

Social Psychology

Overview

Chapter 13 demonstrates the powerful influences of social situations on the behavior of individuals. Central to this topic are research studies on attitudes and actions, conformity, obedience, and group and cultural influences. The social principles that emerge help us to understand how individuals are influenced by advertising, political candidates, and the various groups to which they belong. Although social influences are powerful, it is important to remember the significant role of individuals in choosing and creating the social situations that influence them.





The chapter also discusses how people relate to one another, from the negative—developing prejudice and behaving aggressively—to the positive—being attracted to people who are nearby and/or similar and behaving altruistically.

The chapter concludes with a discussion of situations that provoke conflict and techniques that have been shown to promote conflict resolution.

Although there is some terminology for you to learn in this chapter, your primary task is to absorb the findings of the many research studies discussed. The chapter headings, which organize the findings, should prove especially useful to you here. In addition, you might, for each main topic (conformity, group influence, aggression, etc.), ask yourself the question, “What situational factors promote this phenomenon?” The research findings can then form the basis for your answers.

NOTE: Answer guidelines for all Chapter 13 questions begin on page 323.

Outline

-  Social Thinking
-  Social Influence
-  Antisocial Relations
-  Prosocial Relations

Instructions

First, skim each section, noting headings and boldface items. After you have read the section, review each objective by answering the fill-in, essay-type, and multiple-choice questions for that section. In some cases, Study Tips explain how best to learn a difficult concept and Applications and Section Reviews help you to know how well you understand the material. Finally, try to define the important terms and concepts using your own words. As you proceed, evaluate your performance by consulting the answers on page 323. Do not continue with the next section until you understand each answer. If you need to, review or reread the section in the textbook before continuing.

Before You Move On includes activities that test you on material from the entire chapter.



Social Thinking

Objective 13-1: Identify what social psychologists study, and discuss how we tend to explain others' behavior and our own.

1. Psychologists who study how we think about, influence, and relate to one another are called _____.

The Fundamental Attribution Error

2. Fritz Heider's theory of how we explain others' behavior is the _____ theory. According to this theory, we attribute behavior either to an internal cause, which is called a _____, or to an external cause, which is called a _____.
3. Most people tend to _____ (overestimate/underestimate) the extent to which people's actions are influenced by social situations because their _____ is focused on the person. This tendency is called the _____. When explaining our own behavior, or that of someone we know well, this tendency is _____ (stronger/weaker). When observers view the world from others' perspectives, attributions are _____ (the same/reversed).
4. People in _____ (Western/East Asian) cultures more often attribute behavior to people's personal traits, while people in _____ (Western/East Asian) are somewhat more sensitive to the power of the situation.

Give an example of the practical consequences of attributions.

STUDY TIP: To drive home the concept of the fundamental attribution error, think about a recent embarrassing moment. Perhaps you made an unkind remark that you later regretted. In explaining your behavior, you likely would say, "I was caught up in the moment," or "It was the people I was with." These are *external* (situational) attributions. Now think about how you would explain the same type of behavior in another person, especially someone you have just met. If you committed the fundamental attribution error, you would be less likely to "forgive" the person by making an external attribution. Instead, you would attribute it to personality and expect the person to behave similarly in the future.

APPLICATION:

5. Professor Washington's students did very poorly on the last exam. The tendency to make the fundamental attribution error might lead her to conclude that the class did poorly because
 - a. the test was unfair.
 - b. not enough time was given for students to complete the test.
 - c. students were distracted by some social function on campus.
 - d. students were unmotivated.

Attitudes and Actions

Objective 13-2: Discuss how attitudes and actions interact.

6. Feelings, often based on our beliefs, that predispose our responses are called _____. When people focus on an issue and respond favorably to an argument, _____ has occurred. Persuasion may also occur through the _____ (slower/faster) _____ as people respond to incidental cues such as a speaker's appearance.
7. Attitudes are especially likely to affect behavior when external influences are _____, when the attitude is _____, specific to the behavior, and easily _____.
8. Many research studies demonstrate that our attitudes are strongly influenced by our _____. One example of this is the tendency for people who agree to a small request to comply later with a larger one. This is the _____ phenomenon.

9. When you follow the social prescriptions for how you should act as, say, a college student, you are adopting a _____.
10. Taking on a set of behaviors, or acting in a certain way, generally _____ (changes/does not change) people's attitudes.
11. According to _____ theory, thoughts and feelings change because people are motivated to justify actions that would otherwise seem hypocritical. This theory was proposed by _____.
12. Dissonance theory predicts that people induced (without coercion) to behave contrary to their true attitudes will be motivated to reduce the resulting _____ by changing their _____.

STUDY TIP/APPLICATION: Cognitive dissonance theory and the foot-in-the-door phenomenon are two powerful examples of our attitudes following our actions. Think about these examples as you complete the following exercises.

