

1. **3 factors of setting a friendship**
 - 1) physical proximity: ideal that you get to know someone by having repeated contact with them. we like things that are familiar. this is why long distance relationships don't work. mere exposure effect.
 - 2) positive feelings: if you are in a good mood/happy, you will be more likely to meet someone. you also see people as attractive
 - 3) need for affiliation: some people like to have a lot of friends. other people don't need this

2. **mere exposure effect**

the more we are exposed to someone the more we like them

3. **3 factors of if a relationship will work**
 - 1) physical attractiveness
 - 2) similarity
 - 3) reciprocity

4. **physical attractiveness**
 - often key determinant of if someone even wants to make a friendship with someone
 - people automatically assume positive qualities if person is attractive. this starts as early as preschool
 - tends to rub off on friends. if a person is attractive/ugly, the friends will be seen as attractive/ugly
 - spend more time looking in a mirror
 - tends to not have high self esteem
 - tend to make more money
 - names are also judged for attractiveness
 - sadness, overweight = unattractive
 - smiles, high cheek bones, big eyes = attractive females
 - tall, more muscles = attractive for males

5. **similarity**
 - "birds of a feather flock together"
 - college friends tend to be friends with those who have similar drinking/smoking habits
 - college roommate is based off of this idea
 - people sometimes attribute similarity with attractiveness. some religions now require a counseling before they get married. the more likely they will stay married
 - attitudes, values, attractiveness, intelligence, education, religion, and age are factors of similarity. religion becomes a problem after having children
 - opposites attract in personality. you need complimentary. a talker likes a listener. assertive likes passive.
 - top 5 things that women look for in men: money, good with kids (considerate/understanding), family, honest, dependent
 - top 5 things men look for in women: attractiveness, cook. this is why men tend to fall in love first- they have a short list

6. **reciprocity**
 - idea that we like people who like us. once we become friends with someone, we expect them to say nice things about us, but if they say something bad, friendship declines
 - if people in friendships start to point out flaws, it will tend to go downhill unless someone breaks the cycle
 - relationships usually start off with one person liking the other more. it is never exactly balanced, but usually close. if not, then the relationship isn't working
 - when there are obstacles (such as parent not liking child's partner) it makes love stronger/high level of arousal. this has to do with cognitive processing. a "forbidden love", which also makes affairs arousing

7. **altruism**

prosocial behavior. refers to a regard for the welfare of others. acts that you perform to help someone else.

8. **bystander effect**
 - the idea that a person is less likely to help if there are others present
 - why? diffusion of responsibility: no one person feels responsible
 - also, groups tend to inhibit behavior. people don't want to be embarrassed in front of a group

9. **when are people most likely to help**
 - when we are not in a hurry
 - if the person is similar to us
 - if they may reciprocate in the future
 - when we are in a good mood
 - when someone else is already helping

10. **theories**
 - social exchange
 - empathy

11. social exchange theory	<ul style="list-style-type: none"> -basis of human interaction is to maximize rewards and minimize costs 1) rewards: money/humor 2) costs: could be monetary, emotional (arguing), annoying habits, doing all the work 3) your perception of what you deserve: if you have low self esteem, you will put up with more costs. people will date/marry based on their level of self esteem 4) probability of finding a better relationship. "better than nothing" type of relationship
12. empathy theory	<ul style="list-style-type: none"> -altruism hypothesis: we help when we feel empathy for another person -the goal is to relieve the other person's distress -a female by herself is more likely to get help than any other group usually helped by a single male (cost-benefit) -males are more helpful for heroic things. females are more helpful for nurturing and long term commitment
13. characteristics of a helpful person	<ul style="list-style-type: none"> -low fear of embarrassment, someone with high need for approval, someone high in empathy
14. deindividuation	<ul style="list-style-type: none"> -tendency to engage in impulsive, antisocial behavior when part of a group (ex: vandalism, robbery) -why? diffusion of responsibility, person feels anonymous, high arousal level, conform to the group norm, reduced self awareness -the focus is more on the event, not the self
15. social loafing	<ul style="list-style-type: none"> -tendency to exert less effort in a group -why? reduced accountability and diffusion of responsibility. -male is more likely to be social loafer because they are less concerned with relationships to people in the group
16. animals and aggression	<ul style="list-style-type: none"> -psychologist restrict use of the term to conflict between members of the same species -males tend to be more aggressive -testosterone is linked to increased level of aggression -what do animals fight over? resources: food, mates, territory
17. aggression	<ul style="list-style-type: none"> -Def: the behavior that intends to hurt or harm others. could be mental or physical
18. aggression theories	<ul style="list-style-type: none"> -Freud says aggression is instinctive 1) Catharsis hypothesis 2) frustration aggression hypothesis 3) cognitive theory 4) observational learning
19. catharsis hypothesis	<ul style="list-style-type: none"> -need to periodically release aggression in some way. this could help or hurt the situation. -evidence against it: sometimes yelling and screaming can lead to physical violence
20. frustration aggression hypothesis	<ul style="list-style-type: none"> -the idea that aggression is learned and frustration leads to aggression. ex: road rage -problem with theory: not everyone behaves aggressively when frustrated -displaced aggression: when you don't put your aggression on person who frustrates you, so you take it out on a weaker target
21. cognitive theory	<ul style="list-style-type: none"> -aggression is caused by aversive events -occurs with pain, insults, hot temperatures, and crowding
22. observational learning theory	<ul style="list-style-type: none"> -aggression is learned -children observe aggressive parents, television violence, video games -presence of objects of aggression (guns, knives), can lead to aggressive behavior
23. personality	<ul style="list-style-type: none"> -unique and consistent patterns of behavior -your personality is the pattern of the traits that you possess -theories differ in their emphasis on their methods (some emphasize past/present)
24. personality theories	<ul style="list-style-type: none"> -Freud's Psychoanalytic Theory -Trait Theory -Humanism -Social Cognitive Theory

25. Freud's Psychoanalytic Theory	<ul style="list-style-type: none"> -used case studies to prove -Three things make up the personality 1) Id 2) Ego 3) Superego -all forces are constantly acting against each other. this creates anxiety
26. Id	<ul style="list-style-type: none"> -pleasure principle -usually obeys sexual and aggressive impulses. involves no morals -activated by impulse, demands immediate satisfaction of needs -ex: a baby is all Id -when Id is in control, a person can become dangerous
27. Ego	<ul style="list-style-type: none"> -reality personality -delays pleasure according to circumstances. it is the executive or problem solving part of the personality -ex: a child learning to share and not just taking -Id and Ego can be compared to horse and rider, respectively. horse can usually, but not always, be controlled
28. Superego	<ul style="list-style-type: none"> -has two parts 1) conscience: develops through punishment. a child learns what is considered bad behavior. this eventually replaces parental control. 2) ego ideal: develops through reward - makes you feel guilty or proud. it threatens disapproval - if you have unmet needs during childhood, you can get stuck at this stage, and you reenact these childhood conflicts in adulthood
29. defense mechanisms	<ul style="list-style-type: none"> -unconscious attempts to reduce anxiety -used to get through a crisis or tough situation -involves some degree of self deception and distortion of reality 1) repression 2) rationalization 3) projection 4) reaction formation 5) regression 6) denial
30. repression	<ul style="list-style-type: none"> - push unpleasant thoughts from consciousness. - common with death of a person and trying not to think about it
31. rationalization	<ul style="list-style-type: none"> -come up with explanations that are easier to accept than real reason
32. projection	<ul style="list-style-type: none"> -attribute our unacceptable traits or feelings to someone else -ex: spouse calling other selfish may in fact be selfish
33. reaction formation	<ul style="list-style-type: none"> -display opposite feelings of real feelings ex: pretending you like someone when you hate them. common in customer service
34. regression	<ul style="list-style-type: none"> -revert to an earlier more infantile state of development. -ex: nervousness about school and bedwetting
35. denial	<ul style="list-style-type: none"> refuse to acknowledge the existence of anxiety provoking information
36. projection techniques	<ul style="list-style-type: none"> -used to figure out a person's personality -involves ambiguous stimuli -thematic apperception test (TAT) -incomplete sentences -Rorschach Inkblot
37. ambiguous stimuli	<ul style="list-style-type: none"> -have no meaning. can have any meaning and the person projects the meaning onto them
38. thematic apperception test (TAT)	<ul style="list-style-type: none"> -make up story about what is going on in a picture
39. Rorschach Inkblot	<ul style="list-style-type: none"> -10 cards: 5 in black and white and 5 in color -if you look at white ground and not the inkblot, you are said to be a negative or rebellious person -are used based on certain trends in responses. can have low reliability/validity
40. typology	<ul style="list-style-type: none"> -personality is related to your body type -ex: fat people are happy and jolly