ (reinforcement)

Children learn prejudices from those around them, parents praise kids for saying something they agree with, punish them for disagreeing.

Discrimination – behavior

-treat people differently (only) because of social group

-(generally deny access, rights, or privileges)

Can be positive & negative (Oh you're a KSU Alumnus? I'll give you the job!)

Stopping Prejudice and Discrimination?

Education: about positives and similarities

People are afraid of what they don't know; educating them on just basics of other groups can eliminate prejudice

Laws: can make a law against discrimination, can't make laws against prejudice, but when laws against discrimination are created then attitudes tend to shift in a positive way.

Equal status contact –

Non-competitive equal status contact (especially if share common issues or problems)

Superordinate goal

Ex: "Robbers Cave"- state park where study took place. Took 22 summer camp boys & split into 2 groups of 11. Didn't let the 2 interact, worked on group identity for a week. Put them in competitions against each other in 2nd week. Saw prejudice, hostility, arguments and animosity immediately. Put the groups together to take classes together and socialize, 2 groups didn't like each other. Final week they 2 groups had to work together to accomplish a goal, felt better about each other.

"Jigsaw classroom" everybody had to interact in order to succeed. Everyone is given a different part of the puzzle, work together to finish.

Pro-social behavior –

-helping others

Altruism – help with no expectation of reward

-may involve risk of harm

One Type: helping a stranger

Video: Whom do we help?

Woman actress in distress crying. Falling on ground. Almost immediately people came to her aid. "I saw a lady in great stress, so I stopped. I might not have if it was a man" people are likely to help a female. Appears to be, middle class, less likely to have negative assumptions about her situation.

Repeated with male actor, holding a bottle of beer, looks homeless. On ground groaning loudly, ignored.

Takes 7 minutes for anyone to offer assistance. Assumptions made on his appearance & because he's male.

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

1. We notice (many not aware) (many distractions today w/ phones and earbuds)
2. Clearly a need (less likely to act in ambiguous situations)
3. We take responsibility (more likely to take that responsibility if alone, not with a group)

Bystander Effect – more people around = less likely to get help (result of group consensus + **diffusion of responsibility**) If you're in a group & you notice someone may need help but not sure, you look at others in your group. No one else is helping so you don't act. Problem is they may be looking at you and seeing you not helping, so they don't. More people around, more likely to think, "well he or she can help, so they don't need me, someone else should step up" If ever in need of help pick someone out of crowd point at them and say "help me" gives them responsibility and makes them help you.

4. We know how (if you don't know how to change a flat we won't stop to help someone on the side of the road)
5. Low risk to us
6. Good Mood
7. Female in need (especially males helping attractive females!)
8. Same race/ethnicity (less afraid of what we're familiar with, comfortable with same race as us)
9. When feel it is not victim's "fault" (less likely to help a drunk because they did it to themselves)

Social Relationships:

We are social beings

-Relationships central to our lives....

-They provide some of the **best** and **worst** parts of life!

(People who are isolated, unconnected, more likely to be violent)

Stages or Phases of Relationships:

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

1. **Proximity**- more likely to get involved with people we are physically near.

2. **Familiarity**- we begin to like things we are exposed to repeatedly (**mere exposure effect**) (exception? If you *really* don't like it to start, just getting exposed to it doesn't help. Must start neutral or slightly positive)

3. **Physical Attractiveness**

What makes someone attractive?

Initial Attraction

-Physical Attractiveness

-Key role in romance and friendships

-Important, but not most important factor

-Matching hypothesis? Groups of friends are likely to be similar in attractiveness. Exception? Female friendships don't always have matching rates of attractiveness.

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

1. Reciprocal liking – we tend to like people 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 are more important than physical traits.