

PSY-403

Important questions

Lesson 23 to 30

Lesson 23

What is cognitive dissonance theory?

Answer: **Cognitive dissonance theory (Festinger, 1957)**

_ A feeling of discomfort caused by performing an action that is inconsistent with one's attitudes

_ Principle of Cognitive consistency were first introduced by Fritz Heider (1946)

_ A motivational instead of a cognitive approach; has Gestalt roots those human beings not only

expect and prefer their perceptions to be coherent but they are motivated to do so.

_ Festinger maintained that instead of engaging in rational behaviour, we often engage in irrational and maladaptive behavior, and much of the time we engage in rationalizing us behaviour.

Factors affect the dissonance?

Answer:

- Justification; e.g., Domsday cult group (as referred in previous lectures) transformed the bad experience into a good one to reduce dissonance
- Freedom of choice: e.g., if we are forced to do something this explains why we did it in contravention of our attitudes, so it does not create dissonance.
- Investment: e.g., supporting a political party even when evidence of incompetence, immorality, etc. escalates (refuse to accept evidence of impropriety because of all the time invested in believing the party's ideals)

What is cognitive dissonance and persuasion?

Answer: **Cognitive dissonance and Persuasion**

_ Cognitive dissonance is attitude change via an internal discrepancy

_ Persuasion is attitude change via an external message

_ Persuasion is the process of consciously attempting to change attitudes through the transmission of some message.

Attractiveness enhanced persuasiveness how?

Answer: **Attractiveness enhances persuasiveness**

_ During 1920s when feminists were demonstrating against female inequality

_ Nephew of Freud, Edward Bernays, used attractive "liberated" women in an ad campaign for

the cigarette industry to serve as a “torch of freedom” symbol.

- _ Women had a campaign with anti-smoking slogans in 1929 Easter parade in Manhattan.
- _ Many women adopted the “torch of freedom habit
- _ The cigarette company’s profits soared with this newfound “liberated-female” market

Factors indicating attractiveness?

Answer: **Factors indicating attractiveness**

Physical appearance

- _ Attractive university UG were more likely (41%) to persuade fellow students to sign a petition as compared to less attractive (32%)
- _ Commercials use central or peripheral route processing for persuasion. Usually, attractive females are used, who are consciously placed in commercials to attract male viewers and to induce positive feelings, using the principle of classical conditioning, without even making the viewer conscious of this purpose. That is why this is called peripheral route.

Likeability:

Merely saying nice things is enough to get people to like you (Eagly & Chaiken, 1993)

Similarity:

Communicators can be similar to their audience in a number of ways:

- _ Sharing attitudes and values is the most important condition (Simons et al., 1970)
- _ Similar backgrounds
- _ Appearance

Lesson 24

What are message variables?

Answer: **Message variables: What is the content?**

In this section we will study that what makes a message persuasive in its own right independent

of the source. Following are a few important points in this reference:

- _ Facts versus vivid images
- _ Fear
- _ Humor
- _ The use of one-sided vs. two-sided arrangements
- _ Repetition

What is vividness message and evidence base?

Answer: **Evidence based message**

Example: “Last year 1100 students died with drug abuse”

Vividness-based appeal

Example: “Not everyone dies with drug use” (with graphic message of disturbed consequences)

Does fear appeal persuasion?

Answer: **Does fear appeal persuasion?**

“There are two levers for moving man – interest and fear” (Napoleon Bonaparte, French General and Emperor in 18th century.)

_ Advertisements, organizations and people often try to invoke fear in order to persuade. For example, antismoke ads state, ‘nicotine habits will shorten life expectancy’. Insurance agents use fear element by suggesting to people, ‘your family will be thrown out of home after your death’ or try to create apprehensions about daughter’s marriage, or make ‘own home appeals’. Similarly, George W. Bush created fear in American nation by indicating that the country will be attacked again by the terrorists. However, too much fear can sometime be debilitating which can be counterproductive

_ Can be explained by the Protection motivation theory (Rogers et al., 1997) which states that fear induces motivation to protect the self.

