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.

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.

Evaluation #2

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

Reality Check

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

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.
Social Psychology vs. Sociology

- Social Psychology
  - Focuses on individual behavior.

- Sociology
  - Focus on group behavior.

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.

Organizing Principles
**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.

**Interactionism**

\[ B = f(P \cdot E) \]

**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.
Perspectives

• Learning
• Psychodynamic
• Biological
• Cognitive
• Eclectic

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.

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.
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.