13. a. Using the foot-in-the-door technique, how might you persuade a friend to take on an important, time-consuming task such as becoming treasurer of a ski club?
- b. Suppose your roommate thinks climate change is nothing more than a hoax foisted by politicians on a gullible public. Using cognitive dissonance theory, how might you go about changing your roommate's attitude?
-
- APPLICATIONS:**
14. Which of the following is an example of the foot-in-the-door phenomenon?
- a. To persuade a customer to buy a product, a store owner offers a small gift.
- b. After agreeing to wear a small "Enforce Recycling" lapel pin, a woman agrees to collect signatures on a petition to make recycling required by law.
- c. After offering to sell a car at a ridiculously low price, a car salesperson is forced to tell the customer the car will cost \$1000 more.
- d. All of these are examples.
15. Which of the following situations should produce the GREATEST cognitive dissonance?
- a. A soldier is forced to carry out orders he finds disagreeable.
- b. A student who loves animals has to dissect a cat in order to pass biology.
- c. As part of an experiment, a subject is directed to deliver electric shocks to another person.
- d. A student volunteers to debate an issue, taking the side he personally disagrees with.
16. Before she gave a class presentation favoring gun control legislation, Wanda opposed it. Her present attitude favoring such legislation can best be explained by
- a. attribution theory.
- b. cognitive dissonance theory.
- c. reward theory.
- d. evolutionary psychology.
- SECTION REVIEW:**
17. According to cognitive dissonance theory, dissonance is most likely to occur when
- a. a person's behavior is not based on strongly held attitudes.
- b. two people have conflicting attitudes and find themselves in disagreement.
- c. an individual does something that is personally disagreeable.
- d. an individual is coerced into doing something that he or she does not want to do.
18. Which of the following phenomena is best explained by cognitive dissonance theory?
- a. group polarization
- b. the foot-in-the-door phenomenon
- c. normative social influence
- d. informational social influence
19. Which of the following is true?
- a. Attitudes and actions rarely correspond.
- b. Attitudes predict behavior about half the time.
- c. Attitudes are excellent predictors of behavior.
- d. Attitudes predict behavior under certain conditions.

20. Which of the following describes how we explain others' behavior as being due to internal dispositions or external situations?
- cognitive dissonance theory
 - peripheral route persuasion
 - central route persuasion
 - attribution theory

TERMS AND CONCEPTS TO REMEMBER:

- social psychology
- attribution theory
- fundamental attribution error
- attitude
- peripheral route persuasion
- central route persuasion
- foot-in-the-door phenomenon
- role
- cognitive dissonance theory

Social Influence

Conformity: Complying With Social Pressures

Objective 13-3: Describe automatic mimicry, and explain how conformity experiments reveal the power of social influence.

- People take on the _____ tones of others around them. This natural tendency is called _____.
_____. The *chameleon effect* refers to our natural tendency to unconsciously _____ others' expressions, postures, and voice tones. This helps us to feel what they are feeling, referred to as _____. It also helps explain why studies of British workers have revealed _____—sharing up and down moods.
- The term that refers to the tendency to adjust one's behavior to coincide with some group standard is _____.
- The psychologist who first studied the effects of group pressure on conformity is _____.
- In this study, when the opinion of other group members was contradicted by objective evidence,

research participants _____ (were/were not) willing to conform to the group opinion.



List the conditions under which we are more likely to conform.

- One reason that people comply with social pressure is to gain approval or avoid rejection; this is called _____.
_____.
Understood rules for accepted and expected behavior are called social _____.
- Another reason people comply is that they have genuinely been influenced by what they have learned from others; this type of influence is called _____.
_____.

APPLICATION:

- Maria recently heard a speech calling for a ban on aerosol sprays that endanger the earth's ozone layer. Maria's subsequent decision to stop using aerosol sprays is an example of
 - informational social influence.
 - normative social influence.
 - social facilitation.
 - the foot-in-the-door phenomenon.

Obedience: Following Orders

Objective 13-4: Describe what Milgram's obedience experiments taught us about the power of social influence.

- The classic social psychology studies of obedience were conducted by _____.
When ordered by the experimenter to electrically

shock the "learner," the majority of participants (the "teachers") in these studies _____ (complied/refused). More recent studies have found that women's compliance rates in similar situations were _____ (higher than/lower than/similar to) men's.

List the conditions under which obedience was highest in Milgram's studies.

9. In getting people to administer increasingly larger shocks, Milgram was in effect applying the _____ technique.
10. The Milgram studies demonstrate that strong _____ influences can make _____ people _____ to falsehoods and commit cruel acts.

