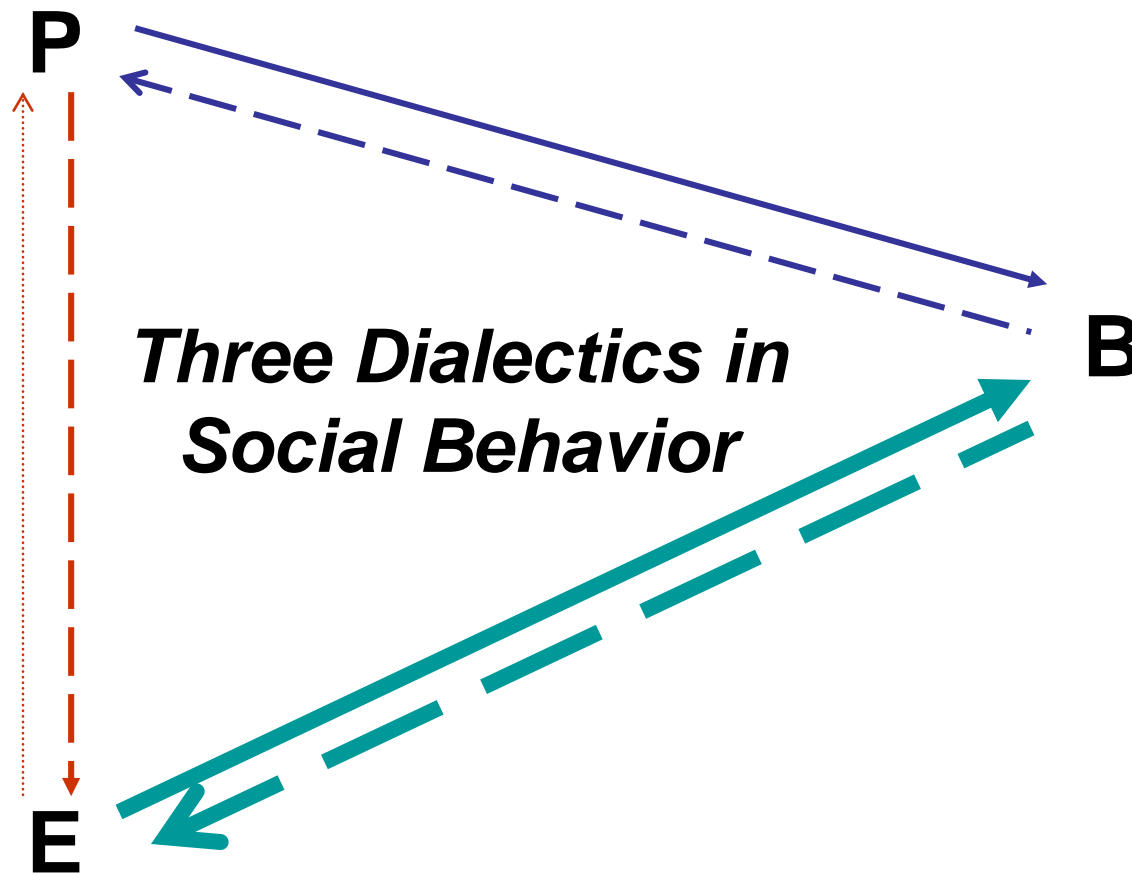


The Dialectic Between the Environment and Behavior

Lecture 31

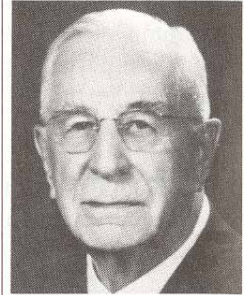
The Dialectic Between the Environment and Behavior

E → B



Social Psychology as the Psychology of Social Influence

- **Social Behavior** (F. Allport, 1924)
 - Behavior that Occurs in Response to the Stimulus of Another's Behavior
 - Behavior that Serves as a Stimulus to Another's Response
- **Social Influence** (G. Allport, 1954)
 - “[H]ow the thought, feeling and behavior of individuals are influenced by the actual, imagined, or implied presence of other human beings”

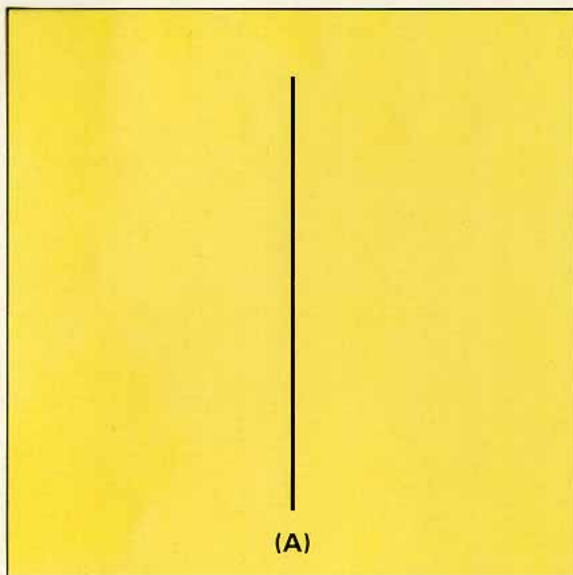


Conformity Experiment

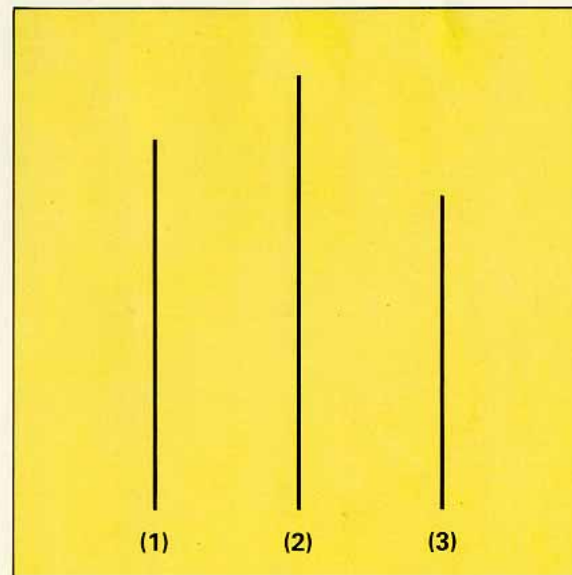
Asch (1956, 1958)



