

SPC3210 Exam 2 Study Guide

Ch. 7 - Cognitive Dissonance

The Principle of Minimal Justification - Using the least amount of effort/incentive to achieve the greatest result (\$1/\$20 experiment)

Buyers Remorse - The dissonance we experience after making a large purchase and the steps taken to justify our actions

Confidence in your decision - Bettors were asked how confident they were about the horse they bet on directly after placing the bet; more confident after than before

Doomsday Cults - Leaders used selective interpretation to justify why their predictions didn't come true in order to reduce the dissonance of followers and reenergize the zeal of the followers

Critique/Strengths Of
Cognitive Dissonance Theory - Criticisms:

- Dissonance as the core concept is lacking
- Self-concept interferes with dissonance
- Lack of practical utility
- Testability issues: hard to DISprove

Critique/Strengths Of
Cognitive Dissonance Theory - Heuristic value: TON of research

Offers insight into the relationship between attitudes, cognitions, affect & behavior

Broad Scope

Ch. 8 - Expectancy Violations Theory

EVT developed by - Judee Burgoon

EVT - of examining the influence that nonverbal communication has on message production...in fact, the theory was initially called "Nonverbal Expectancy Violations Theory". The term 'nonverbal' was dropped in order to include all types of behaviors that violate expectations

EVT - that people in general have certain expectations about the behavior (verbal and nonverbal) of others.

EVT not only examines these expectations, but also examines what happens when verbal and nonverbal expectations are violated

One major focus of EVT - The use of personal space and distance in conversations (also called Proxemics)

Humans have two competing needs when it comes to space: - Affiliation and personal space

Affiliation - refers to the need to belong to a group

Personal Space - is the "invisible, variable volume of space surrounding an individual which defines that individual's preferred distance from others

Edward Hall - identified four primary zones of personal space in North American culture (intimate, personal, social, and public distance)

Intimate distance - 0-18 inches (intimate relationships)

Personal distance - 18 inches - 4 feet (family and close friends)

Social distance - 4-12 feet (casual/social settings)

Public distance - 12 feet and beyond (formal meetings/discussions)

Altman - says there are 3 types of territories (primary, secondary, and public)

Primary territories - Are the exclusive domain of an individual and are usually marked to indicate ownership

Secondary territories - Signal some sort of personal connection with an area or object. While they are not exclusive to an individual, the person does identify with them

Public territories - Involve no personal affiliations and include those areas that are open to all people

Territoriality is frequently accompanied by two behaviors - Prevention and reaction

Prevention - behaviors are warnings used to prevent other people or groups from invading a territory or territories and can include offensive displays as well as markers or symbols

Reaction - behaviors are usually the resulting response to an attempt to prevent access to an object or area

Assumptions of EVT - Expectancies drive human interaction

- Expectancies are learned

- People make predictions about nonverbal behavior

Expectancies drive human interaction - -expectancies are the cognitions and behaviors that we think will happen in conversations/interactions with others and include verbal and non-verbal behavior

- expectancies are a result of social norms, stereotypes, gossip (hearsay), and individual idiosyncrasies

- the two types of expectancies are preinteractional (the potential to interact) and interactional (actually performing in the interaction)

-cultural background also has an influence on what our expectations are and how we believe we should act

Expectancies are learned - - we learn behaviors from society in general and from individuals we encounter in various social situations

- it is important to recognize and understand what we know about others and how we have interacted with these others in the past because it informs our expectations for future interactions

People make predictions about nonverbal behavior - -nonverbal behavior is ambiguous and can be interpreted in many different ways, so it is important to understand that our predictions/evaluations (often based on attractiveness, posture, personal space, etc.) may be inaccurate

Reward Valence - is the positive or negative characteristics that an individual brings to an interaction (a behavior performed by a high-reward source may be interpreted as positive, while the same behavior performed by a low-reward source could be considered negative)

Arousal - refers to the consequences associated with deviations from expected behavior (it cause a person to focus more on the source of the behavior than the behavior itself (a.k.a. orienting response))

Arousal can be - cognitive (awareness of a violation) or physical (e.g., moving away from the source of the violation)

Threat threshold - Threshold is the distance at which you feel uncomfortable (physically and psychologically) in the presence of someone who has violated your expectations

Threats normally occur - after arousal (awareness) to/of an expectancy violation and are usually associated with distance expectancy violations

Violation valence - the positive or negative evaluation of an expectancy violation

(- violation valences are often hard to judge and occur on a positive/negative continuum

- sometimes we use reward valence as a tool to help us decide the violation valence:

-if we like the person the violation is evaluated positively, if we don't like the person the violation is evaluated negatively)

Expectancy violations can be - positive or negative

Critique of EVT - -Scope and Boundaries: wide scope that encompasses a variety of behaviors, but originally grounded in the notion of personal space

-Clarity: concepts can be difficult to distinguish in terms of measurement and testability

-Has practical value in society

Ch. 9 - Uncertainty Reduction Theory