Does humour increase attention to a message?

Answer: **Does Humour increase attention to a message?**

_ About 40% of all advertisements employ humour (Unger, 1996)

_ Public relation consultants recommend punching up speeches with humorous anecdotes (Weinberger & Campbell, 1991). They also believe that humour is an effective persuader that is why they regularly recommend it.

_ Increases people’s attention than serious-sounding communication (Duncan & Nelson, 1985) as people are more likely to listen to someone who is trying to make them laugh or smile.

_ Such persuaders tend to enhance their likability (Gruner, 1985)

_ Humour must be relevant to the content in order not to be disruptive. Sometimes the joke may be so funny that people may remember it and not the actual message. It is generally believed that: Relevant humour ----> central route, while irrelevant humour ----> peripheral route (Smith et al., 1994)

What is attitudinal inoculation?

Answer: **Attitudinal Inoculation**

_ A weak version of an opposing argument can help ‘stimulate defences’ against a future opposing argument

_ “Immunizing somebody against change isn’t always very healthy for the reason that people do have to be open to outside influences” (McGuire, 1999)

Does repetition increase persuasion power?

Answer: _ Mere exposure effect

_ Repetition has the opposite effect on the stimuli that are initially perceived as negative (Cacioppo & Petty, 1989). Repetition seems to increase liking for stimuli that are initially perceived as neutral but has the opposite effect on the stimuli that are initially perceived as negative.

_ Repetition increases liking only up to a point.

_ Repetition with variation can overcome wear-out effect (Pratkanis & Aronson, 1992).

What is audience variables?

Answer: **Audience Variables**

- _ Good mood
- _ Involvement
- _ Individual differences

Audience variables: good mood generally fosters persuasion

_ Evidence about greater attitude change among people eating at a snack shop (Janis et al., 1965) and listening pleasant music (Milliman, 1986) indicate that good mood generally fosters persuasion.

Types of involvement?

Answer: **Involvement**

Both of the following types of involvements have different effect on persuasion.

Issue involvement:

This involvement indicates that the outcome of argument has important consequences for the self – hence it will take a central route.

Impression-relevant involvement:

In this kind of involvement, the person usually thinks that his or her response may be scrutinised

by others and may lead to social approval/ disapproval. This kind of involvement takes a peripheral route. Those attitudes which become associated with the self are highly resistant to change

If matter is personally relevant, audience will be more likely to be persuaded by well-reasoned

arguments. On the other hand, if they are concerned that how they will be judged then they will

be persuaded by a speaker who is popular and attractive – socially acceptable. The later kind of

involvement is impression-relevant and takes a peripheral route.

What is central and peripheral route?

Answer:

Central vs. peripheral processing of perceived messages

Routes to persuasion	Most likely to occur when	Effect on attitude
Central Route: Careful scrutiny of the available information to determine its merits	▪ Message personally relevant ▪ High NFC ▪ Neutral mood ▪ Communicator speaks at normal rate	▪ Strong ▪ Resistant to counterarguments ▪ Predictive of behaviour
Peripheral Route: Relying on incidental cues and simple rule of thumb like attractiveness or length	▪ Message irrelevant ▪ Low in NFC ▪ Positive mood ▪ Communicator speaks rapidly	▪ Weak ▪ Susceptible to counterarguments ▪ Not predictive of behaviour

Lesson 25

Difference between prejudice and discrimination?

Answer: **Prejudice and discrimination**

_ Prejudice is a negative attitude towards the members of specific social groups. Attitude is general type of feeling. Prejudice is specific form of feeling.

_ Discrimination is a negative behaviour directed toward members of social groups who are the object of prejudice.

_ Stereotypes: Beliefs about the personal attributes shared by people in a particular group or social category.

Factors shaping the prejudice and discrimination?

Answer: **Factors shaping prejudice & discrimination**

1. Cognitive sources: Categorizing people
2. Emotional sources: Scapegoat & Authoritarian personalities
3. Social sources
 - _ Social inequalities: Unequal status, Religion, stereotype threat
 - _ Social identity
 - The minimal group paradigm
 - Social identity theory
 - Inter-group competition

What is out group and in group homogeneity effect?