- Perceptual Task
 - Identify Line Whose Length Matches Standard
 - Some Trials Easy, Others Difficult



Standard line

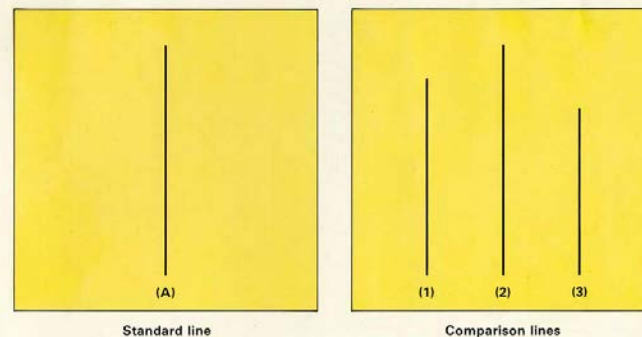


Comparison lines

Conformity Experiment

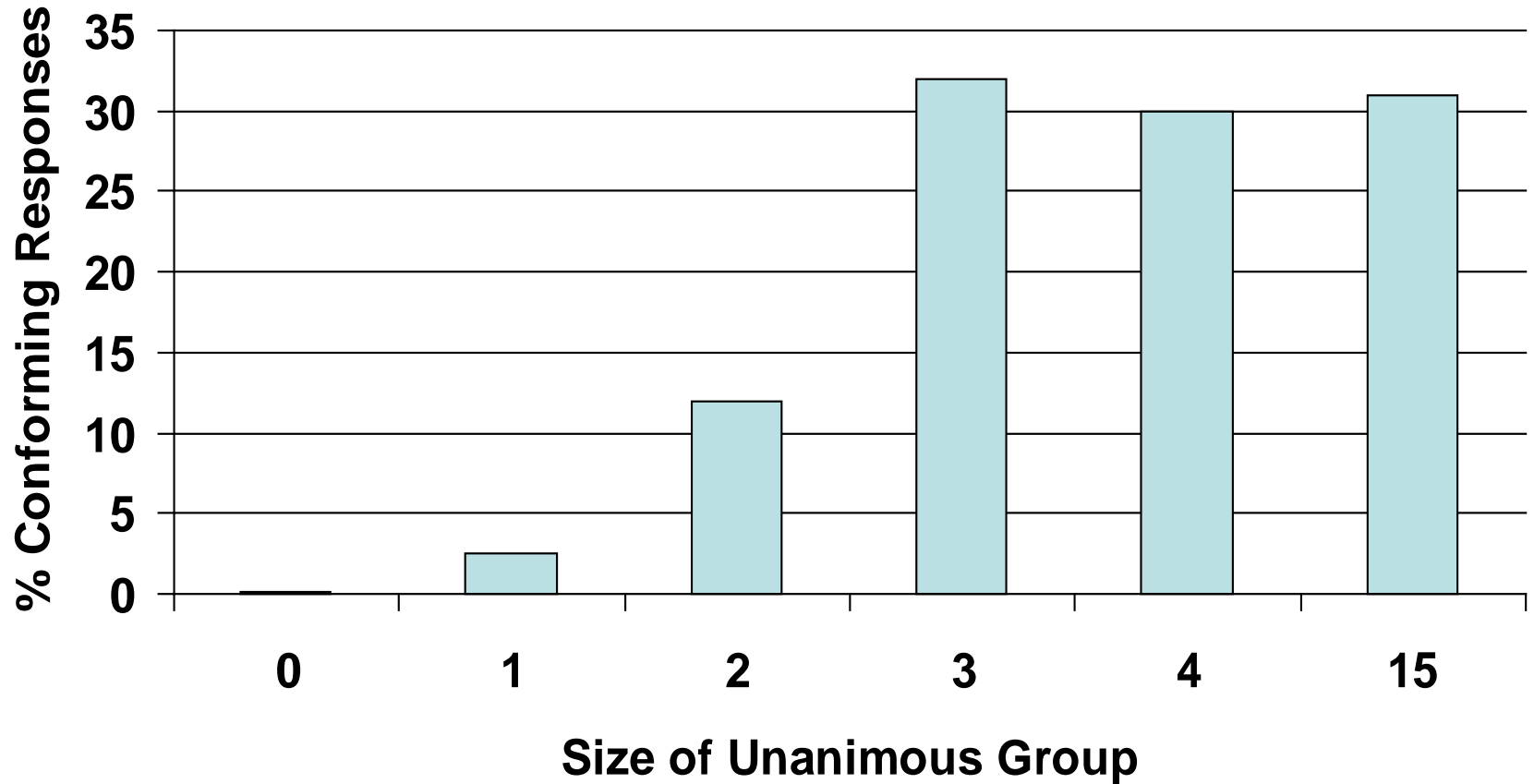
Asch (1955)

- Conditions of Testing
 - Isolation vs. Group of
- Group Composed of Confederates
 - Some Trials, Unanimously Opposed to Subject
- How Does the Subject's Judgment Vary?



