

~SOCIAL PSYCHOLOGY~

Lecture 1: Introduction to Social Psychology

- Social Psychology
 - The scientific study of how thoughts, feelings and behaviours of individuals are influenced by the actual, imagined or implied presence of others (Allport)
 - Focuses on the effect of social variables on individual behaviour, attitudes, perceptions and motives
 - Study of group and intergroup phenomena
 - Links people's affective states (feelings and emotions), behaviour and cognition (thought processes) to their social world (ABC)
 - Interested in social identity
 - Recognition that we have multiple roles
 - How we manage our roles influences how we view ourselves
 - Interested in all aspects of our social world
- Social psychologists
 - Aim to predict what people will do, when they do it and why they do it
- Social cognition
 - How we think about our social world
 - How social factors affect our thinking
 - Process by which people select, interpret and remember social information
- Social perception
 - Process of how people understand and categorise behaviours of others
 - How we view ourselves and others as members of society
- Social interaction
 - Process by which people interact with each other
- History of social psychology
 - Norman Triplett—social facilitation paper
 - Floyd Henry Allport—defined the field
 - Kurt Lewin—study behaviour as by being shaped by interaction
 - Solomon Asch—conformity experiments
 - Stanley Milgram—obedience to authority
 - Darley and Latane—bystander effect
- Social cognitive neuroscience—social pain + physical pain
 - Social pain activates the same part of physical pain
- How do we study social behaviour?
 - Person perspective
 - Look at things individuals carry into social situations
 - Features or characteristics of the individual in social situations
 - Situational perspective
 - Look how things outside the person shape their behaviour
 - Environmental events or circumstances and effect on behaviour
 - Interaction between person and situation
 - How the situation or personal influences affect the person's thoughts, feelings and behaviours (cognition, affect, behaviour)
- Research methods in Social psychology
 - Descriptive methods (non-experimental)

- Just measuring and recording one's ABC
 - For determining correlations between variables
 - Naturalistic observation
 - Observing ABC in its natural setting
 - Archival studies
 - Data and material collected for other purposes
 - Public records of social behaviour, media
 - Surveys
 - Asking people about their ABC's
- Experimental methods
 - Field experiments
 - Manipulating variables in natural settings, real settings
 - People are participants without realising it
 - Laboratory experiments
 - Manipulating variables and observing its effects on others
- Can we explain our own behaviour?
 - A lot of the times it is self report
 - Are our answers authentic?
 - Do we protect our reputation?
 - Self-reports must be taken with a grain of salt
- There is a replication crisis in the field of social psychology
 - Many results from past experiments have not been able to be replicated
 - In theory, things should be replicable BUT in practice it hardly ever is
 - Makes psychology more wary as to how they carry out experiments
 - Open science, transparency in science
 - Publishing results, raw data no matter what
 - Registered replication reports
 - Using the scientific method is still the most reliable
 - Just because something is not replicable does not mean the original study is rendered useless