APPLICATIONS:

11. José is the one student member on his school's board of trustees. At the board's first meeting, José wants to disagree with the others on several issues but in each case decides to say nothing. Studies on conformity suggest all except one of the following are factors in José's not speaking up. Which one is NOT a factor?
- The board is a large group.
 - The board is prestigious and most of its members are well known.
 - The board members are already aware that José and the student body disagree with them on these issues.
 - Because this is the first meeting José has attended, he feels insecure and not fully competent.
12. Twenty-year-old Marge belonged to a sorority. During pledge week, she was ordered to force potential members to strip in front of their friends. Although Marge disapproved of asking fellow students to embarrass themselves, she did it anyway. She respected the sorority offi-

cers, and all her fellow sisters were also hazing the pledges. How would Milgram explain Marge's behavior?

Group Behavior

Objective 13-5: Describe how our behavior is affected by the presence of others.

13. The tendency to perform a task better when other people are present is called _____. In general, people become aroused in the presence of others, and arousal enhances the correct response on a(n) _____ (easy/difficult) task. Later research revealed that arousal strengthens the response that is most _____ in a given situation.
14. Researchers have found that the reactions of people in crowded situations are often _____ (lessened/amplified).
15. Researchers found that people worked _____ (harder/less hard) in a team tug-of-war than they had in an individual contest. This phenomenon has been called _____.
16. The feeling of anonymity and loss of self-restraint that an individual may develop when in a group is called _____.

STUDY TIP: To help solidify the idea of social facilitation in your mind, think about sports you play—or don't play (because you do not do well). Think about your friends in similar situations, your children if you are a parent. Then think about professional athletes. Does the same hold true for the performing arts (acting, playing a musical instrument, dancing)? What about your everyday activities?

APPLICATIONS:

17. Which of the following would most likely be subject to social facilitation?
- proofreading a page for spelling errors
 - typing a letter with accuracy
 - playing a difficult piece on a musical instrument
 - running quickly around a track

18. Concluding her presentation on deindividuation, Renée notes that deindividuation is less likely in situations that promote
- anonymity.
 - decreased self-awareness.
 - increased self-awareness.
 - increased arousal.

Objective 13-6: Explain group polarization and groupthink, and describe how much power we have as individuals.

19. Over time, the initial differences between groups usually _____ (increase/decrease).
20. The enhancement of each group's prevailing tendency over time is called _____. Electronic discussions in _____ groups provide a medium for this tendency.
21. When the desire for group harmony overrides realistic thinking in individuals, the phenomenon known as _____ has occurred.
22. In considering the power of social influence, we cannot overlook the interaction of _____ (the power of the situation) and _____ (the power of the individual).
23. The power of one or two individuals to sway the opinion of the majority is called _____.
24. A minority opinion will have the most success in swaying the majority if it takes a stance that is _____ (unswerving/flexible).

APPLICATION:

25. Jane and Sandy were best friends in their first year of university. Jane joined a sorority; Sandy didn't. By the end of their last year, they found that they had less in common with each other than with the other members of their respective circles of friends. Which of the following phenomena most likely explains their feelings?
- group polarization
 - groupthink
 - deindividuation
 - social facilitation

SECTION REVIEW:

26. In his study of obedience, Stanley Milgram found that the majority of participants
- refused to shock the learner even once.
 - complied with the experiment until the "learner" first indicated pain.
 - complied with the experiment until the "learner" began screaming in agony.
 - complied with all the demands of the experiment.
27. Which of the following statements is true?
- Groups are almost never swayed by minority opinions.
 - Group polarization is most likely to occur when group members frequently disagree with one another.
 - Groupthink provides the consensus needed for effective decision making.
 - A group that is like-minded will probably not change its opinions through discussion.
28. Conformity increased under which of the following conditions in Asch's studies of conformity?
- The group had three or more people.
 - The group had high status.
 - Individuals were made to feel insecure.
 - All of these conditions increased conformity.
29. The phenomenon in which individuals lose their identity and relinquish normal restraints when they are part of a group is called
- groupthink.
 - social loafing.
 - empathy.
 - deindividuation.
30. Subjects in Asch's line-judgment experiment conformed to the group standard when their judgments were observed by others but not when they were made in private. This tendency to conform in public demonstrates
- social facilitation.
 - overjustification.
 - informational social influence.
 - normative social influence.
31. Based on findings from Milgram's obedience studies, participants would be LESS likely to follow the experimenter's orders when
- they hear the "learner" cry out in pain.
 - they merely administer the test while someone else delivers the shocks.
 - the "learner" is an older person or mentions having some physical problem.
 - they see another person disobey instructions.