Group Size and Conformity

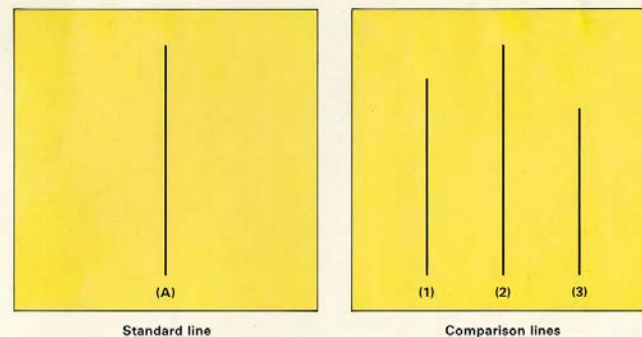
Asch (1955)



Conformity Experiment

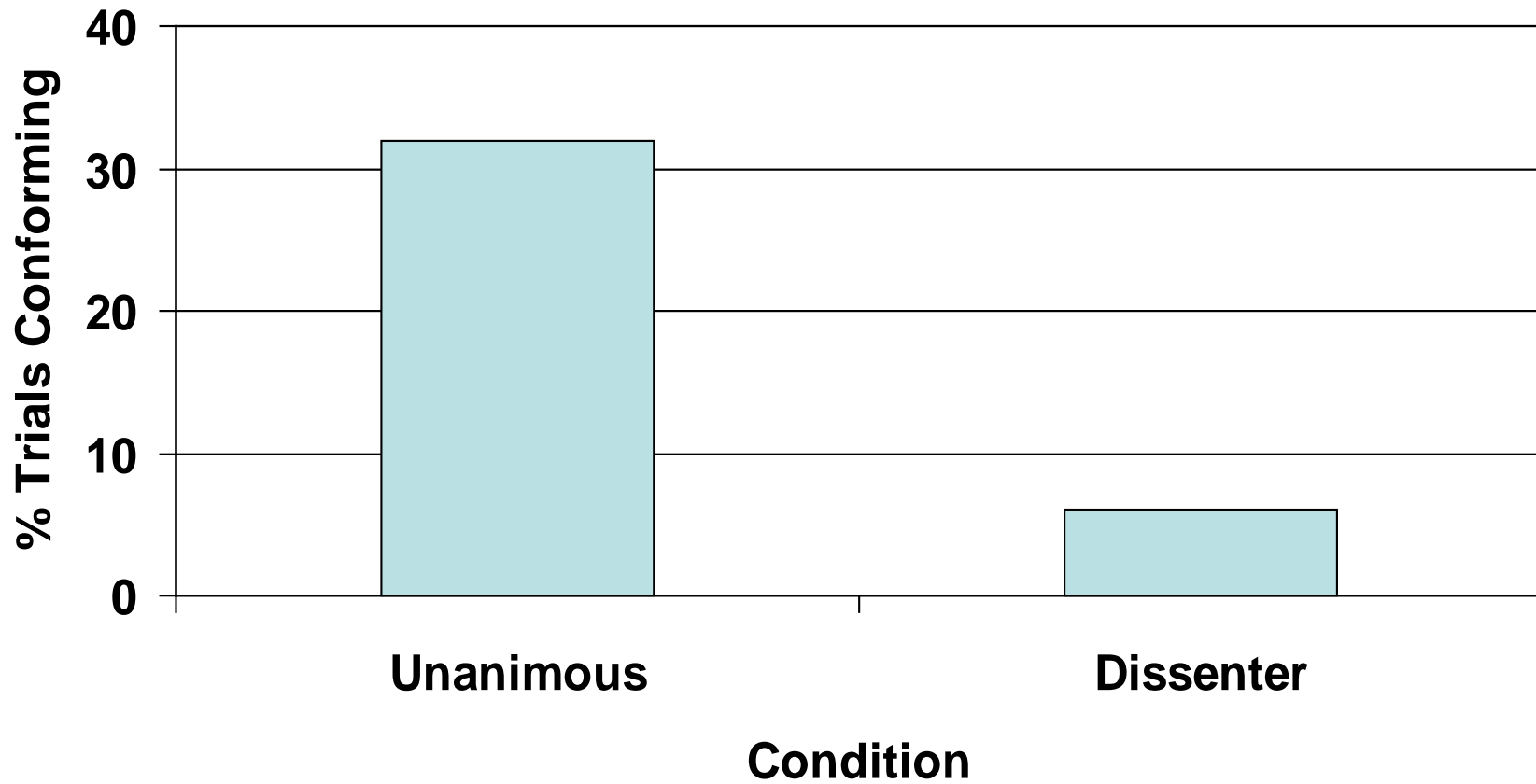
Asch (1956, 1958)

- Conditions of Testing
 - Isolation vs. Group of 7
- Group Composed of Confederates
 - Some Trials, Unanimously Opposed to Subject
 - Other trials, Single Dissenter with Subject
- How Does the Subject's Judgment Vary?



