

## Chapter 1 – Introduction to Social Psychology

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### What is Social Psychology

- Social psychology – science that studies influences of our situations, with special attention to how we view and affect one another
- 1) Social thinking; 2) Social influence; 3) Social relations
- E.g Nazi Germany – successful because people followed orders
  - **Stanley Milgram** – Asking experimenters to deliver electric shocks to people
- Social psychology reveals how social environment influences behavior

### Major themes in social psychology

#### Social thinking:

1. We construct our social reality – we explain behaviors
2. Our social intuitions are often powerful but sometimes perilous
  - Intuitions shape fears, impressions and relationships
  - **"Dual processing"** – thinking, memory, and attitudes operate on two levels – one **conscious**, the other **unconscious** and automatic

#### Social influence:

1. Social influences shape our behavior – **Matthias Mehl and James Pennebaker** (2003) – social experiment – 30% of time spent talking => relationships are important; we adapt to our social context
2. Personal attitudes and dispositions also shape behavior - e.g attitudes toward smoking influence our susceptibility to peer pressures

#### Social relations:

1. Social behavior is biologically rooted – genes and traits allow for survival and reproduction, biological & social influences affect social behavior
2. Relating to others is a basic need – **Kip Williams**: when being left out, self-esteem drops; **Mark Leary & Roy Baumeister**: relationships with others form basis of self-esteem

Applying Social Psychology: influencing thinking and acting, how we interact with others, human health and well-being, judicial procedures etc.

### Social Psychology and Human Values (How values affect psychologists/scientists)

- choice of research topics and types of people who are attracted to various fields of study

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