Answer: _ Merely assigning people to different social groups can create out-group homogeneity effect,
the perception of out-group members as being more similar to one another than one's own group.

_ "They are all alike, while we are diverse". Our tendency to perceive out-group members as similar to one another sets the stage for developing beliefs about their personalities, abilities, and motives" These beliefs are called stereotypes, a type of schema.

_ In-group homogeneity effect can also arise when there are many minorities at one place and they feel similar to each other on the basis of minority category.

_ Stereotypes are beliefs about people that put them into categories and don't allow for individual variation.

Function of stereotype?

Answer: **The function of stereotyped thinking**

_ Quickness: Stereotyped thinking provides us with rich and distinctive information about people we do not personally know (Gilbert & Hixon, 1991). Quickness is one of the most apparent qualities of stereotyped thinking and provides basis for immediate action in uncertain circumstances. It provides shortcuts to thinking.

_ We don't have to get to know a person by time consuming method. However, it may result into faulty conclusions and judgments.

_ Appears to "free-up" cognition for other tasks; this resource-preserving effect has an evolutionary basis (Gilbert, 1989).

_ Filtering social judgments through stereotypes results in ignoring information that is relevant

but inconsistent with the stereotype.

What do you know about authoritarian personality people?

Answer: _ Authoritarian people conform rigidly to cultural rules and values and believe that morality is a

clear right and wrong choices

_ The authoritarian personality is characterized by submissiveness to authority and intolerance

for those who are weak

_ Adorno, Frenkel-Brunswick, Levinson, & Stanford (1950) constructed The 'F' (Fascist) scale

to measure authoritarian personality.

_ Authoritarian personality results from personality conflicts and harsh childrearing practices

Lesson no.26

Which type of function prejudice serve?

Answer: Cognitive sources - Categorizing people

Emotional sources – scapegoat, Authoritarian personalities

Social sources- Social inequalities, social identity, social competition

Stereotype threat?

Answer: **Stereotype threat**

_ A self-confirming apprehension that one will be evaluated based on a negative stereotype

_ Experiments by Spencer & Quinn (1999):

Researchers administered a difficult Math test to men and women with different instructions.

They actually divided the test into two halves

but presented it as two distinct tests. By

employing a cross-over design, half of the

participants were told that the first test was on

which men outperformed women, while on the

second there was no gender difference.

Instructions for the second group were

reversed. The results showed the impact of

stereotype threat on performance of men and

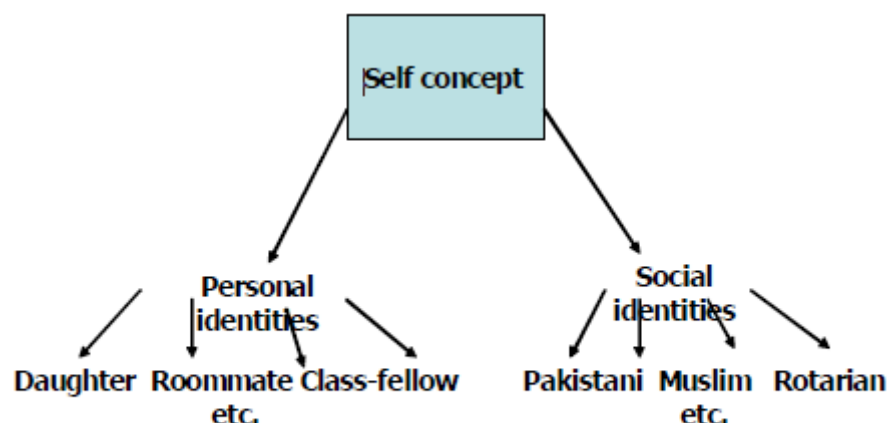
women. It can be seen clearly in the graph

presented

What is social identity or self concept?

Answer: **Social Identity: Self-concept**

The minimal group paradigm: (Tajfel et al., 1971)



_ Group membership is sufficient to foster group favouritism

_ Participants allocated to two groups on an arbitrary basis

- _ Identities of people in other groups unknown
- _ Allocate money to people (via code numbers) in the two groups
- _ Could not allocate money to self

What is social identity theory?

Answer: **Social Identity Theory**

Our self esteem is partly determined by the social esteem of our group as social identity is part of our self definition, and we enjoy in the reflected glory of our group.

Sherif et Al summer camp experiment?

Answer: **Sherif et al.'s summer camp (robber's cave) experiments (1955)**

What happens if you randomly place people into one of two groups and manipulate circumstances to promote intergroup competition? The central theme of minimal group categorization surrounds a classic study. Sherif et al. conducted study at a specially created 200-

acre camp at Robber's Cave State Park, 150 miles southeast of Oklahoma City of USA.

- _ Boy's summer camp in U.S.
- _ 20 well-adjusted, 11-12 years old boys
- _ Divided into two groups
- _ Unobtrusive observations by campus counsellors.

Three phases:

- 1) Creating ingroups
- 2) Instilling intergroup competitions
- 3) Encouraging intergroup cooperation

Lesson 27

What is contact hypothesis?

Answer: **The contact hypothesis**

_ Contact between members of different social groups, under appropriate conditions, can lead to reductions in intergroup bias (Allport, 1954; Amir, 1969)

Social norm?

Answer: **Social norms** are shared rules and expectations about how group members should act. Some

groups have norms for personal appearance, opinions (no involvement in religious or political activities in universities, etc.) behavior (smoking prohibition in university). Sometimes written

guidelines are provided regarding these norms, while on other occasions they are learned through

everyday conversation. For example, in Sherif's Robber's Cave experiments norms were developed in "Rattlers" and "Eagles" soon after construction of their groups. Social norms increase conformity and reduce deviancy within group. They also enhance performance by

rewarding efficiency, effort, and quality.

Equal status social?

Answer: **Equal social status**

_ Status is another form of prejudice. Intergroup contact does not always breed goodwill. For example, when it occurs between privileged and minority classes, it can in fact increase stereotypes and tension. According to Allport, equal status majority, and equal status minority should have contacts within their own groups. It implies that the groups interacting must be roughly equal in social status

_ If the minority group has contact with the majority group as a subordinate, then this is likely

to perpetuate negative stereotypes of inferiority

_ Teachers in schools and supervisors at work conditions should avoid creating unequal status groups

Intergroup cooperation?

Answer: **Intergroup cooperation**

_ Co-operation is necessary for reductions in bias. As in the *Robbers Cave Experiment* (Sherif et

al., 1966), animosity between the Rattlers and Eagles subsided when they engaged in a joint activity to achieve mutually shared goals (super ordinate).

Similar results have been obtained in a variety of experimental and field settings, including schools, work, and the armed forces.

Problem with contact hypothesis?

Answer: **Problems with the contact hypothesis**

Meta analysis of numerous studies testing Allport's contact hypothesis indicate that intergroup

contact, under certain conditions, does indeed have a substantial effect in reducing prejudice. However, a few problems have also been pointed out in contact hypothesis:

_ Mutual intergroup anxiety: The minority may have stereotype threat that they will be evaluated negatively by the majority. In contrast, majority group may be anxious of saying something negative.

_ Can lead to a protective self-presentation style: Dominant group member talks less, while minority interprets it as hostility. This communication can result in backfire.

_ Generalization - contact may lead to subtyping of the particular individual away from the group representation (so category-based prejudice remains).

_ So, contact will only reduce bias if the individuals are highly typical members who cannot be subtype away from the group so easily (Wilder, 1984).

_ Contact hypothesis is overly complex – there are so many conditions under which contact must occur that it becomes unworkable.

Types of recategorization?

Answer: **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.

Lesson no.28

What is interpersonal attraction?

Answer: **What is Interpersonal attraction?**

Definition:

Interpersonal attraction is the desire to approach another person.

What is Affiliation Needs and give reasons also?

Answer: **Affiliation Needs**

Around the world and across age-groups, most people spend about 3/4 of their time with others.

People want not merely the presence of others but close ties with people who care about them.

Reasons for affiliation

Two theories explain the reasons for our affiliation needs:

1. Social comparison Theory
2. Social exchange theory

Social comparison and social exchange theory difference?

Answer: **Social comparison Theory**

· One way to know ourselves and better understand our place in the social environment is to compare ourselves with others.

· This information is required to evaluate the self.

· This theory proposes that we evaluate our thoughts and actions by comparing them with those of others (Festinger, 1954)

· Social comparison is most likely when we are in a state of uncertainty

· We prefer to compare ourselves with similar others

· Used not only to judge-and improve ourselves, but also to provide information about our emotions and even to choose our friends

Theory of Social exchange

- Focus of this theory is on interaction between people
- This theory proposes that we seek out and maintain those relationships in which the reward exceeds the cost. The exchanged goods can be either material (money, food, etc.) or nonmaterial (social influence, affection, information, etc.). For example, teachers exchange information for money. Husband and wife exchange work and affection with each other.
- States that people are basically hedonists and they exchange rewards for maintaining their well-being.
- Earliest versions of this theory (George Homans, 1958) state that all social relationships are like economic bargains in which each party places a value on the goods they exchange with one another.
- Reward and cost can not be viewed in isolation as the possibility of an alternative relationship determines whether people will stay in a relation or not (Thibaut & Kelly, 195). This is the reason why people sometime stay in very dissatisfying or harmful relations.

Factor that influences the affiliation desire?

Answer: **Factors influencing affiliation desires**

- Evolutionary heritage
- The brain & central nervous system (CNS) activity
- Culture, gender & affiliation

Culture, gender, affiliation?

Answer: **Culture, gender, & affiliation**

- Affiliation needs are also shaped by cultural variables. It has been demonstrated through research that peoples residing in individualistic cultures have a greater affiliation need as people have to individually develop their own relationships over there. They also have to establish these relationships in many varied social settings. However, these relationships may be numerous but may not be particularly intimate.
- Geert Hofstede's study (1980) of 22 countries found a positive relationship between a culture's degree of individuation and its citizens' affiliation needs.
- Women have greater tendency to define themselves in terms of their close relationships. This is the reason that they remember birthdays and anniversaries more accurately. Women are generally known as relational people because of these traits.

Lesson 29

Characteristics of attraction?

Answer: **Characteristics of the situation & attraction**

- Proximity
- Familiarity
- Anxiety

Who is attractive?

Answer: **Who is Attractive?**

Culture plays a large role in standards of attractiveness. However, people do tend to agree on some features that are seen as more attractive:

- _ Statistically “average” faces
- _ Symmetrical or balanced faces

Why attractiveness matter?

Answer: **Why does attractiveness matter**

- _ People believe attractiveness is correlated with other positive characteristics (consistent with *implicit personality theory*).
- _ Being associated with an attractive other lead a person to be seen as more attractive him or herself.
- _ According to evolutionary theory, attractiveness may provide a clue to health and reproductive fitness.

Is attractiveness stereotype accurate?

Answer: Alan Feingold (1992b) conducted a meta-analysis of more than ninety studies that investigated

whether physically attractive and physically unattractive people actually differed in their basic personality traits. His analysis indicated no significant relationships between physical attractiveness and such traits as intelligence, dominance, self-esteem, and mental health.

What is matching hypothesis?

Answer: One possible reason *why* we are attracted to potential romantic partners who are similar to us in physical attractiveness is that we estimate they have about the same social exchange value as us.

This tendency to be attracted to others who are similar to us in particular characteristics, such as physical attractiveness, is known as the **matching hypothesis**,

Desirable personal attributes?

Answer: **Desirable Personal Attributes**

Warmth

1. People appear warm when they have a positive attitude and express liking, praise, and approval.
2. Nonverbal behaviors such as smiling, attentiveness, and expressing emotions also contribute to perceptions of warmth.