Conformity

Asch (1956)

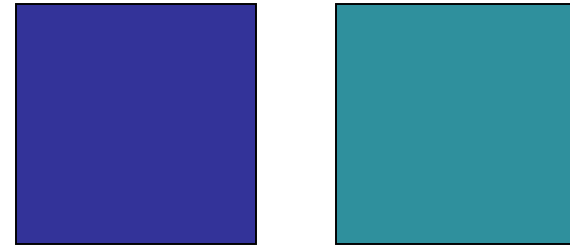


Minority Size and Conformity

Nemeth et al. (1977)

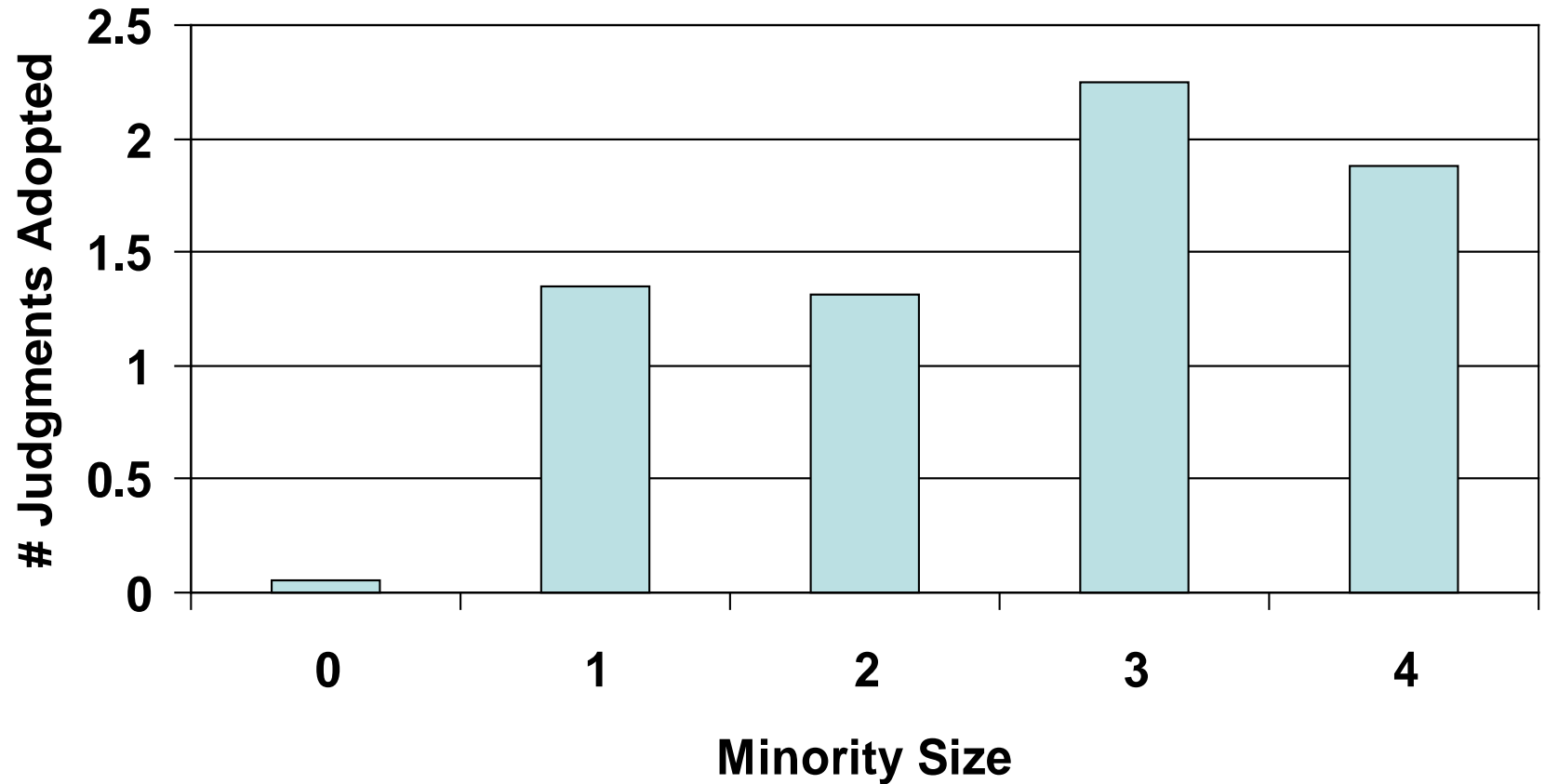


- Judgments of Color
 - Blue vs. Blue-Green
- Group composition
 - 6 Naïve Subjects (Usually Judged “Blue”)
 - 1-4 Confederates (Wrongly Judged “Blue-Green”)
- Adoption of Erroneous Minority Judgment



Adoption of Minority Judgment

Nemeth et al. (1977)