32. Which of the following most accurately states the effects of crowding on behavior?
- Crowding makes people irritable.
 - Crowding sometimes intensifies people's reactions.
 - Crowding promotes unselfish behavior.
 - Crowding usually weakens the intensity of people's reactions.
33. Research has found that for a minority to succeed in swaying a majority, the minority must
- make up a sizable portion of the group.
 - express its position as consistently as possible.
 - express its position in the most extreme terms possible.
 - be able to convince a key majority leader.
34. Which of the following conclusions did Milgram derive from his studies of obedience?
- Even ordinary people, without any particular hostility, can become agents in a destructive process.
 - Under the proper circumstances, most people can suppress their natural aggressiveness.
 - The need to be accepted by others is a powerful motivating force.
 - He reached all of these conclusions.
35. Which of the following best summarizes the relative importance of personal control and social control of our behavior?
- Situational influences on behavior generally are much greater than personal influences.
 - Situational influences on behavior generally are slightly greater than personal influences.
 - Personal influences on behavior generally are much greater than situational influences.
 - Situational and personal influences interact in determining our behavior.
36. Which of the following is important in promoting conformity in individuals?
- whether an individual's behavior will be observed by others in the group
 - whether the individual is male or female
 - the size of the group's meeting room
 - whether the individual is of a higher status than other group members
37. Which of the following is most likely to promote groupthink?
- The group's leader fails to take a firm stance on an issue.
 - A minority faction holds to its position.
 - The group consults with various experts.
 - Group polarization is evident.

TERMS AND CONCEPTS TO REMEMBER:

- conformity
- normative social influence
- informational social influence
- social facilitation
- social loafing
- deindividuation
- group polarization
- groupthink

Essay Question

The Panhellenic Council on your campus has asked you to make a presentation on the topic "Social Psychology" to all freshmen who have signed up to "rush" a fraternity or sorority. In a fit of cynicism following your rejection last year by a prestigious fraternity or sorority, you decide to speak on the negative influences of groups on the behavior of individuals. What will you discuss? (Use the space below to list the points you want to make, and organize them. Then write the essay on a separate sheet of paper.)



Antisocial Relations

Prejudice

Objective 13-7: Define *prejudice*, and identify its social and emotional roots.

- Prejudice is an _____ (and usually _____) attitude toward a group that involves overgeneralized beliefs known as _____.
- Like all attitudes, prejudice is a mixture of _____, _____, and predispositions to _____.
- Prejudice is a negative _____.

- and _____ is a negative _____.
4. Americans today express _____ (less/the same/more) racial prejudice than they did some 50 years ago. Yet, as _____ prejudice wanes, _____ prejudice lingers, which may take the form of "_____" such as race-related traffic stops.
 5. Blatant forms of prejudice _____ (have/have not) diminished. However, even people who deny holding prejudiced attitudes may carry negative _____ about race.
 6. Studies of prejudice indicate that it is often an unconscious, or _____, action. Research has shown that _____ people with a flashed Black rather than White face makes them _____ (more/less) likely to perceive a flashed tool as a gun.
 7. Today's biopsychosocial approach has stimulated neuroscience studies that have detected implicit prejudice in people's _____ muscle responses and in the activation of their brain's _____.
 8. Gender prejudice has also _____ (increased/decreased). However, worldwide, _____ (women/men) are more likely to live in poverty. People tend to perceive women as being more _____ and _____ and less _____ than men.
 9. Prejudice against _____ and _____ people still exists throughout most of the world. Without protection from hate crimes and discrimination, these people experience substantially higher _____ rates.
 10. For those with money, power, and prestige, prejudice often serves as a means of _____ social inequalities.
 11. The belief that people get what they deserve—that the good are rewarded and the bad punished—is expressed in the _____ phenomenon.
 12. Discrimination increases prejudice through the tendency of people to _____ victims for their plight.
 13. Through our _____, we associate ourselves with certain groups and contrast ourselves with others.
 14. Prejudice is also fostered by the _____, a tendency to favor groups to which one belongs—called the _____—while excluding others, or the _____.
 15. That prejudice derives from attempts to blame others for one's frustration is proposed by the _____ theory.
 16. People who feel loved and supported become more _____ to and _____ of those who differ from them.
 17. Prejudice is also nourished by _____ emotions.
- Objective 13- 8:** Identify the cognitive roots of prejudice.
18. Research suggests that prejudice may also derive from _____, the process by which we attempt to simplify our world by classifying people into groups. One by-product of this process is that people tend to _____ and _____ the similarity of those within a group; they perceive _____.
 19. Our greater recognition of faces of our own race is the _____, which emerges in infancy, between _____ of age.
 20. Another factor that fosters the formation of group stereotypes and prejudice is the tendency to _____ from vivid or memorable cases.
 21. The belief that people get what they deserve is based in part on _____.

