

Describe experimental design or experimental method? 3

Experimental methods are research designs to examine cause-effect relationships. The variable that is manipulated is called the independent variable, while the variable whose changes are considered to be the effect of the manipulated changes in the independent variable is called the dependent variable (e.g., varying lighting conditions and performance of students) Experimental and control groups are two main groups used in experimental methods.

Experimental Method: Description because correlational studies cannot definitively tell us why variables are related to one another, social psychologists use experimental methods to examine cause effect relationships. In an experiment, the scientist manipulates one variable by exposing research participants to it at contrasting levels (for example, high, medium, low, no exposure), and then observes what effect this manipulation has on the other variable that has not been manipulated.

How mimicry effect the impression formation? 3

In a follow-up experiment to their face rubbing/foot-shaking study, Chartrand and Bargh (1999) found evidence that mimicry increases liking for the imitator. The researchers instructed confederates to subtly imitate the mannerisms of people they were interacting with in a "get acquainted" session (for example, rubbing their face or tapping their foot when their partner did so). Their findings indicated that people whose gestures had been mimicked liked the confederates more than those who had not been mimicked. Prosocial behavior these studies suggest that mimicry triggers _ positive reactions in people that lead to benefits to those who are present.

Define attribution? And write its dispositional attributions? 3

Attribution: Attribution is the process by which people use information to make inferences about the causes of behavior and events.

Dispositional attribution: We are especially likely to make dispositional attributions when events are negative or unexpected and this usually happens under following three conditions: Social desirability: an internal, dispositional attribution more likely when socially undesirable behaviors are observed Choice: an internal, dispositional attribution is more likely when the actor has freely chosen the given behavior (Jones & Harris, 1967) Non-common effects: an internal, dispositional attribution is more likely when the outcome of a behavior has a unique (or non-common) effect.

What is social cognition? Also tell social cognition strategy? 2+3

Social cognition:

Researchers who are working on social cognition can ask the following question in their investigation: "How does jury decide guilt or innocence".

Social cognition is the way we analyses, remember, and use information about the social world (Berkowitz & Devine, 1995)

Social cognition strategy:

Dual-Process models of social cognition: strategies Explicit cognition: Deliberate judgments or decisions of which we are consciously aware Implicit cognition: Judgments or decisions that are under the control of automatically activated evaluations.

What are prons and crons? Write details in the just-world hypothesis? 2+5

The Just-World Hypothesis (Lerner, 1980)

A belief system in which the world is perceived to be a fair and equitable place, with people getting what they deserve provides an illusion of control 'if we are good people good things will happen to us'.

Advantages: Related to good psychological adjustment (Ormel & Schaufeli, 1991), improves relationships (Lipkus & Bissonnette), 1996 and reduces stress (Lipkus et al., 1996).

Disadvantages Defensive attribution (Shaver, 1970) Blame victims for their own misfortune to retain the belief that bad things only happen to bad people (and so a similar tragedy will not befall us!) qualified by similarity (Burger, 1981) What happens when people believing in a JW encounter contradictory outcomes? Like Earthquakes or 9/11. If the event was truly without personal fault, people with BJW often respond with revenge (Kaiser et al., 2004).

How do expectations shape our social thinking? 3

False consensus

Confirmation bias

Self-fulfilling prophecy

Just world belief

Learned helplessness

Ali tested himself on TOTE, analyses the results and found himself not meeting the standard of self-test. What will be the emotional consequences Ali can face as a result? 3

Self-discrepancy is the distance between our self-concept and ideal self, or how we believe/others think we should be (ought self);

What is meant by impression formation? How do you make impression in your life?

Impression formation is the process by which observers integrate various sources of information about others' self-presentations into a unified and consistent judgment (Hamilton & Sherman, 1996; Ickes, 2003).

Impression formation is often based on rapid assessments of salient and observable qualities and behaviors in others. These judgments are obtained by attending to nonverbal cues, such as facial expressions and body posture, as well as incorporating more detailed and descriptive characteristics, such as traits, into an overall impression. If you talk to anyone who was there at the same time as him, I don't think you'll find anyone at the paper who questioned his ethics at all. Impression formation is usually just the first step of person perception. Often, we also want to understand what causes people to act in a particular manner. This attribution process goes beyond discerning people's current moods and feelings and attempts instead to use their past actions to predict future behavior

The tendency to develop more positive feelings towards objects and individuals; the more we are exposed to them is known as mere exposure, which play an important role in attitude formation. Explain with the help of researches?