“Mere Presence” Effects on Behavior

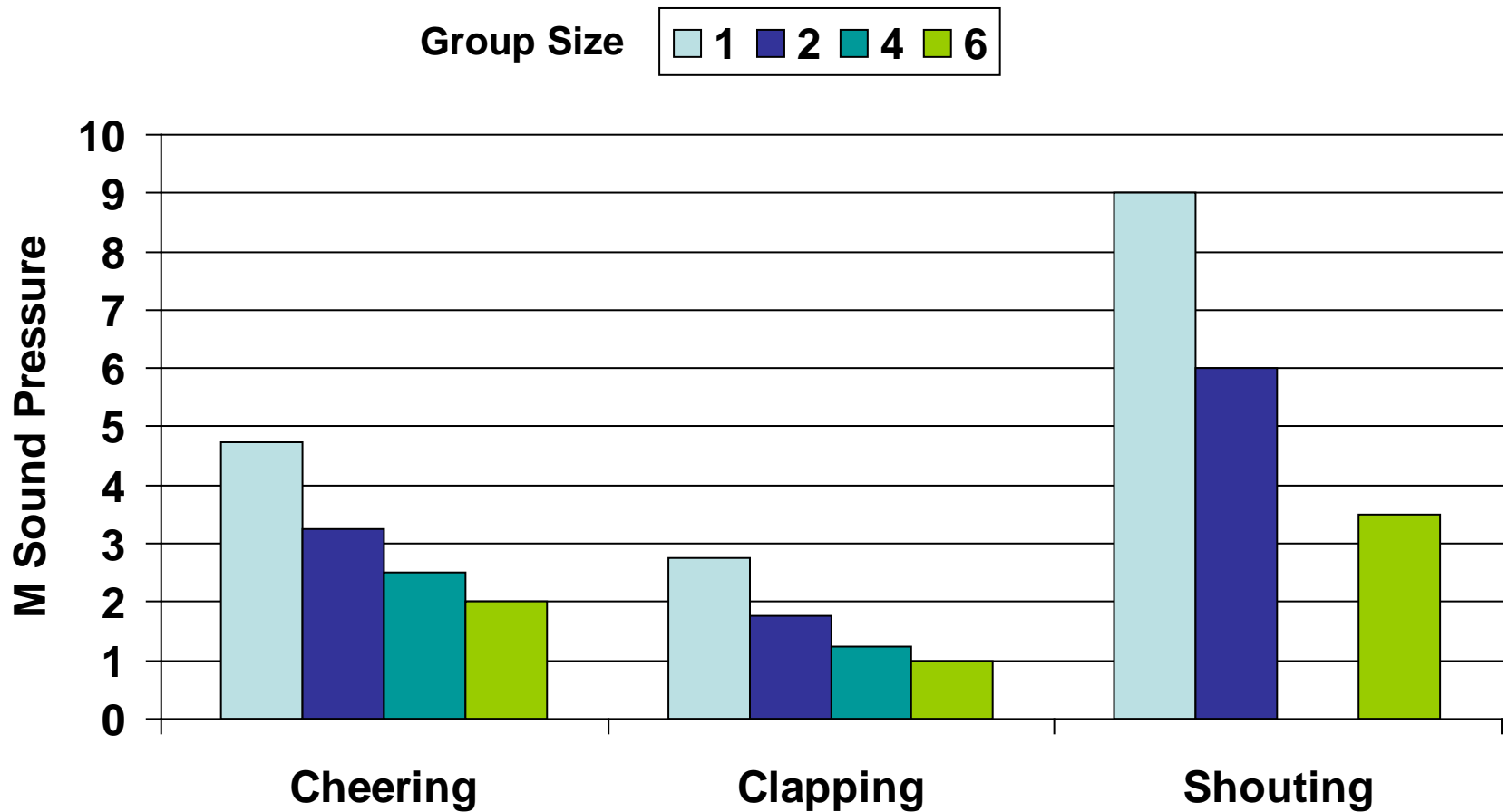
Zajonc (1965); Guerin (1986)

- **Social Facilitation** (Triplet, 1898; Allport, 1920)
 - Simple Tasks
 - Automatic Processes
 - Experts
- **Social Inhibition** (Zajonc, 1965)
 - Difficult Tasks
 - Controlled Processes
 - Novices



Social Loafing

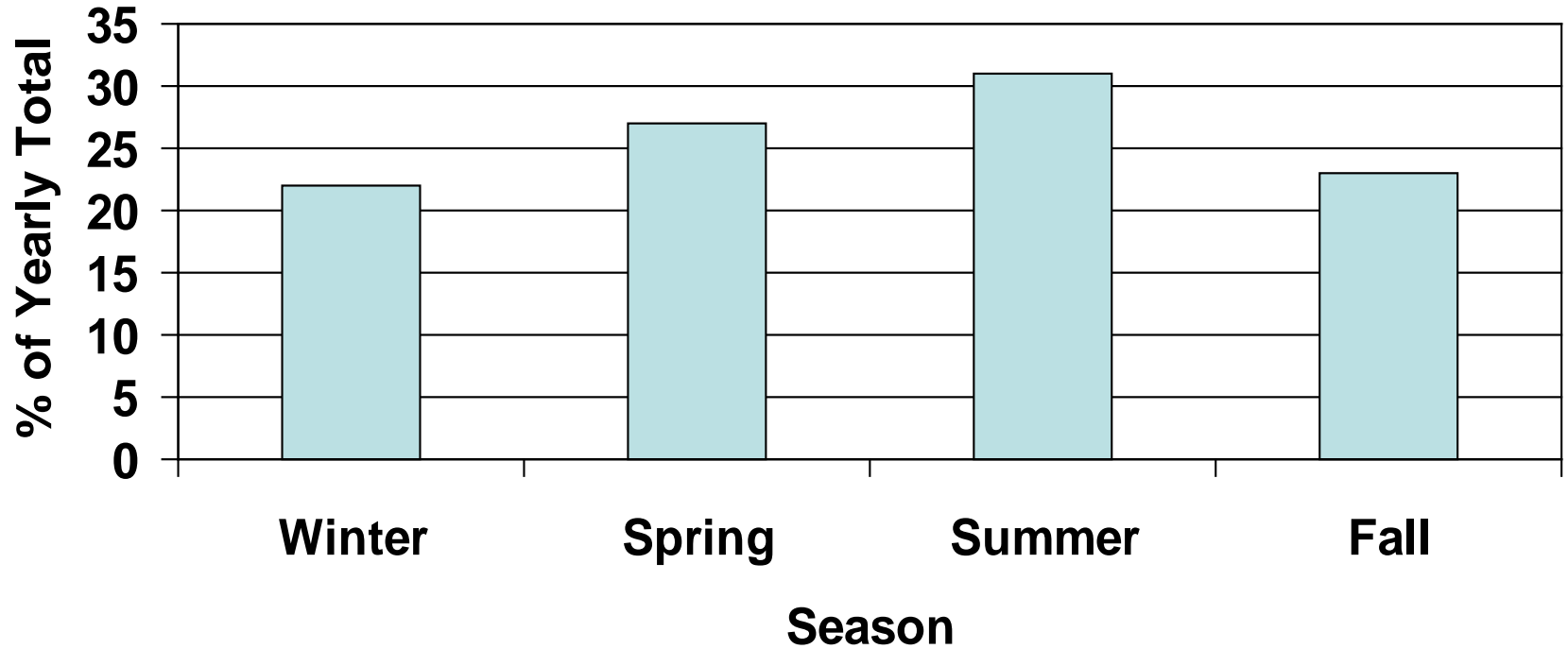
Latane et al. (1979), after Ringelmann (1913)