Competence

1. We like people who are socially skilled, intelligent, and competent.
2. The type of competence that matters most depends on the nature of the relationship. e.g., social skills for friends, knowledge for professors will be preferred. However, being “Too perfect” can be off-putting

What is social anxiety?

Answer: **Social anxiety** is the unpleasant emotion we experience due to our concern with interpersonal evaluation (Leary & Kowalski, 1995). This anxiety is what causes us too occasionally (or frequently) avoid social interaction. We can experience social anxiety even when alone: simply anticipating social interaction is often sufficient to arouse it.

Why this type “social anxiety” of people keep isolated from other?

Answer: The unfortunate consequence of social anxiousness is that it can trap a person into increasingly unpleasant social exchanges (DePaulo et al., 1990). Highly socially anxious people anxiously expect, readily perceive, and intensely react to rejection cues in their surroundings (Downey et al., 2004). For example, they are more attentive to faces with negative expressions than they are to those with positive or neutral expressions (Pishyar et al., 2004). This attentional bias in noticing negative social feedback results in highly anxious persons often acting in ways—avoiding eye contact, appearing nervous and jittery—that fulfill the self-prophecy (Pozo et al., 1991).

What is loneliness?

Answer: **Loneliness** is defined as having a smaller or less satisfying network of social and intimate relationships than we desire (Green et al., 2001).

Lesson no.30

What is intimacy mean also define?

Answer:
“Intimacy refers to sharing that which is inmost with others”
Taken from a Latin word *intimus*, which means “inner” or “inmost”

What are self schemas?

Answer: **Self schemas:**
As the intimacy bonds depend between two people, they begin to incorporate some of the other’s self-schemas into their own self concept. As a result of this cognitive blurring of self-other distinction, people need less time to recognize self-descriptive traits shared with their partner. For example, if both partners have self-concepts of being industrious and tidy, while being athletic is part of self concept of one partner and hardworking is of other partner, it will be easier for both to remember their traits of industriousness and tidiness.

Attribution process?

Answer: **The attribution process:**

Contrary to actor observer effect, the attributions for the loved one are similar to those we would have for our actions

Communal and exchange relationship difference?

Answer: **Communal vs. exchange relationships:**

In most of our everyday relationships, we operate on the *principle of exchange* that whether we should maintain the relationship or not. The *communal relationships*, on the other hand, are organized according to the principle that people are to be given what they need. With loved ones we do not think about reward and cost, as if we are managing our bank accounts.

Transactive memory?

Answer: **Transactive memory:**

People in intimate relationships have a shared memory system for encoding, storing, and retrieving information that is greater than either of their individual memories. For example, in marital partnership, one remembers place and organization of documents, while other remembers the organization of grocery items. Both can update each other on what is in each other's knowledge area, and can further embellish their Transactive memory.

Attachments styles?

Answer: Mary Ainsworth (1978), one of Bowlby's associates, identified two major attachment styles

Secure: People with such attachment styles think that they are worthy of others' love; Moreover they think that people can be trusted. Parents of such children are nurturing and sensitive to children's needs.

Insecure: People with insecure attachment style think that they are unworthy of love, and other people can not be relied upon. Their parents are usually inattentive to their needs.

Concept of attachment styles?

Answer: **New concepts in attachment styles**

An additional discovery was that attachment styles are being determined by two basic attitudes:

The extent to which one's self esteem is positive or negative

The extent to which one perceives others trustworthy

This new conception of attachment yields four kinds of attachment styles:

Secure: characterized by trust, a lack of concern with being abandoned, and a feeling of being valued & well liked

Preoccupied: characterized by trust, but combined with a feeling of being unworthy of others' love and a fear of abandonment

Dismissing-avoidant: characterized by low trust and avoidance of intimacy combined with high self-esteem and compulsive self-reliance

Fearful-avoidant: characterized by low trust and avoidance of intimacy, combined with a feeling of being unworthy of others' love and a fear of rejection.