



Social Psychology

Social Influences on Behavior

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Fundamentals

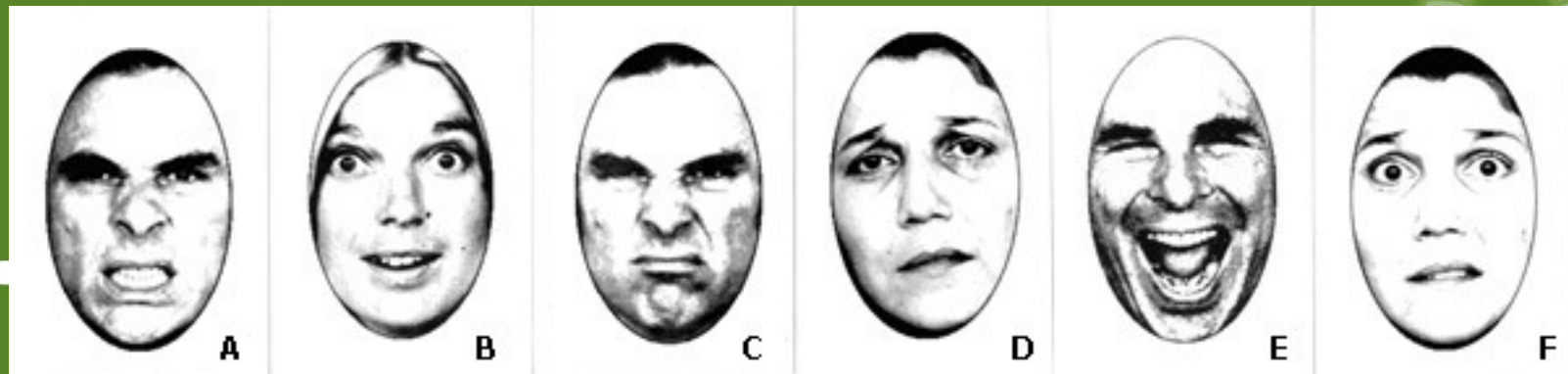
- strong drive to be socially accepted
- socially binding drives
- behavioral coordination among a group
- group loyalty
- emotions take part in bonding (motivational factor, momentary emotions as signals, long-term feelings)

Emotions (cultural or innate?)

- **PAUL EKMAN** *has shown that people in all cultures appear to have a basic understanding of certain facial expressions that accompany emotions and these facial expressions seem to be universal.*

- Basic Emotions

- Happiness
- Sadness
- Fear
- Anger
- Surprise
- Disgust



Emotions and social environment

- emotional contagion (mechanism of empathy)
- especially laughter (dissolve stress, nervousness)
- Raegan and his supporters vs. opponents
- Dimberg et al. (2000) imitations of frowns and smiles , subliminal priming





Self-conscious emotions

- **guilt**

- (neglecting, ignoring, being disloyal)

- (people able to see events from other ppl' s perspective- experiencing guilt more often Leith & Baumeister, 1998)

- **shame**

- (self-perceived lack of ability)

- shame and guilt and a sense of power

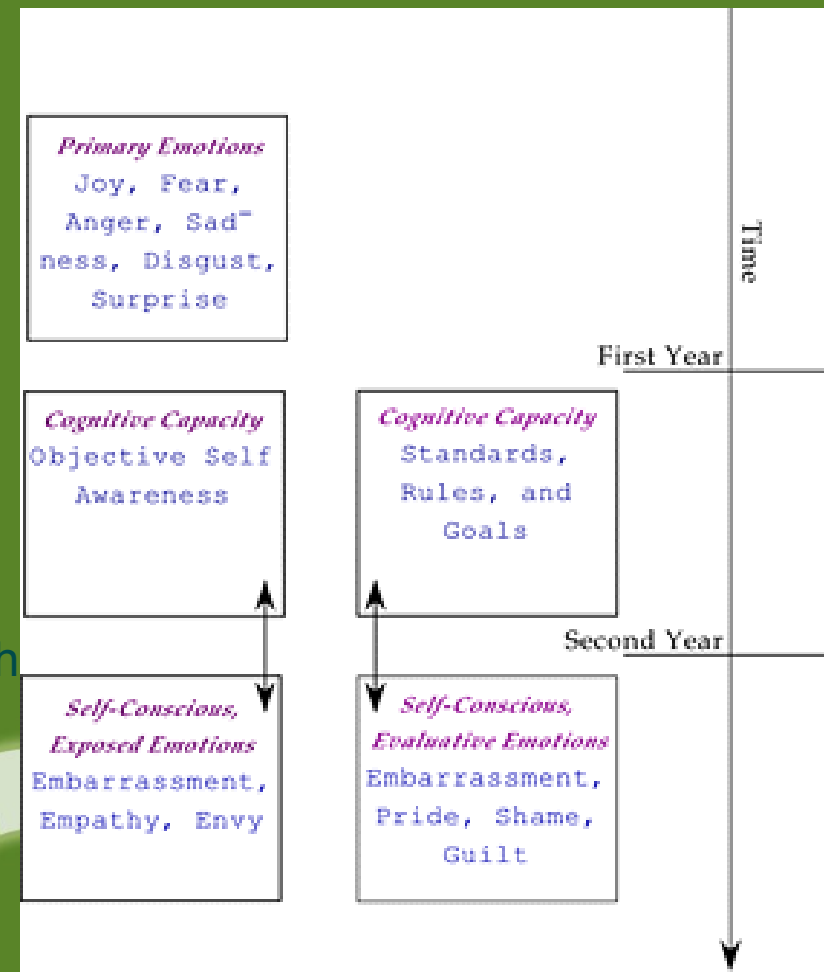
- **embarrassment**

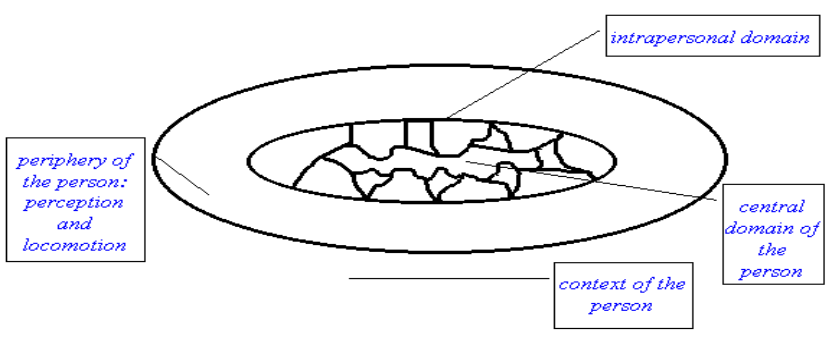
- violation of social norm

- can be harmless (strangers), empathy and sympathy

- **pride** (opposite to shame), close to self-esteem

- sociometer theory of self-esteem (Mark Leary)



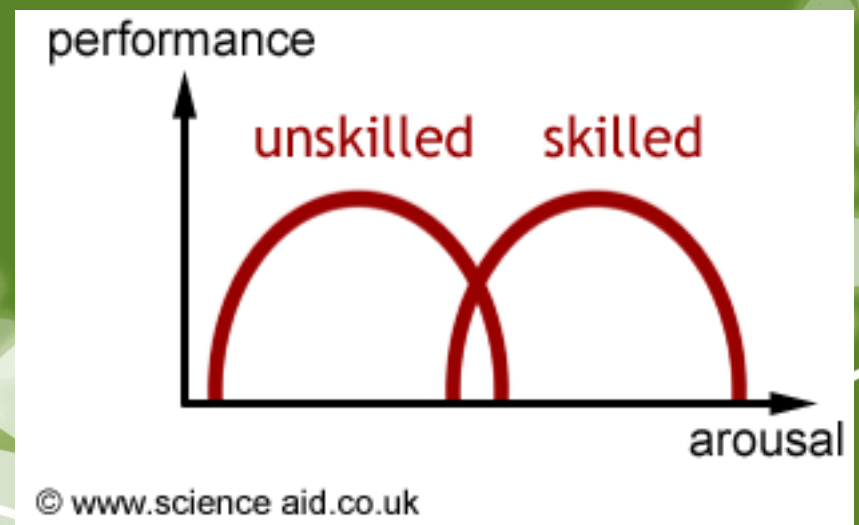


SOCIAL PRESSURE

- **field theory (Kurt Lewin, 1951)**
 - **The field theory is the "proposition that human behavior is the function of both the person and the environment: expressed in symbolic terms, $B = f(P, E)$." This means that one's behavior is related both to one's personal characteristics and to the social situation in which one finds oneself.**
 - **SOCIAL PRESSURE + PRESSURE FROM WITHIN**
- **social impact theory (Bibb Latané, 1981)**
 - **the likelihood that a person will respond to social influence will increase with:**
 - **Strength: how important the influencing group of people are to you.**
 - **Immediacy: how close the group are to you (in space and time) at the time of the influence attempt.**
 - **Number: How many people there are in the group.**

Social facilitation and interference(inhibition)

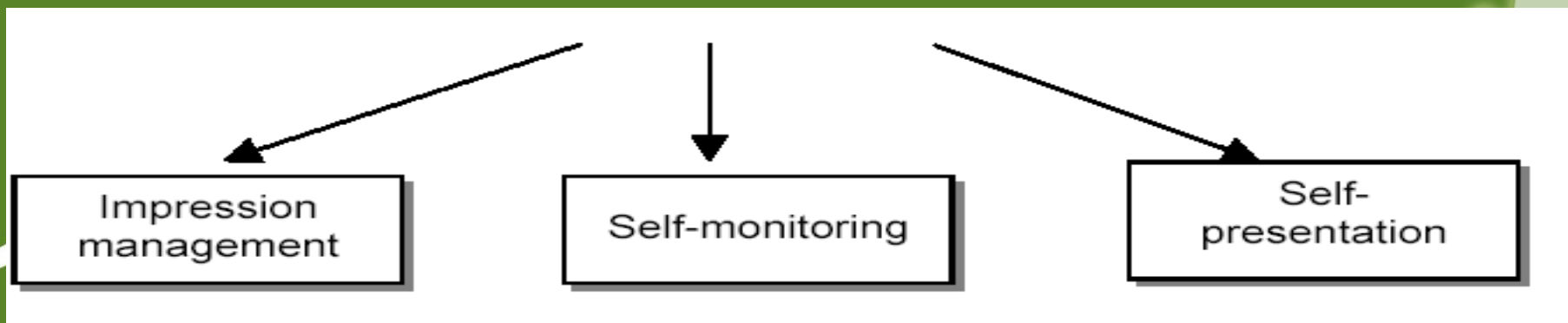
- ***Influence of a mere presence of other people on our behavior depends on the task difficulty***
- ***This is because first, the presence of others increases physiological arousal such that our bodies become more energized, and secondly because when we are aroused it is more difficult to perform new or difficult tasks. The dominant response is that under arousal it is easier to do things we can easily perform.***
- ***status of the audience and its engagement in observing the performance***
- ***increased possibility of experiencing self-conscious emotions***





Impression management

- the deliberate 'bending' of the truth in order to make a favorable impression (ERVING GOFFMAN) Managing impression includes deliberate use of any or all of:
 - Dress, make-up, hairstyle and other management of visual appearance.
 - Manner and general behavior, such as being pleasant, assertive, and so on.
 - Managing body language to conceal anxieties or untruths and show openness, etc.
 - Being economic with the truth, not telling lies but also not revealing the whole truth.
 - Exaggeration or complete fabrication of things that make you look good.
 - Downplaying or denial of negative factors that make you look bad.
- new acquaintances than older friends
- singles vs. married couples



Self-monitoring

- People who are *high self-monitors* constantly watch other people, what they do and how they respond to the behavior of others. Such people are hence very self-conscious and like to 'look good' and will hence usually adapt well to differing social situations.
- On the other hand, *low self-monitors* are generally oblivious to how other see them and hence march to their own different drum.
- **White and Gerstein** (1987) told people the Kitty Genovese story ([Bystander Effect](#)) and also told half the people that helping others got you social rewards. They also took a test to find high and low self-monitors. Later, they asked for volunteers to help visually impaired people. Results were:
 - Told about social reward: High self-monitors 80%, Low self-monitors 48%
 - Not told about social reward: High self-monitors 40%, Low self-monitors 68%

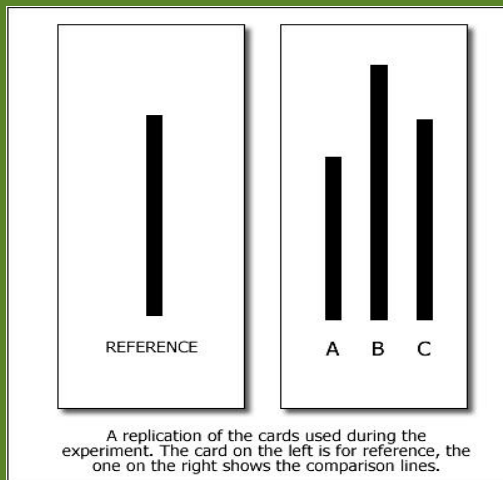
Mark Snyder (1987) Self-monitoring scale

- (T) (F) 1. I find it hard to imitate the behavior of other people.
- (T) (F) 2. My behavior is usually an expression of my true inner feelings, attitudes, and beliefs.
- (T) (F) 3. At parties and social gatherings, I do not attempt to do or say things that others will like.
- (T) (F) 4. I can only argue for ideas which I already believe.
- (T) (F) 5. I can make impromptu speeches even on topics about which I have almost no information.
- (T) (F) 6. I guess I put on a show to impress or entertain people.
- (T) (F) 7. When I am uncertain how to act in a social situation, I look to the behavior of others for cues.
- (T) (F) 8. I would probably make a good actor.
- (T) (F) 9. I rarely seek the advice of my friends to choose movies, books, or music.
- (T) (F) 10. I sometimes appear to others to be experiencing deeper emotions than I actually am.
- (T) (F) 11. I laugh more when I watch a comedy with others than when alone.
- (T) (F) 12. In groups of people, I am rarely the center of attention.
- (T) (F) 13. In different situations and with different people, I often act like very different persons.
- (T) (F) 14. I am not particularly good at making other people like me.
- (T) (F) 15. Even if I am not enjoying myself, I often pretend to be having a good time.
- (T) (F) 16. I'm not always the person I appear to be.
- (T) (F) 17. I would not change my opinions (or the way I do things) in order to please someone else or win their favor.
- (T) (F) 18. I have considered being an entertainer.
- (T) (F) 19. In order to get along and be liked, I tend to be what people expect me to be rather than anything else.
- (T) (F) 20. I have never been good at games like charades or improvisational acting.
- (T) (F) 21. I have trouble changing my behavior to suit different people and different situations.
- (T) (F) 22. At a party, I let others keep the jokes and stories going.
- (T) (F) 23. I feel a bit awkward in company and do not show up quite as well as I should.
- (T) (F) 24. I can look anyone in the eye and tell a lie with a straight face (if for a right end).
- (T) (F) 25. I may deceive people by being friendly when I really dislike them.

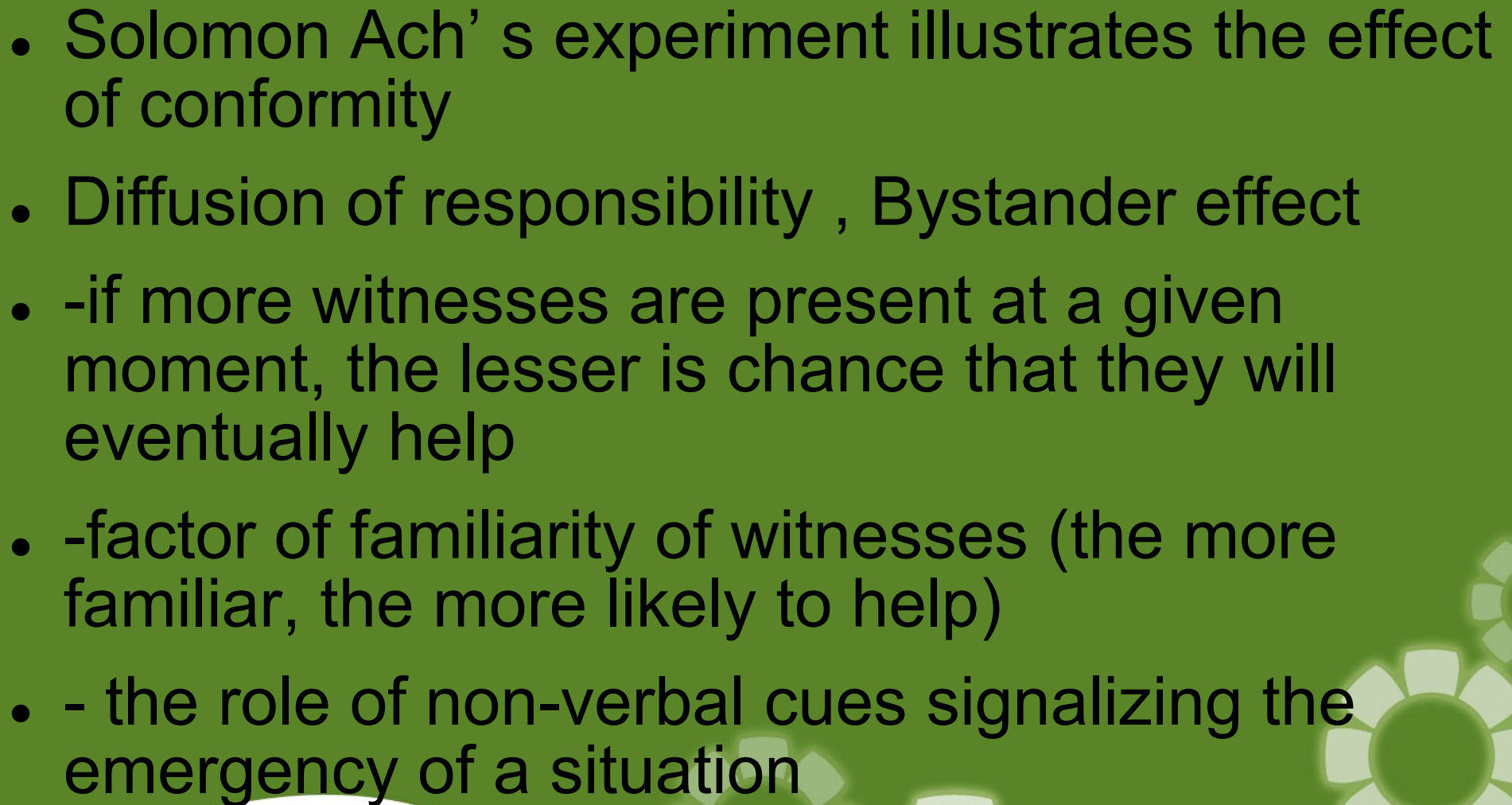
Asch experiment

- <http://www.youtube.com/watch?v=iRh5qy09nN>

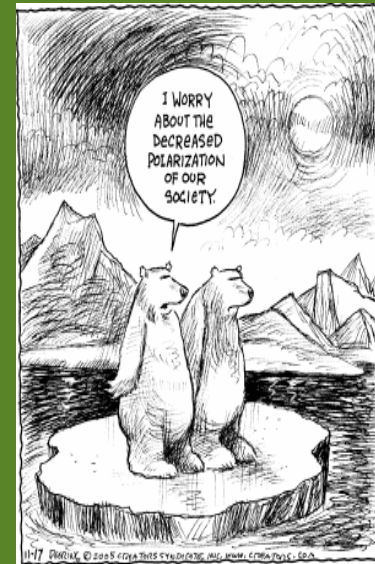
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Conformity

- Solomon Asch's experiment illustrates the effect of conformity
 - Diffusion of responsibility , Bystander effect
 - -if more witnesses are present at a given moment, the lesser is chance that they will eventually help
 - -factor of familiarity of witnesses (the more familiar, the more likely to help)
 - - the role of non-verbal cues signaling the emergency of a situation
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- **GROUP POLARIZATION**
- -a situation when as a result of majority of group members having a certain opinion, the group inclines toward an extreme view in the direction of the initial opinion
- - after a discussion between group members, the view if strengthened
- - the discussion brings forth many positives toward one side of an opinion, on the opposite to negatives of other side



Milgram' s experiment

- **STANLEY MILGRAM EXPERIMENT (1961)**
- 'Do as you're told'.
- The Stanley Milgram Experiment was created to explain some of the concentration camp-horrors of the World War 2, where Jews, Gypsies, homosexuals, Slavs and other enemies of the state were slaughtered by Nazis.
- <http://www.youtube.com/watch?v=y6GxluljT3w>