Ambient Temperature and Violent Crime

Anderson, 1989

Murder and Rape Combined



The Frustration-Aggression Hypothesis

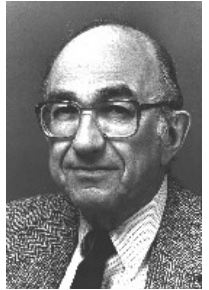
Dollard et al. (1939); Miller (1941)



- Aggression is a Reflexive Response to Frustration
- Frustration Defined
 - Any Obstacle to Goal-Completion
- Other People Can Be Obstacles to Goals

The Revised Frustration-Aggression Hypothesis

Berkowitz (1989, 1993)



- Broaden Definition of Frustration
 - Any Aversive Event
 - Construed as Intentionally Harmful
- Aggression not a Reflexive Response
 - Mediated by Anger
 - Elevated Emotional Arousal
 - Thoughts of Attack
 - Presence of Situational Cues

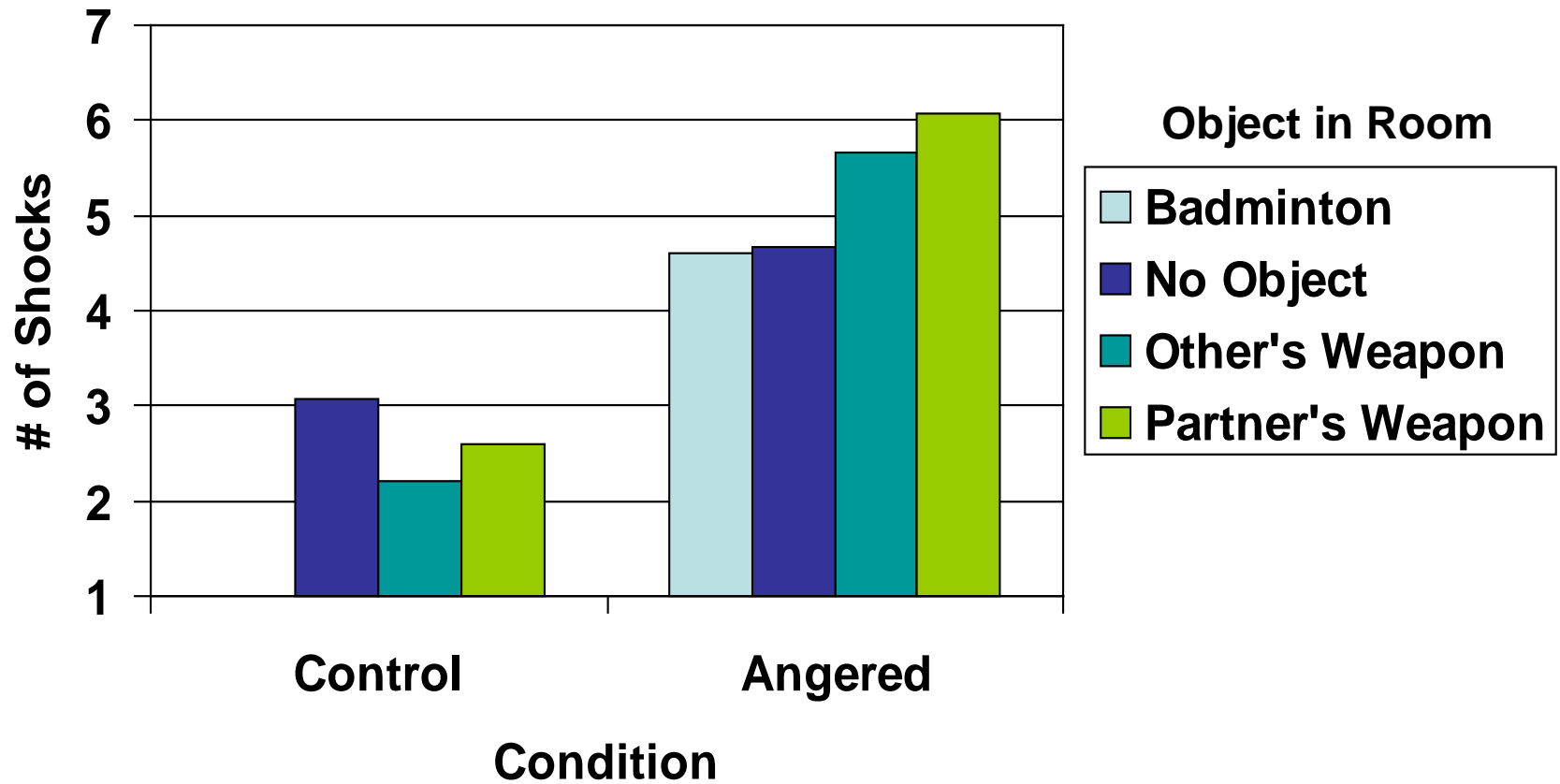
Anger, Weapons, and Aggression

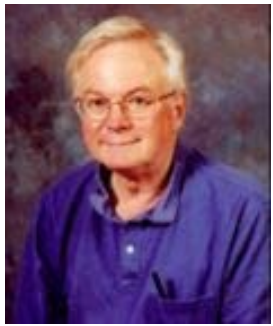
Berkowitz & LePage (1967)

