



REVISION SESSION

Attributing cause



- Heider – father of attribution theory
- Kelleys' covariation model (ANOVA model) – components? Possible outcomes?
e.g. consensus and consistency low, distinctiveness high = context
- Correspondent inference theory (Jones and Davis) – need to consider the context of a situation
- Attribution errors and biases e.g.
 - fundamental attribution error – blames people's dispositions
 - actor-observer difference – blame personality of others, but blame circumstances to attribute cause of own behaviour
 - self-serving attributions
 - just-world hypothesis
 - perseverance effect – we maintain our beliefs and schemas, even in the face of contradictory information
- Top-down and bottom-up processing

Attitudes and Attitude Change



- Early studies e.g. LaPierre (1934)
- Heuristics – simple rules for making decisions
- Implicit association tests for Implicit attitudes
- Likert scales for explicit attitudes
- Cognitive Dissonance – when attitudes and behaviour are incongruent
- Changing and maintaining attitudes
 - Maintaining e.g. perseverance effect (even in face of disconfirming evidence)
 - Changing?
 - e.g. Elaboration Likelihood Model (two routes)
 - Central – high processing ability and motivation
 - Peripheral low ability and motivation
- Predicting deliberative behaviours
 - Theory of Planned Behaviour (Ajzen and Fishbein, 1980, 2005)

Verbal Communication



- Sapir-Whorf hypothesis
 - the form and characteristics of languages determine the ways in which people think
 - different languages will generate different cognitive structures
- Wernicke-Geschwind model
 - Language generation flows from areas at the back to the front of the left hemisphere
- Semantics - study of meanings / Morphology - study of word formation / Pragmatics - use of language
- Illocution - act of speaking or writing which in itself effects or constitutes the intended action
- Deixis – the need for additional contextual information e.g. you, her, there, now...
- Theories of language development? e.g. Chomsky
- Importance of mother-child interaction (Bruner)

Non-verbal Communication



- Paralanguage e.g. pitch, rate, intonation...
- Channels ?
- Are emotions universal ?
- Cues to deception ?
- Physical postures – positive/negative, safe/threatening

Pro-social Behaviour



- Altruism is a sub-category of helping behaviour
- Key theorists and studies...
- Piliavin, Rodin and Piliavin (1969) - Arousal Costs-Rewards theory
- Darley and Latane
 - bystander apathy research
 - e.g. diffusion of responsibility (e.g. epileptic seizure study)
 - decision model – 5 stages ?
- Darley and Batson – lateness impedes helping behaviour
- Batson - Empathy-altruism theory
- Cialdini et al. (1987) - Negative-state relief model
- Characteristics of victim, helper and environment

Social Influence



Studies of...

- Conformity – e.g. Asch (normative/unambiguous)
- Obedience – e.g. Milgram, Hofling
- De-individuation – e.g. Zimbardo
- Informational and Normative influence
 - Informational – ambiguity – e.g. Sherif – light
 - Normative – unambiguity – e.g. Asch – lines

Minority groups – informational or normative social influence?

Theories of performance and social influence...

e.g. Social facilitation – e.g. Triplett (1898)

Drive theory – dominant responses

Social Impact Theory – conformity – group importance (strength)/proximity/member numbers

Relationships



- Factors influencing friendships
 - familiarity
 - proximity (propinquity)
 - similarity
 - personality,
 - mere exposure effect (Moreland and Beach)
 - attractiveness (e.g. Badr and Abdallah – attention and health outcomes)

Twenge et al (1997) - social exclusion causes a reduction of emotional reactions that make us feel close to others

Theories:

- ..Socio-biological theories – perpetuation of traits, characteristics, family bonds.....
- Evolutionary theory – e.g. women self-disclose more than men
- Social Exchange Theory – fairness of costs/benefits between people
- Equity Theory – balance between a person's costs and benefits
- Intimacy equilibrium theory – management of personal space

Group Dynamics



Social aggregates – groups of unrelated people - temporary

Entitativity – marks a group as coherent and bounded

Depersonalised attraction

Group members embody/represent important or desirable features

Minimal groups – just need to be identified as member of a group for behaviour to be influenced

Key study - Sherif et al (1961) Robber's Cave experiments (Rattlers and Eagles)

- Realistic conflict

- Social loafing – need for unique contribution . Anonymity in large groups encourages social loafing
- Expectancy-valence theory - effort if better performance, recognition, valued reward

Decision-making and Leadership



- Social comparison, group polarisation, groupthink
- Collective entrapment - Tendency for groups to cling to unsuccessful decisions/policies
 - against overwhelming evidence of poor decisions
- Information sampling model (Stasser and Titus) – number of members who hold a particular piece of information
- Gender and Leadership e.g. Eagly and Johnson studies
 - e.g. female leaders tend to be slightly more democratic than male leaders - but not more person-oriented
- Leadership – what makes a transformational leader? Why are they so influential?
 - Personal characteristics? Inspirational, Charismatic
 - Follower behaviour?
- Both leaders and followers are essential parts of the leadership relationship

Revision



- Use the **revision lecture** slides for some pointers regarding emphases
- Use the **module lecture slides** for key points
 - then READ around the topic!
- Use your **lecture notes** – they should contain much more detail than the slides do
- Use the **key texts** – the appropriate chapter/s will be referenced at the end of each set of lecture slides