_____, the tendency to believe that one would have foreseen how something turned out.

APPLICATIONS:

- 22. Students at State University are convinced that their school is better than any other; this most directly illustrates
 - a. an ingroup bias.
 - b. prejudice and discrimination.
 - c. the scapegoat effect.
 - d. the just-world phenomenon.
- 23. Alexis believes that all male athletes are self-centered and sexist. Her beliefs are an example of
 - a. in-group bias.
 - b. hindsight bias.
 - c. stereotypes.
 - d. own-age bias.
- 24. Ever since their cabin lost the camp softball competition, the campers have become increasingly hostile toward one camper in their cabin, blaming her for every problem in the cabin. This behavior is best explained in terms of
 - a. the ingroup bias.
 - b. prejudice.
 - c. the scapegoat theory.
 - d. catharsis.
- 25. Given the tendency of people to categorize information according to preformed schemas, which of the following stereotypes would Juan, a 65-year-old political liberal and fitness enthusiast, be most likely to have?
 - a. "People who exercise regularly are very extraverted."
 - b. "All political liberals are advocates of a reduced defense budget."
 - c. "Young people today have no sense of responsibility."
 - d. "Older people are lazy."

Aggression

Objective 13-9: Explain how psychology's definition of *aggression* differs from everyday usage, and identify the biological factors that make us more prone to hurt one another.

- 26. Aggressive behavior is defined by psychologists as _____ .
 Thus, psychologists _____ (do/do not) consider assertive salespeople to be aggressive.

- 27. Like other behaviors, aggression emerges from the interaction of _____ and _____ .
- 28. Today, most psychologists _____ (do/do not) consider human aggression to be instinctive.
- 29. In humans, aggressiveness _____ (varies/does not vary) greatly from culture to culture, era to era, and person to person.
- 30. That there are genetic influences on aggression can be shown by the fact that many species of animals have been _____ for aggressiveness.
- 31. Twin studies suggest that genes _____ (do/do not) influence human aggression. One genetic marker of those who commit the most violence is the _____ chromosome. Another marker is the _____ gene, which helps break down neurotransmitters such as _____ and serotonin.
- 32. Studies of violent criminals reveal diminished activity in the brain's _____ , which play an important role in controlling _____ .
- 33. In humans and animals, aggression is facilitated by _____ systems, which are in turn influenced by _____ , alcohol, and other substances in the blood.
- 34. The aggressive behavior of animals can be manipulated by altering the levels of the hormone _____ . When this level is _____ (increased/decreased), aggressive tendencies are reduced.
- 35. High levels of testosterone correlate with _____ , low tolerance for _____ , and _____ . Among teenage boys and adult men, high testosterone also correlates with _____ , hard _____ , and aggressive-bullying responses to _____ .

36. One drug that unleashes aggressive responses to provocation is _____.

Objective 13-10: Outline psychological and social-cultural factors that may trigger aggression.

37. According to the _____ principle, inability to achieve a goal leads to anger, which may generate aggression.
38. Other aversive stimuli can provoke hostility, including _____.
39. Aggressive behavior can be learned through _____, as shown by the fact that people use aggression where they've found it pays, and through _____ of others.
40. Parent-training programs often advise parents to avoid _____ violence by screaming and hitting. One _____ program with juvenile offenders and gang members and their parents has been successful in bringing down the youths' re-arrest rates.
41. Crime rates are higher in countries in which there is a large disparity between those who are _____ and those who are _____. High violence rates also are typical of cultures and families in which there is minimal _____.
42. Repeatedly viewing on-screen violence may create _____ to which people respond when they are in new situations or are uncertain how to act.

Comment on the effects of viewing sexual violence on attitudes and behavior.

Summarize the findings of the study in which undergraduates viewed either sexually explicit films or nonerotic films.

43. Video games can _____ aggressive thoughts, decrease _____, and increase _____.
44. Kids who play a lot of violent video games see the world as more _____, get into more _____ and _____, and earn poorer _____.
45. Many factors contribute to aggression, including _____ factors, such as an increase in testosterone; _____ factors, such as frustration; and _____ factors, such as deindividuation.

APPLICATIONS:

46. Summarizing his report on the biology of aggression, Sam notes that
- biology does not significantly influence aggression.
 - when one identical twin has a violent temperament, the other member of the twin pair rarely does.
 - hormones and alcohol influence the neural systems that control aggression.
 - testosterone reduces dominance behaviors in animals.
47. After waiting in line for an hour to buy concert tickets, Teresa is told that the concert is sold out. In her anger she pounds her fist on the ticket counter, frightening the clerk. Teresa's behavior is best explained by
- evolutionary psychology.
 - deindividuation.
 - genetics.
 - the frustration-aggression principle.