- Subject, Confederate Work Together on Problems
 - Evaluate Each Other's Performance
 - Deliver 1-10 Shocks
- Confederate Evaluates Subject First
 - Delivers 1 vs. 7 Shocks
 - Induces Anger in Subject
- Subject Evaluates Confederate
 - Opportunity to Retaliate Against Confederate
- Objects in the Room
 - Guns vs. Badminton Equipment
 - Belong to Confederate or Someone Else

The Weapon Effect

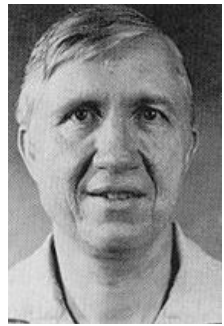
Berkowitz & LePage (1967)





Altruism Experiment

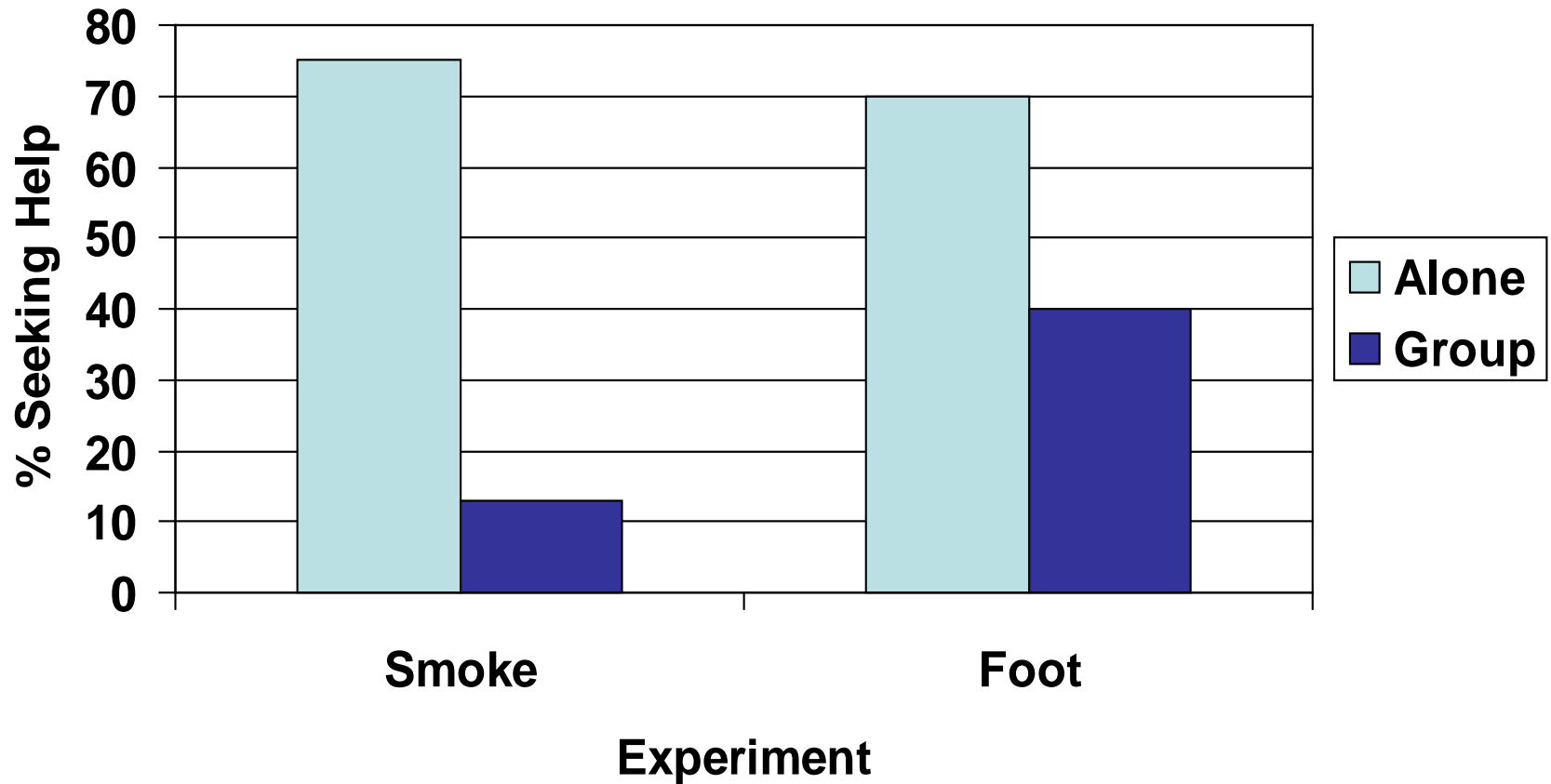
Darley & Latane (1968); Latane & Darley (1970)



- Subjects Recruited for Experiment
- Sit in Room, Fill Out Questionnaires
 - Seated Alone or With Others
- Experimenter Departs
- Staged Emergency
 - Smoke through Ventilator
 - Fall in Next Room

Helping Behavior

Darley & Latane (1968); Latane & Darley (1970)



