

Chapter 13 – Social Psychology

- Social Psychology
 - o Study of social behavior
 - o Examining moral reasoning
 - o Kohlberg, a developmental psychologist believe people go through stages of moral development
 - o May not go through all stages
- Kohlberg's theory
 - o I. Obedience/Punishment
 - Infancy
 - No difference between doing the right thing and avoiding punishment
 - o I. Self-Interest
 - Preschool
 - Interest shifts to rewards rather than punishment
 - Effort made to secure greatest benefit for oneself
 - o II. Conformity and Interpersonal Accord
 - School age
 - "Good Girl/Boy" Level
 - Effort is made to secure approval and maintain friendly relations with others
 - o II. Authority and Social Order
 - School age
 - Fixed towards rules
 - Purpose of morality fixated on maintaining social order
 - o III. Social contract
 - Teens
 - Mutual benefit
 - Morally right and legally right are not the same
 - Utilitarian rules that make life better for everyone
 - o III. Universal Principles
 - Adulthood
 - Morality is based on principles that transcend mutual benefit
 - o Criticisms of Kohlberg
 - The moral dilemmas are hypothetical and abstract
 - Kohlberg studied children in cross sectional design not longitudinal
 - Doesn't explain how answers can vary in stage with different situations
- 13.1
 - o Competition vs. Cooperation
 - We often do things which help both ourselves and others
 - Reciprocal altruism, where we help someone else with the expectation that they will help us later
 - We monitor those who reciprocate so we know with whom it is in our best interest to cooperate
 - Helping others may also increase our reputation positively thus benefitting us indirectly
 - o Why do some people not help?
 - Bystander apathy
 - Diffusion of responsibility
 - o Bystander Apathy

- Others could help so I don't have to be the one to do it
- Pluralistic Ignorance
- I figured if no one was helping then they knew something I didn't
- o Social Loafing
 - Since everyone else is working on this no one will notice if I don't contribute or will not notice my absence
- o How to reduce antisocial behavior in others
 - If people feel like they are being observed or watched and that other people care about their actions they are more likely to act pro-socially
 - People like to feel needed or wanted and like their contribution is necessary
- o What about violence??
 - Not all violence is considered so violent
 - Violence may breed violence as might frustration and perceived intentional aggression or frustration
 - The more we know about someone or some group the less likely we are to behave badly towards them or in a way that creates violence.
 - Familiarity decreases:
 - Dehumanization – they are savages/barbarians
 - De-individualization – all the same
- 13.2
- o Social Perception and cognition
 - Mental processes that help us to:
 - Collect and remember information about others
 - Make inferences and judgments about others
 - Can be adaptive
 - First Impressions
 - The primacy effect – the earliest information encountered will more powerfully influence our perceptions than later information will