SECTION REVIEW:

48. Violent criminals often have diminished activity in the _____ of the brain, which play(s) an important role in _____.
- occipital lobes; aggression
 - hypothalamus; hostility
 - frontal lobes; controlling impulses
 - temporal lobes; patience
49. *Aggression* is defined as behavior that
- hurts another person.
 - is intended to hurt another person.
 - is hostile, passionate, and produces physical injury.
 - has all of these characteristics.
50. Which of the following is true about aggression?
- It varies too much to be instinctive in humans.
 - It is just one instinct among many.
 - It is instinctive but shaped by learning.
 - It is the most important human instinct.
51. Research studies have found a positive correlation between aggressive tendencies in animals and levels of the hormone
- estrogen.
 - adrenaline.
 - noradrenaline.
 - testosterone.
52. Research studies have indicated that the tendency of viewers to see sexual violence as less serious is
- increased by exposure to pornography.
 - not changed after exposure to pornography.
 - decreased in men by exposure to pornography.
 - decreased in both men and women by exposure to pornography.
53. Which of the following was NOT mentioned in the text discussion of the roots of prejudice?
- people's tendency to overestimate the similarity of people within groups
 - people's tendency to assume that exceptional, or especially memorable, individuals are unlike the majority of members of a group
 - people's tendency to assume that the world is just and that people get what they deserve
 - people's tendency to discriminate against those they view as "outsiders"
54. The belief that those who suffer deserve their fate is expressed in the
- just-world phenomenon.
 - phenomenon of ingroup bias.
 - frustration-aggression principle.
 - cross-race effect.
55. Which of the following is an example of implicit prejudice?
- Jake, who is White, gives higher evaluations to essays he believes to be written by Blacks than to White-authored essays.
 - Carol believes that White people are arrogant.
 - Brad earns more than Jane, despite having the same skills, performance level, and seniority.
 - In certain countries, women are not allowed to drive.
56. We tend to perceive the members of an ingroup as _____ and the members of an outgroup as _____.
- similar to one another; different from one another
 - different from one another; similar to one another
 - above average in ability; below average in ability
 - below average in ability; above average in ability
57. Regarding the influence of alcohol and testosterone on aggressive behavior, which of the following is true?
- Consumption of alcohol increases aggressive behavior; injections of testosterone reduce aggressive behavior.
 - Consumption of alcohol reduces aggressive behavior; injections of testosterone increase aggressive behavior.
 - Consumption of alcohol and injections of testosterone both promote aggressive behavior.
 - Consumption of alcohol and injections of testosterone both reduce aggressive behavior.
58. Research studies have shown that frequent exposure to sexually explicit films
- leads to less aggressive behavior toward women.
 - diminishes the attitude that sexual violence is serious.
 - may lead individuals to see their partners as more attractive.
 - may produce all of these effects.
59. Most researchers agree that
- media violence is a factor in aggression.
 - there is a negative correlation between media violence and aggressiveness.
 - paradoxically, watching excessive pornography ultimately diminishes an individual's aggressive tendencies.
 - media violence is too unreal to promote aggression in viewers.

60. People with power and status may become prejudiced because
 - a. they tend to justify the social inequalities between themselves and others.
 - b. those with less status and power tend to resent them.
 - c. those with less status and power appear less capable.
 - d. they feel proud and are boastful of their achievements.

TERMS AND CONCEPTS TO REMEMBER:

61. prejudice
62. stereotype
63. discrimination
64. just-world phenomenon
65. ingroup
66. outgroup
67. ingroup bias
68. scapegoat theory
69. other-race effect
70. aggression
71. frustration-aggression principle
72. social script

Prosocial Relations

Attraction

Objective 13-11: Explain why we befriend or fall in love with some people but not with others.

1. A prerequisite for, and perhaps the most powerful predictor of, attraction is _____.
2. When people are repeatedly exposed to unfamiliar stimuli, their liking of the stimuli _____ (increases/decreases). This phenomenon is the _____ effect. This phenomenon was _____ for our ancestors, for whom the unfamiliar was often dangerous. One implication of this is that _____ against those who are culturally different may be a primitive, _____ emotional response.

3. Compared with relationships formed in person, Internet-formed relationships are _____ (more/less) likely to last beyond two years. Studies of people who engage in _____ dating reveal that observers can read a _____ (woman's/man's) level of romantic interest more accurately than a _____ (woman's/man's).
4. Our first impression of another person is most influenced by the person's _____.
5. In a sentence, list several of the characteristics that physically attractive people are judged to possess: _____.
6. A person's attractiveness _____ (is/is not) strongly related to his or her self-esteem or happiness.
7. Cross-cultural research reveals that men judge women as more attractive if they have a _____ appearance, whereas women judge men who appear _____, _____, and _____ as more attractive. People also seem to prefer physical features that are neither unusually _____ nor _____.
8. Compared with strangers, friends and couples are more likely to be similar in terms of _____.

Explain what a reward theory of attraction is and how it can account for the three predictors of liking—proximity, attractiveness, and similarity.

APPLICATIONS:

9. Ahmed and Monique are on a blind date. Which of the following will probably be MOST influential in determining whether they like each other?
- their personalities
 - their beliefs
 - their social skills
 - their physical attractiveness
10. Having read this section, which of the following is best borne out by research on attraction?
- Birds of a feather flock together.
 - Opposites attract.
 - Familiarity breeds contempt.
 - Absence makes the heart grow fonder.

Objective 13-12: Describe how romantic love typically changes as time passes.

11. Two types of love are _____ love and _____ love.
12. According to the two-factor theory, emotions have two components: physical _____ and a _____ label.
13. When college men were placed in an aroused state, their feelings toward an attractive woman _____ (were/were not) more positive than those of men who had not been aroused.
14. Companionate love is promoted by _____—mutual sharing and giving by both partners. Another key ingredient of loving relationships is the revealing of intimate aspects of ourselves through _____. A third key to enduring love is _____.

APPLICATION:

15. Opening her mail, Joan discovers a romantic greeting card from her boyfriend. According to the two-factor theory, she is likely to feel the most intense romantic feelings if, prior to reading the card, she has just
- completed her daily run.
 - finished reading a long section in her psychology textbook.
 - awakened from a nap.
 - finished eating lunch.

Altruism

Objective 13-13: Identify the times when people are most—and least—likely to help.

16. An unselfish regard for the welfare of others is called _____.

Give an example of altruism.

17. According to Darley and Latané, people will help only if a three-stage decision-making process is completed: Bystanders must first _____ the incident, then _____ it as an emergency, and finally _____ for helping.
18. When people who overheard a seizure victim calling for help thought others were hearing the same plea, they were _____ (more/less) likely to go to his aid than when they thought no one else was aware of the emergency.
19. In a series of staged accidents, Latané and Darley found that a bystander was _____ (more/less) likely to help when more people shared responsibility for helping, that is, when there was a _____.
- _____ .
This phenomenon has been called the _____.

Identify the circumstances in which a person is most likely to offer help during an emergency.

STUDY TIP: As with other concepts, altruism is best understood by relating it to your own experiences. Can you think of instances of altruism in your home town? At school? Have you personally stopped to help a person who seemed to be in need—for example, an older woman struggling to carry groceries to her car? What are some other examples of truly altruistic behavior?

Objective 13-14: Discuss how social exchange theory and social norms explain helping behavior.

20. The idea that social behavior aims to maximize rewards and minimize costs is proposed by the _____ theory.
21. One rule of social behavior tells us to return help to those who have helped us; this is the _____ norm.
22. Another rule tells us to help those who need our help; this is the _____ norm.

Peacemaking

Objective 13-15: Explain how social traps and mirror-image perceptions fuel social conflict.

23. A perceived incompatibility of actions, goals, or ideas is called _____. This perception can take place between _____ at war, _____ groups feuding within a society, or _____ sparring in a relationship.
24. Situations in which conflicting parties become caught in mutually destructive behavior by pursuing their own self-interests are called _____.
25. The distorted images people in conflict form of each other are called _____ perceptions.

Objective 13-16: Discuss how we can transform feelings of prejudice, aggression, and conflict into attitudes that promote peace.

26. Establishing contact between two conflicting groups _____ (is/is not) always sufficient to resolve conflict.
27. In Muzafer Sherif's study, two conflicting groups of campers were able to resolve their conflicts by working together on projects in which they

shared _____ goals. Shared _____ breed solidarity, as demonstrated by a surge in the use of the word _____ in the weeks after 9/11.

28. When conflicts arise, a third-party _____ may facilitate communication and promote understanding.
29. Charles Osgood has advanced a strategy of conciliation called GRIT, which stands for _____ and _____ in _____. The key to this method is each side's offering of a small _____ gesture in order to increase mutual trust and cooperation.

APPLICATIONS:

30. Mr. and Mrs. Samuels are constantly fighting, and each perceives the other as hard-headed and insensitive. Their conflict is being fueled by
 - a. self-disclosure.
 - b. inequity.
 - c. a social trap.
 - d. mirror-image perceptions.
31. Which of the following strategies would be MOST likely to foster positive feelings between two conflicting groups?
 - a. Take steps to reduce the likelihood of mirror-image perceptions.
 - b. Separate the groups so that tensions diminish.
 - c. Increase the amount of contact between the two conflicting groups.
 - d. Have the groups work on a superordinate goal.

SECTION REVIEW:

32. Increasing the number of people that are present during an emergency tends to
 - a. increase the likelihood that people will cooperate in rendering assistance.
 - b. decrease the empathy that people feel for the victim.
 - c. increase the role that social norms governing helping will play.
 - d. decrease the likelihood that anyone will help.
33. The mere exposure effect demonstrates that
 - a. familiarity breeds contempt.
 - b. opposites attract.
 - c. birds of a feather flock together.
 - d. familiarity breeds fondness.

34. In one experiment, college men were physically aroused and then introduced to an attractive woman. Compared with men who had not been aroused, these men
- reported more positive feelings toward the woman.
 - reported more negative feelings toward the woman.
 - were ambiguous about their feelings toward the woman.
 - were more likely to feel that the woman was "out of their league" in terms of attractiveness.
35. The deep affection that is felt in long-lasting relationships is called _____ love; this feeling is fostered in relationships in which _____.
- passionate; there is equity between the partners
 - passionate; traditional roles are maintained
 - companionate; there is equity between the partners
 - companionate; traditional roles are maintained
36. Which of the following is associated with an increased tendency on the part of a bystander to offer help in an emergency situation?
- being in a good mood
 - having recently needed help and not received it
 - observing someone as he or she refuses to offer help
 - being a female
37. Most people prefer mirror-image photographs of their faces. This is best explained by
- the principle of equity.
 - the principle of self-disclosure.
 - the mere exposure effect.
 - mirror-image perceptions.
38. Research studies indicate that in an emergency situation, the presence of others often
- prevents people from even noticing the situation.
 - prevents people from interpreting an unusual event as an emergency.
 - prevents people from assuming responsibility for assisting.
 - leads to all of these behaviors.
39. Which of the following factors is the MOST powerful predictor of friendship?
- similarity in age
 - common racial and religious background
 - similarity in physical attractiveness
 - physical proximity
40. When male students in an experiment were told that a woman to whom they would be speaking had been instructed to act in a friendly or unfriendly way, most of them subsequently attributed her behavior to
- the situation.
 - the situation *and* her personal disposition.
 - her personal disposition.
 - their own skill or lack of skill in a social situation.
41. Which of the following BEST describes how GRIT works?
- The fact that two sides in a conflict have great respect for the other's strengths prevents further escalation of the problem.
 - The two sides engage in a series of reciprocated conciliatory acts.
 - The two sides agree to have their differences settled by a neutral, third-party mediator.
 - The two sides engage in cooperation in those areas in which shared goals are possible.

TERMS AND CONCEPTS TO REMEMBER:

- mere exposure effect
- passionate love
- companionate love
- equity
- self-disclosure
- altruism
- bystander effect
- social exchange theory
- reciprocity norm
- social-responsibility norm
- conflict
- social trap
- mirror-image perceptions
- self-fulfilling prophecy
- superordinate goals
- GRIT

Before You Move On

Matching Items

Match each term with the appropriate definition or description.

Terms

- _____ 1. social facilitation
- _____ 2. social loafing
- _____ 3. bystander effect
- _____ 4. conformity
- _____ 5. ingroup bias
- _____ 6. normative social influence
- _____ 7. informational social influence
- _____ 8. group polarization
- _____ 9. stereotype
- _____ 10. attribution
- _____ 11. altruism
- _____ 12. mere exposure effect
- _____ 13. central route persuasion
- _____ 14. social script

Definitions or Descriptions

- a. a causal explanation for someone's behavior
- b. a generalized belief about a group of people
- c. people work less hard in a group
- d. performance is improved by an audience
- e. the tendency to favor one's own group
- f. the effect of social approval or disapproval
- g. adjusting one's behavior to coincide with a group standard
- h. group discussion enhances prevailing tendencies
- i. the effect of accepting others' opinions about something
- j. unselfish regard for others
- k. the tendency that a person is less likely to help someone in need when others are present
- l. the increased liking of a stimulus that results from repeated exposure to it
- m. responding favorably to arguments as a result of systematic thinking about an issue
- n. a culturally specific model of how to act in a given situation

True-False Items

Indicate whether each statement is true or false by placing *T* or *F* in the blank next to the item.

- _____ 1. When explaining another's behavior, we tend to underestimate situational influences.
- _____ 2. When explaining our own behavior, we tend to underestimate situational influences.
- _____ 3. An individual is more likely to conform when the rest of the group is unanimous.
- _____ 4. The tendency of people to conform is influenced by their culture.
- _____ 5. A bystander is more likely to offer help in an emergency if other bystanders are present.
- _____ 6. Counterattitudinal behavior (acting contrary to our beliefs) often leads to attitude change.
- _____ 7. Human aggression is instinctual.
- _____ 8. Group polarization tends to prevent groupthink from occurring.
- _____ 9. Crowded conditions usually subdue people's reactions.
- _____ 10. When individuals lose their sense of identity in a group, they often become more uninhibited.
- _____ 11. Peripheral route persuasion allows for fast responding to an issue.
- _____ 12. In our relations with others of similar status, we tend to give more than we receive.