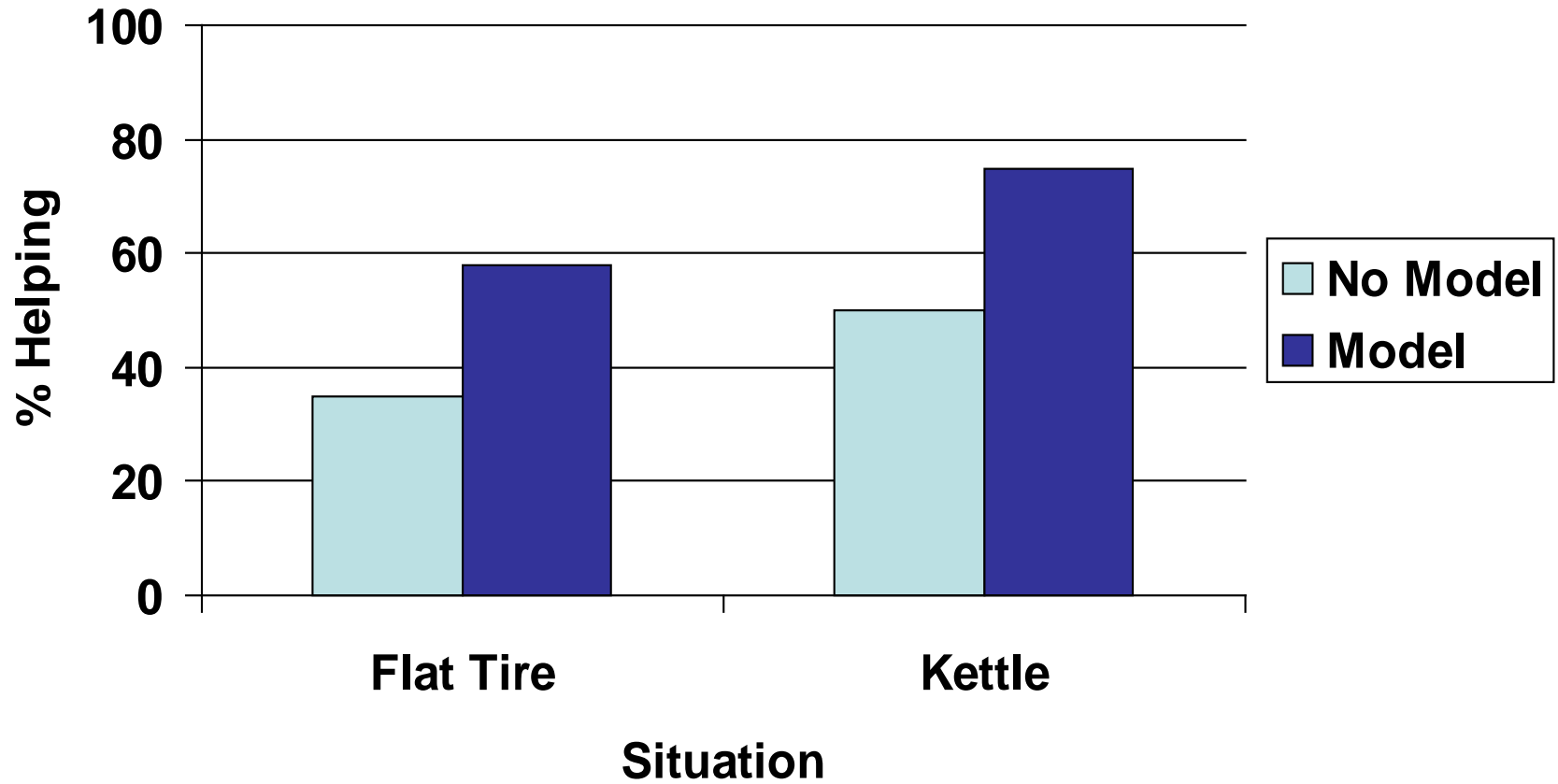
Modeling Effects on Altruism

Bryan & Test (1967)

- Female College Student with Flat Tire
 - Model 1/4 Mile Previously
- Salvation Army Christmas Kettle
 - Model Donates

Modeling Effects on Altruism

Bryan & Test (1967)

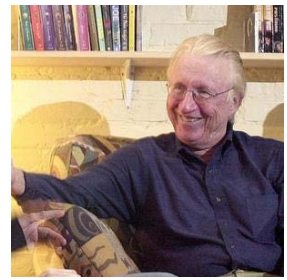


More Social Influences on Behavior

- Conformity
 - Real or Imagined Social Pressure
 - At the Level of Behavior
 - At the Level of Belief
- Obedience
 - Unequal Power Relationship
- Compliance
 - Response to Explicit Requests

The Psychosocial Law

Latane (1981), after Stevens (1961)



$$SI = sN^t,$$

where $t < 1$

$$SI = f(SIN)$$

Saliency
Immediacy
Number

- **Social Impact** of “Many on One”
 - Grows More Slowly than the Number of Sources
- **Social Impact** of “One on Many”
 - Total Impact is Diffused Across Many Targets

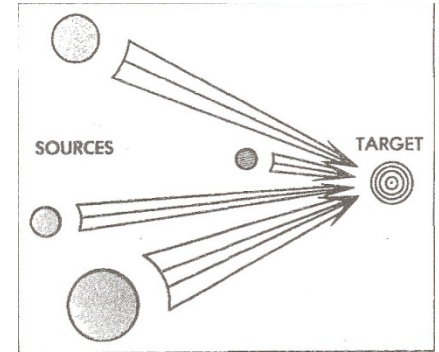


Figure 1. Multiplication of impact: $I = f(SIN)$.

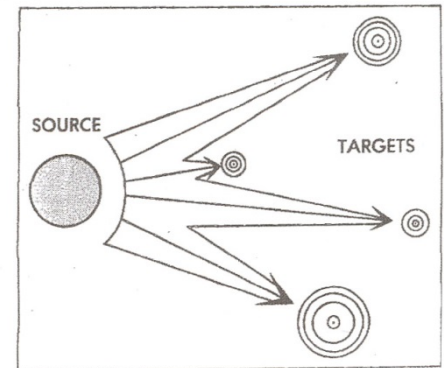


Figure 5. Division of impact: $I = f(1/SIN)$.

Automaticity of Social Behavior

Bargh (1984, 1989, 1990, 1994, 1997, 2005)

- Inevitable Evocation
- Incurrigible Completion
 - