

Social Psychology

Introduction



What We Will Cover in This Section

- Course requirements.
- Introduction to Social Psychology.
- Themes and Perspectives.



Course Requirements

- Franzoi text
- Syllabus
 - Contacting me.
 - Office hours.
- Study Guide
- Attendance

Course Web Site

- Syllabus.
- Study Guide.
- PowerPoint slides.
- Interesting sites.
- Pictures of me.



4

Evaluation #1

- Quiz after each section.
 - Each quiz worth about 15-25 points.
 - Drop lowest quiz in computing grade.
 - Drop the first missed quiz as the lowest quiz.
 - Make up subsequent quizzes with excuse.



5

Evaluation #2

- Paper.
 - Worth 30 points.
 - See me for topic.
 - Due on **Wednesday, April 13 or Thursday, April 14.**
- No extra credit.



6

Evaluation #3

- Final Examination
 - Optional
 - Get 80% or better I will raise your grade one letter.
 - Get less than 80% will not hurt you.
 - Is cumulative.



7

Reality Check

- Why are you here?
- Why I should be here.
- My approach to the course.



8

What is *SOCIAL PSYCHOLOGY*?

SOCIAL PSYCHOLOGY is the **scientific study of how people's thoughts, feelings, and behavior are influenced by others.**

SOCIAL PSYCHOLOGY is the **scientific study of the nature and causes of individual and group behavior and thought in social situations.**



9

Social Psychology vs. Sociology

- Social Psychology
 - Focuses on individual behavior.
- Sociology
 - Focus on group behavior.



10

Major Topics

1. How you develop an understanding of yourself.
2. How social factors influence our beliefs.
3. How membership in a group affects our behavior.
4. When do we help, hurt, like, and love others.



11

Organizing Principles



12

Self

- A symbol-using social being who can reflect on his or her own behavior.
- Any social individual who can reflect on his or her own motives and actions.



13

Interactionism

$$B = f(P :: E)$$



14

Hot vs. Cold Perspective

- Hot
 - We are motivated by our emotions, needs and desires.
 - This may be largely unconscious.
- Cold
 - We make rational, thoughtful choices.
 - These choices are conscious.



15

Perspectives

- Learning
- Psychodynamic
- Biological
- Cognitive
- Eclectic



16

Perspective 1: Learning

Our thoughts, needs, desires, and motivations are acquired through experience.

- Classical Conditioning
- Operant Conditioning
- Social Learning
- We are unique in our learning and motivations.



17

Perspective #2: Psychodynamic

- Our behavior and emotional responses are influenced by internal, unconscious drives.
 - Freud's contribution.
 - We are unaware of what compels our actions.
 - We are all alike in these drives.
 - Experience molds them.



18

Perspective #3: Cognitive

We make rational, thoughtful choices about our behavior.

- We are logical beings.
- We process information rationally.

Perspective #4: Biological

- Our behavior, emotions, and desires are determined by physiological processes.
 - Internal biological activities influence us.
 - Heredity and evolution play a role.
 - We are all alike based on our genes.

Perspective #5: Eclectic

A combination of the first four provide the best explanation of our social behavior.