A positive or negative evaluation of an object (Schuman, 1995), where an attitude object is a person, thing, event, or issue Earliest use of the term attitude came from theatre, described it as a body posture; dates back to the 1800s; later referred to as a "posture of mind" than of body. According to Allport, attitude is the most indispensable concept of social psychology. He maintained that "Attitudes determine for each individual what he will see and hear, what he will think and what he will do. To borrow a phrase from William James, "they engender meaning upon the world" (Allport, 1935, p. 806).

Attitude formation: In the following, different theories about how attitudes are formed have been explained. 1) Mere exposure (Robert Zajonc, 1968) the tendency to develop more positive feelings toward objects and individuals the more we are exposed to them No action or beliefs about the object required Familiarity does not breed contempt!

How would you operationally define the term Reinforcement and punishment?

Reinforcement: the model being given candy and soft drinks along with words of praise for a superb performance.

Punishment: Another adult shaking a menacing finger at the aggressive model and saying, "Hey, you big bully. You quit picking on that clown. I won't tolerate it." Relationship between concept, hypothesis, and operational definition Table 1 illustrates the relationship between theory, hypothesis and operational

How punishment can be used to reduce aggression, what do you think is punishment truly effective?

Describe various methods to reduce aggression: punishment, inducing incompatible responses, reducing frustration, and teaching of non-aggressive responses.

Is punishment truly effective?

Aggressor punisher may serve as an aggressive model according to social learning theory That is exactly the process underlying the continuing cycle of family violence (Hanson et al., 1997) Although punishment may reduce aggressive behavior, it does not teach the aggressor new prosocial forms of behavior Fear of punishment or retaliation reduces aggression only in the immediate situation. Generates anger, sparks counter-aggression: Cognitive neo-associationist model would suggest that it may even provoke intense anger in the aggressor-turned-victim (if aggressors are extremely angry, threats of punishment will not work) Even if they worked, this is too expensive to be a wide-spread solution.

Differentiate between classical and statistical prediction?

Clinical versus statistical prediction Given these hindsight- and diagnosis-confirming tendencies, it will come as no surprise that most clinicians and interviewers express more confidence in their intuitive assessments than in statistical data (such as using past grades and aptitude scores to predict success in graduate or professional college). Yet when researchers pit statistical prediction against intuitive prediction, the statistics usually win. Statistical predictions are indeed unreliable, but human intuition— even expert intuition— is even more unreliable. Three decades after demonstrating the superiority of statistical over intuitive prediction, Paul Meehl (1986) found the evidence stronger than ever.

What is heat hypothesis? Write a brief note on it.

Laboratory experiments demonstrate that hot temperatures increase hostile thoughts and feelings Archival studies suggest that the urban riots that erupted in many American cities in the 1960s were most likely to occur on hot days and then to diminish in intensity as the weather cooled (Carlsmith & Anderson, 1979). This effect also occurs for such aggressive behaviors as murder, assault, rape, and spousal abuse (Anderson & Anderson, 1984, 1996); Pakistan: general observation that people are impatient and irritable during hot summer days.

Practical implications Frequency of hostile outbursts could be reduced in temperature-controlled environments Second, the heat hypothesis has obvious implications for global warming By the middle of the twenty-first century, we can expect global temperatures to increase by two to eight degrees, which means there will be many more hot days in the summer months (U.S. House of Representatives, 1994). Craig Anderson (2001) estimates that such temperature increases could increase annual serious and deadly assaults by more than 24,000 incidents in the US.

What is social psychology and write its main questions of interest?

Social psychology is the scientific study of how individuals think, feel, and behave toward other people and how individual's thoughts, feelings, & behaviors are affected by other people (Brehm, Kassin, & Fein, 2002, p. 5)

The main questions/ topics of interest in social psychology are as given below: Thinking about the self and others Evaluating persons and relationships interacting with others.

What are the symptoms of group think? Enlist any three symptoms and explain.

Overestimation of the competence of the in group: Illusion of invulnerability and an unquestioned belief in the in-group's own morality. American president and his colleagues thought that USA will crush armed oppositions and will win the hearts and minds of Iraqi. Same is true for USA's observation for Afghanistan.

