

General Psychology

Social Psych

Cognitive Bias

Bystander Effect

When others are present, less likely to help

Fundamental Attribution Error

Also called

Correspondence Bias

Attribution Effect

We prefer dispositional explanations

Overvalue personality reasons

Undervalue situation reasons

Dispositional Explanation

Always this way

Situational Explanation

Having a bad day

Actor-Observer Error

What others do (observe) is their fault

What I do (actor) is due to situation

Others' actions are the kind of people they are

We do things because of situations

Obedience

Stanley Milgram

Small World experiment

6 degrees of separation

Social networks

Milgram's Obedience Study

Painful Electric Shock

"Experiment requires you to continue"

Stanley Schachter

2-Factor Theory of Emotion

Physiological arousal

Cognitive label

"Dr. Zilstein" Experiment (1959)

"Research On Pain"

Important study, we have to do this

It's going to be: painful or innocuous

Given a choice: wait with others or alone
More anxious wanted to wait with others

Follow Up Study

Wait with other anxious people
Wait with people who weren't anxious

Dollard & Miller

Psychoanalytic Learning Theory

Combined Hull & Freud

Hullian Drive Theory

modification of classical conditioning from S-R to S-O-R

Explained Freudian theory in terms of learning/drive theory

Patterns of responding come from habits

Habits are:

1. based on secondary (acquired) drives
social rewards reinforce behavior
2. stored a habit hierarchy
ranked order

Children learn drive and behaviors through social rewards = socialized

Life-long process of conditioning

Frustration-Aggression Hypothesis

Aggression is always the result of blocking one's effort to reach a goal

Aggression can be learned, unlearned or prevented

Aggression varies from situation to situation

4-part Theory

1. Drive = Want
Primary Drives
Secondary Drives
Drives originate in environment or in person
Behaviors are reinforced by drive reduction
2. Cue = Notice
Sets response in motion & guides response
Can be internal or external
A discriminative stimulus
What a person notices
3. Response = Do
The person's behavior
Selected from response hierarchy
Dominant response
4. Reward = Get
Primary Rewards
Secondary Rewards

Drive reduction

Different from Skinner's reinforcement
No assumptions what's reinforcing

Resultant Hierarchy = outcomes

Conflict

Incompatible Responses

responses which can't occur at the same time

Distance = how far away from goal

Four Assumptions about Gradients

- 1. Gradient of Approach - tendency to approach a goal is stronger the nearer the subject is to the goal***
- 2. Gradient of Avoidance - tendency to avoid a feared stimulus is stronger the nearer the subject is to the feared stimulus***
- 3. Avoidance is STEEPER than approach***
- 4. Increase in drive raises the height of the entire gradient***

Types of Conflict

Lewin (1935) identified three patterns of conflict:

approach-approach
avoidance-avoidance
approach-avoidance

Non-conflict Situations

Approach-Avoidance Conflict

If punishment conditions a fear response to a drive, the primary & secondary drives may conflict

Drawn to and away from desired object-resulting in anxiety and neurotic behavior

Push-Pull

Avoidance-Avoidance Conflict

Choose between 2 things we hate

Approach-Approach Conflict

Choosing between 2 things we like

Take the closest

Let chance decide

Approach-Avoidance Conflict

Double Approach-Avoidance Conflict

Like and dislike both

Terms

Stupidity-Misery Syndrome (neurosis)

Strong, unconscious, unlabeled conflict

Approach-avoidance

Can't discriminate effectively

Use a "stupid" strategy (unlabeled)

Stupid strategies cause us "misery"

Julian Rotter

Chances of any given behavior occurring is a function of

1. expectation a behavior will elicit a reward
2. value this reward has for the individual

Definition of Personality

A relatively stable set of potentials for responding to situations in a particular way

Personality is changeable

Behavior will change if change thinking or change environment

No critical period after which personality is set

Optimistic about people

People are drawn forward by their goals, seeking to maximize their reinforcement
not just avoiding punishment

3 main components

1. Behavior Potential

The likelihood of engaging in a particular behavior in a specific situation

In any given situation, there are multiple behaviors one can engage in.

For each possible behavior, there is a behavior potential.

The individual will exhibit whichever behavior has the highest potential.

2. Expectancy

Probability a given behavior will lead to a particular outcome, or reinforcement

High expectancy = likely to get it

Low expectancy = unlikely to get it

Expectancy is a subjective probability

People can either over- or underestimate this likelihood; both distortions can be problematic

3. Reinforcement Value

The desirability of behavioral outcomes

Things we want to happen have a high reinforcement value

Things we don't want to happen have a low reinforcement value

Subjective

Varies depending on one's life experience

Getting punished by parents may be better than being ignored

Rotter's Locus of Control

People vary in the degree to which they recognize a contingent relationship between their own behaviors (actions) and the resulting reinforcements (outcomes).

The extent to which individuals believe that they can control events that affect them.

Individuals with a high internal locus of control believe that events result primarily from their own behavior and actions.

Those with a high external locus of control believe that powerful others, fate, or chance primarily determine events.

Internally motivated and externally motivated people

*differ in the behaviors they engage in
because they have different expectations of reward*

Internals

*Individuals who have a strong belief that they can control their own destinies
They are more aware of environmental factors that might influence future
behavior*

Work to improve their environment

Value skill and achievement

Resist conformity

*Believe that their own behaviors are the primary factors in receipt of
reinforcements*

Locus of control is attributable to the history of reinforcement patterns

Externals

*Believe that reinforcements are controlled by forces external to themselves such
as powerful others, fate, chance and luck.*

Low expectation of reward

Little control over reward

'Learned helplessness'

LOC Scale