Close-mindedness: •Bush and his administration did not examine the evidence that would have confirmed the existence of weapons. Members of close-minded group rationalize the correctness of their decisions.

Increased conformity: Members reject those who raise doubts about the group's assumptions and decisions, and they censor their own misgivings. With all this conformity pressure, members develop an illusion that everyone is in agreement. Groupthink is more when there is a lot of loyalty, and not much intellectual diversity within a decision making body.

Discuss aggressive cues as "triggers" of aggression? 5

Berkowitz believes that the presence of aggression-associated cues in the environment can act as triggers for hostile outbursts by making aggressive thoughts more accessible. An aggression-associated cue is anything that is associated with either violence or unpleasantness, such as guns, knives, and clubs. The most obvious aggressive cues are weapons, while less obvious cues are negative attitudes and unpleasant physical characteristics. Numerous studies indicate that the presence of aggression-associated cues does indeed trigger aggression.

"Kin selection" while helping provides an explanation for gene survival? 5

"Kin selection" provides an explanation for gene survival: There is a preference for helping blood relatives because this will increase the chances for the helper's genes to pass on to successive generations. Because your blood relatives share many of your same genes, by promoting their survival you can also preserve your genes even if you don't survive the helpful act. This principle of kin selection states that you will exhibit preferences for helping blood relatives because this will increase the odds that your genes will be transmitted to subsequent generations. Animals help others more who are genetically related. But People also help non-relatives. How this becomes possible? This is explained by Trivers (1983) in the next perspective on prosocial behavior explanations.

Define relationship between attitude and behavior?

During the 1970s a crisis of "confidence" in the attitude concept developed as a result of weak relationship between attitude and behaviour. Psychologists started questioning whether attitudes still should be considered a central concept of social psychology. Difficulty was first demonstrated by LaPierre in 1934; in the US in the 30's there was widespread prejudice against Asians. LaPierre went with a young Chinese couple across the U.S for 3 months. The question under consideration was 'Would restaurant/hotel managers refuse to serve the couple?' Only 1 out of 66 hotels turned them away, 1 out of 250 restaurants refused service. Later a letter sent asking if they would serve Chinese of the 128 replies 90% said they would refuse to serve Chinese people.

What is self-complexity? What is the difference between self-schema and self-complexity.

Self-complexity: some people think of themselves along only one or two dimensions. Children may react extremely to failure because they have relatively simple self-schemas that include only a "good me" and a "bad me".

Self-schemas: A schema is a set of beliefs that provides an organizing framework for understanding a topic, an event, or a person. A schema for physiques, for example, might help us to tell the difference between being "fat and being muscular.

Define cause and effect relationship in naturally occurring phenomena?

Cause and effect is the relationship between two things when one thing makes something else happen. For example, if we eat too much food and do not exercise, we **gain weight**. Eating food without exercising is the "cause;" weight gain is the "effect." There may be multiple causes and multiple effects. Looking for the reason why things happen (cause/effect) is a basic human drive. So, understanding the cause/effect text structure is essential in learning the basic ways the world works. Writers use this text structure to show order, inform, speculate, and change behavior. This text structure uses the process of identifying potential causes of a problem or issue in an orderly way. It is often used to teach social studies and science concepts.

The definitions suggest a cause and effect equation – people influencing individual's thoughts, feelings

And behavior.

What is effect of private self-awareness? Describe in your own words.

Private self-awareness: It is temporary state of being aware of private, hidden self-aspects. We are aware of our private self when we looking ourselves in mirror, or become aware of our stomach cramps.

Today our youth is more indulged in substance abuse and binge eating. What is the reason behind this?

Binge eating; substance abuse; two most serious problems of youth today (Wechsler et al., 2000). The purpose is usually to reduce awareness of some distressing events. For example, in binge eating attention is redirected on chewing, tasting and swallowing, temporary relief from depression. According to Hull et al. (1986) UGs high in self-consciousness are more likely to indulge in substance use after academic failures.

Briefly explain false consensus effect?

False Consensus Effect The attributers draw less dispositional inferences about their own behaviour than about another person's behavior, because their own behaviours is less visually salient and because they believe that their own choices are more prevalent than they are, or at least more prevalent than they are viewed by other people who choose differently. False consensus occurs because our own behaviours are relatively easy to imagine, because we usually interact with "our own kind," and because it makes us feel good about ourselves.

What is meant by impression formation?

Impression formation is the process by which observers integrate various sources of information about others' self-presentations into a unified and consistent judgment (Hamilton & Sherman, 1996; Ickes, 2003).

What is fundamental attribution error? Explain with the help of experiment.

Explanations for the fundamental attribution error the fundamental attribution error may occur because people make dispositional attributions automatically we only later use situational information to discount it. Predictability Need: It gives us greater confidence that we can accurately predict behaviour Perceptual salience – The person being observed is the most perceptually salient aspect of the situation (i.e., moving, talking, etc.) and so an internal (person) attribution becomes much more accessible. Taylor and Fiske (1975) tested this hypothesis by varying the seats of 6 people who observed 2 actors engaged in carefully arranged 5-minute conversation. Observers were seated so that faced actor A, B or both. Then they were asked whom they thought had the most impact on the conversation. Results: whichever actor they faced was perceived as the most important of the dyad.

State correspondent inference theory and who proposed this theory?

Correspondent Inference Theory (Jones & Davis, 1965) the theory of correspondent inferences describes how we use certain rules of thumb to infer dispositional (stable and internal) causes of behaviour. The main characteristics are as under: People try to infer a correspondent inference that the action of an actor corresponds to, or is indicative of, a stable personality characteristic People prefer dispositional attributions because this type of knowledge is more valuable with regard to making predictions about people's behaviour However, social behaviour is ambiguous so as a guide people use several heuristics to assess whether correspondence between behaviour and personality is high.

Weiner joined in attribution theory. Describe the following.

a) Stability and controllability:

Weiner (1982, 1986) added another to attribution- stability vs. instability of causes. Stable vs. unstable causes: permanent and lasting vs. temporary and fluctuating Although stability and instability of dimension is independent of internal and stable dimension (dispositional), stability of causes can also be explained in combination with locus of causality. For example causes may be internal and stable, internal but unstable, external and stable, external and unstable.

b) Controllable and uncontrollable causes:

Weiner also talked about another dimension of making attribution- controllability and uncontrollability. They also are independent of locus of causality or stability of causes but can also be explained in connection with them. These three dimensions appear to be the main way

people explain events, e.g., stigmatizing AIDS and cancer (Meyer & Koebl, 1982) and are equally applicable in individualist and collectivist countries (Hau & Salili, 1991)

Enlist primary emotions?

Anger, disgust, fear, happiness, surprise, contempt, and sadness other emotions that are considered basic by some theorists are shame and guilt.

How can we do direct asses?

Usually three methods are employed to measure attitudes directly: 1. Likert (Summated Ratings) scales: What is your opinion about co-education at college level? -4 -3 -2 -1 0 +1 +2 +3 +4 Very much opposed Very much in favor 2. Semantic Differential Scales: Do you feel about the taste of this (any brand) coffee? Unpleasant

_____ Pleasant 3. Latitude of Acceptance -4 -3 -2 -1 0 +1 +2 +3 +4 All options acceptable to the respondent are encircled, while those not acceptable are encircled.

Survey and its types with brief explanation. 5

SURVEYS although studying the relationships among variables can be done by directly observing behavior or examining archived information, it is often accomplished by asking people carefully constructed questions. Surveys are structured sets of questions or statements given to a group of people to measure their attitudes, beliefs, values, or behavioral tendencies (Lavaca's, 1993; Schuman, 2002). The four major survey techniques are face-to-face surveys, written surveys, phone surveys, and computer surveys. The face-to-face format provides highly detailed information and allows researchers the best opportunity to clarify any unclear questions. However, it is costly and there is always the possibility that people's responses might be influenced by the interviewer's presence. Written, phone, and computer surveys eliminate such interviewer bias and are much less expensive. An important consideration in constructing surveys involves how questions are asked. Survey questions usually are either open-ended or closed-ended. An open-ended question requires a response that must have more than just a yes or no answer— research participants provide a narrative response. A closed-ended question, in contrast, is answered with a yes or no, or by choosing a single response from several alternatives. Closed-ended questions are the quickest and easiest to score. In contrast, open-ended questions may provide information from respondents that might be missed with closed-ended questions. However, open-ended responses require coding by carefully trained judges and this is a time-consuming process. One of the most important considerations in conducting surveys—as well as when using other methods—is getting responses from people who represent the population as a whole. This representative sample is often obtained through random selection, which is a procedure in which everyone in the population has an equal chance of being selected for the sample. As long as a sample is selected randomly, you are reasonably assured that the data will represent the overall population. However, when samples are not randomly selected, drawing conclusions from the data can lead to serious errors. Finally, one last problem in conducting survey research is social desirability bias, which occurs when people respond to survey questions by trying to portray them in a favorable light rather than responding in an accurate and truthful manner Surveys are structured sets of questions or statements given to a group of people to measure their attitudes, beliefs, values, or behavioral tendencies.

Types of surveys:

Face-to-face surveys

Written surveys

Phone surveys

Computer surveys.

Negative event in your life and its causes. Discuss approach whether optimistic or pessimistic?

Pessimistic vs. optimistic explanatory styles: habitual ways to attribute negative/positive events to internal, stable, global /external, unstable, specific causes (Nolen-Hoeksma, 1992; Sweeney et al., 1986) The optimist sees the rose and not its thorns; the pessimist stares at the thorns, oblivious to the rose (Khail Gibran, Lebanese poet, 1883-1931) Archival study about college graduates describing their wartime experience classifying their pessimistic style in 1946; not at that time but by the age of 45, when life became more variable, those having pessimistic explanatory style in their youth showed more health related problems (Peterson et al., 1988) Archival study showed positive correlation b/w pessimistic style and health problems (Peterson et al., 1988) Optimists have better immune system Use of Cognitive therapy to change self-

attributions: keeping a diary of success and failures, and identifying how you contributed to your successes and failures; train to engage in self-serving bias.

Cultural effects on non-verbal cues?

Nonverbal behavior plays in impression formation and often consciously employs nonverbal cues in their self-presentation strategies.

Sources of literature?

Sources of Literature: Books Research Articles Electronic databases, e.g., PsycINFO, etc. Unpublished material.

How does mimicking effect on impression formation?

In a follow-up experiment to their facerubbing/foot-shaking study, Chartrand and Bargh (1999) found evidence that mimicry increases liking for the imitator. The researchers instructed confederates to subtly imitate the mannerisms of people they were interacting with in a "get acquainted" session (for example, rubbing their face or tapping their foot when their partner did so). Their findings indicated that people whose gestures had been mimicked liked the confederates more than those who had not been mimicked. Prosocial behavior these studies suggest that mimicry triggers _ positive reactions in people that lead to benefits to those who are present.

Biases in attribution?

Kelley's model is idealized to explain causes of behaviour, but we really are naive scientists. Although people follow these rules and deduce causality logically in some circumstances, a number of attribution biases and 'errors' often occur Considerable research suggests that there are several prominent biases in the ways we make causal attributions The process of making causal attributions entails several "biases." First, attributers seem too ready to assume that another person's traits correspond with his or her words and deeds. This "correspondence bias" occurs because people overlook situational constraints, have unrealistic expectations for what other people are willing and able to do, overemphasize the link between the person and his or her behavior, and adjust their initial attributions inaccurately when they are "cognitively busy." The fundamental attribution error is the correspondence bias.

Attitude formation?

In the following, different theories about how attitudes are formed have been explained.

- 1) Mere exposure (Robert Zajonc, 1968)
- 2) 2) Classical conditioning
- 3) Operant conditioning
- 4) Self-perception theory (Bem, 1965)
- 5) . Functional

What is social psychology?

Social psychology is the scientific study of how individuals think. Feel, and behave toward other people and how individual's thoughts, feelings, & behaviours are affected by other people (Brehm, Kassin, & Fein, 2002, p. 5).

Enlist social techniques in data collection?

In the previous lecture relationship between population and sample was described. Regarding different sampling strategies, probability sampling, where each and every member of the population has an equal chance of being included, was discussed. Hence, this lecture will start from Nonprobability sampling techniques, which cannot guarantee the representativeness of the sample of its base population.

Discuss self-awareness?

Self-awareness is **the ability to tune in to your feelings, thoughts, and actions**. Being self-aware also means being able to recognize how other people see you. People who are self-aware recognize their strengths and their challenges. Self-awareness is **about learning to better understand why you feel what you feel and why you behave in a particular way**. Once you begin to understand this concept you then have the opportunity and freedom to change things about yourself enabling you to create a life that you want.

- Examples: Identifying your emotions and what you're feeling. ...
- Recognizing your primary coping mechanisms. ...
- Defining your own beliefs without being influenced by others. ...

- Prioritizing what gives you joy. ..

Name of three important research designs?

1. Descriptive investigations
2. Designs based on differences between groups
3. Designs based on association between variables

What do you think why people lying successful?

Perceivers have a truthfulness bias (Zuckerman et al., 1981). Most behaviour is accepted uncritically at face value to doubt a target person's authority often runs the risk of hurting the perceiver's own feelings

Names of three nonverbal cues?

such as facial expressions and body posture, as well as incorporating more detailed and descriptive characteristics, such as traits, into an overall impression

Differentiate between nonverbal cues with two examples according to individualistic and collectivistic culture?

Visible and No visible channels Visible Facial expressions, gestures, posture, appearance, Eye Contact [not made in some cultures] Indicates interest (friendship or threat) Paralinguistic: These are not related with variation in the content of speech but in the variation of tone and quality of speech. For example, Pitch, amplitude, rate, voice quality of speech Studies have indicated that: An attractive voice is resonant, articulate, and has a range; not shrill, high-pitched or monotonous (Zuckerman & Miyake, 1993) Attractive voiced are perceived as more strong and interpersonally warm (Berry, 1992)

Who worked to understand self-concepts?

Twenty Statement Test (TST) by Kuhn & McPartland (1954) have been used to have an idea about one's self-concept.

Baby faced people in jobs. What positive and negative outcomes they get?

It becomes very difficult to be objective in case of very attractive characteristics of people with whom we interact. Similarly for certain people, we feel more sympathetic for example we feel sympathy toward handicapped. The perception of baby faced people is most tricky. We tend to treat baby faced as babies, which are considered dependent and fragile. Young of many species can look after themselves after weeks of their birth, but a human child is dependent for years. Human beings are prepared by their Evolutionary history to treat baby-faced in the same way as they do with children. Baby faced are unanimously explained as having large eyes, a small chin, thin eyebrows, and a small nose.

Ali always talks on phone and he doesn't care if others disturbed by him, which kind of self he has?

Public awareness: Public is being aware of public-self aspects. We become aware of our public self, when, e.g., we are being watched by others, or our photograph is taken.

Types of experimental research?

FIELD EXPERIMENTS

LABORATORY EXPERIMENTS

Self-discrepancies?

Self-discrepancy is the distance between our self-concept and ideal self, or how we believe/others think we should be (ought self); Discrepancy produces strong emotions (Higgins, 1987): Dejection-related emotions: Dejection: frustration, depression; with ideal self, e.g., I wish I was more physically attractive Agitation related emotions are anxiety, guilt which arise as a result of discrepancy with ought self, e.g., I should help my family with more money but I can't

Virtual environmental technology?

Recently, some social psychologists believe they have found a possible remedy to the dilemma of choosing between greater control and greater realism in experiments (Blascovich, 2003). They recommend using virtual environment technology, in which they create a virtual research environment using a computer. Virtual environment technology creates a virtual research environment using a computer.

Self-perception theory?

(Bem, 1965) We infer our attitudes from observing our own behaviours (i.e., behaviours can cause attitudes) Attributional processes - we attribute our own behaviour as being indicative of certain attitudes Bem argued we are more likely to make attitude inferences when our behaviour is freely chosen

Chaiken & Baldwin's Study (1981) the researchers conducted an interesting empirical demonstration of self-perception theory of attitude formation. They first separated participants into 2 groups: strong and weak proenvironment. Then they induced them to endorse either relatively pro or anti statements on a questionnaire. The results showed that the participants who were induced into reporting proenvironment behavior reported more positive attitude for environment. However, this only occurred if their initial proenvironment attitude was weak.

Differentiate between authoritarian and permissive parents?

In contrast, parents who impose many rules and expect strict obedience (authoritarian parents) and those who make few demands and submit to their children's desires (permissive parents) tend to raise children who are less confident in their abilities and have lower self-esteem (Baumrind, 1996)

Differentiate between fundamental attribution error and self-serving biases?

Fundamental attribution error:

Asch (1940) maintained long time ago that "In everyday life interpreting individual behaviour in the light of personal factors rather than in the light of situational factors must be considered the fundamental source of misunderstanding personality in our time". More than 30 years later, Ross (1977) renamed this tendency to make internal rather than external attributions for people's behaviour. He maintained that the fundamental attribution error is the tendency to overestimate the impact of dispositional causes and underestimate the impact of situational causes on other person's behaviour. Ross and his colleagues devised a simulated TV quiz game in which students were randomly assigned to serve as either quizmaster or contestants. The quizmasters would ask 10 challenging but fair questions from the contestants. The results showed that observers and contestants both rated the quizmasters as more knowledgeable despite the process of random selection for serving as either contestant or quizmaster. Figure 1 illustrates this experiment.

The Self-Serving Attribution Bias (SSAB) We are not coldly rational informational processors of information. When our performance results in either success or failure, we tend to take credit for our successes but deny blame for our failures. Self-serving biases include attributing our own (but not other people) successes to internal stable factors and our own (but not other people) failures to external-unstable factors, taking more credit than is due for desirable outcomes, and unrealistic (but useful) optimism about our life prospects. Where we will assign the locus of causality?: IQ, effort vs. unreasonable professor or luck? According to Olson & Ross (1988), we make internal attributions for our successes (e.g., I'm intelligent) and external attributions for failures (e.g., it was a particularly hard exam)

One feature of high self-esteem and one feature of low self-esteem?

This difference in evaluating the self has important consequences for people's lives. Individuals with low self-esteem are generally more unhappy and pessimistic (DeNeve & Cooper, 1998; Shepperd et al., 1996), less willing to take risks to benefit themselves (Josephs et al., 1992), more likely to encounter academic and financial problems (Crocker & Luhtanen, 2003), less likely to have successful careers (Judge & Bono, 2001), and less likely to be physically healthy (Vingilis et al., 1998) than high self-esteem individuals.

Which step of research process is important and why?

Regarding how the imagined presence of others might influence thoughts, feelings, and behaviour, think about past incidents when you were considering doing something that ran counter to your parents' wishes. Although they may not have been actually present, did their imagined presence influence your behaviour? For example, if your parents have prohibited you from smoking, and you start smoking in a party on peer pressure, does their imagined presence affect your behaviour? Imagined presence in certain cases can be quite strong, as indicated by Shaw (2003), "Imagined figures can guide our actions by shaping our interpretation of events just as surely as do those who are physically present". In a few conditions, imagined presence can also help us fight negative emotions. For example, McGowan (2002) pointed out that in anxiety imagined presence of others can serve as emotional security blanket. Similarly, daughter of one renowned social psychologist confided to her father that she wants to be as brave as two young wizards, Hermione & Harry in Harry Potter books.

Actor-observer bias and example?

The actor-observer bias People tend to attribute their own behaviour to external causes but that of others to internal Actors overestimate the importance of the situation in explaining their own behaviors: actors look at the situation, observers look at actors. This bias suggests that observers overestimate the importance of an actor's dispositions for causing the actor's behavior; Access to different information: actors have more background about themselves Actors overestimate the importance of the situation in explaining their own behaviors Perceptual: actors look at the situation, observers look at actors

Phenomena of deindividuation?

Deindividuation •Research indicates that groups can arouse us, and can lower evaluation apprehension. In such circumstances our normal inhibitions may diminish and we may engage in behaviors we normally avoid. •May occur in crowded, anonymous situations when people lose a sense of responsibility for their own actions and feel free to express aggressive and sexual impulses. •Prentice-Dunn and Rogers (1980) believe that accountability cues, such as anonymity, tell people how far they can go without being held responsible for their actions. •These cues loosen restraint against deviant behavior by altering a person's cost-reward calculations, e.g., during a riot people often believe that they would not be caught.

Open ended and closed ended questions with example?

An open-ended question requires a response that must have more than just a yes or no answer—research participants provide a narrative response. A closed-ended question, in contrast, is answered with a yes or no, or by choosing a single response from several alternatives. Closed-ended questions are the quickest and easiest to score. In contrast, open-ended questions may provide information from respondents that might be missed with closed-ended questions. However, open-ended responses require coding by carefully trained judges and this is a time-consuming process.

Write 2 steps of compliance strategy?

Two-step Compliance strategies Foot-in-the-Door Technique. Meta- analysis by Cialdin & Trost (1998)) shows its effectiveness of First make a small request, then a large one. Door-in-the-Face Technique; usually adopted by charities and organizations. O First makes an unreasonably large request, then a smaller one. Low-Ball Technique (Cialdini et al., 1978) o First make a reasonable request; then reveal further costs That's-Not-All Technique; don't give the opportunity to reject: buy one get one free o First make a large request, then offer a bonus or discount Social impact theory (Latane, 1981): A theory that attempts to unify and explain the findings from conformity and obedience research: Physical presence of the authority figure is important 0 20 40 60 80 100 Baseline - males Baseline - females Run-down office building Ordinary person as experimenter Participant and victim in same room Participant required to touch victim Experimenter gives orders by phone Participant with fully obedient confederates Participant with openly rebellious confederates Percentage of participants who fully obeyed . Social impact theory can explain the 'leveling off' effect in Asch's (1956) conformity study - each successive individual adds less and less to the overall effect

(one light bulb has more of an effect than the second, but adding the 15th bulb to 14 already lit would not make any noticeable difference). Latane states it is because the individual impact decreases with so many people. Social support means any effect of an influencing group is diffused. Persuasion: expertise and credibility of the authority are important. In Milgram's experiment, researcher/ scientist was obeyed more. The amount of social influence that others have depends on:

- o Number - the number of people in the group exerting power
- o Strength - status, power, expertise
- o Immediacy - how close the group exerting power is in time and space

3 strategies to reduce social loafing?

Reducing Social Loafing

- Make each person's contribution identifiable
- People were led to believe that their performance (shouting) was identifiable or never identifiable (Williams et al., 1981)
- Provide them with a standard to evaluate their own or group's performance.
- Provide rewards for high group productivity
- Make task meaningful, complex, or interesting: On challenging tasks people may perceive their efforts as indispensable
- Social ostracism: Lazy workers are socially rejected until they conform to the group productivity norm.
- Gender differences have been reported by Williams & Sommer (1997): males coped by redirecting their interest to non-tasks in their surroundings, while females when were given a chance to get back into the good graces of the group, they worked hard to do so.

Obesity and attractive bias?

Obesity and attractiveness bias: People who are obese are stigmatized and face discrimination in the workplace. The negative view occurs because people are seen as responsible for their weight. Anti-fat prejudice is strongest in individualistic cultures (Crandall et al., 2001).

Can stereotype be monitored through recategorization?

Two types of Recategorization:

Combination Separate groups might be combined into one larger group for reducing prejudice, e.g., if Whites and Blacks marry each other, the children will be of brown colour. This is what has happened in America. Although racial discrimination has not totally abolished by this, it has helped at least in reducing prejudice against the minorities. On similar lines, Zaat Beraadri intermarriages will help reduce discriminatory behaviour for other groups. Subtypes and individual uniqueness. We might try to break the existing categories into smaller subtypes, or to further divide the subtypes into units so small that each individual is regarded as unique.

Aggression and assertiveness?

Definition of Aggression Any form of behaviour that is intended to harm or injure some person, oneself, or an object Aggression may be antisocial, sanctioned (e.g., self-defense), or prosocial (e.g., law enforcement) Aggression is a behavior and should be distinguished from feelings of anger Different from assertiveness, designed not to hurt others. Assertiveness is the ability to express yourself and your rights without violating the rights of others.

Negative thinking is a cause of depression?

Negative thinking causes depressed mood Negative explanatory style contributes to depressive reactions. One study monitored university students every six weeks for two and a half years (Alloy & others, 1999). Only one percent of those who began college with optimistic thinking styles had a first depressive episode, but 17 percent of those with pessimistic thinking styles did. "A recipe for severe depression is preexisting pessimism encountering failure," notes Martin Seligman (1991, p. 78). Patients who end therapy no longer feeling depressed but retaining a negative explanatory style tend to relapse as bad events occur (Seligman, 1992). If those with a more optimistic explanatory style relapse, they often recover quickly Vicious cycle of depression makes one more vulnerable to depression.

Two ways in which human infant give attachment response within few minutes?

Human infants have an infant attachment response observable within minutes of birth by: The rooting instinct (sucking mother's breast) The Moro reflex (ability to grasp and hold)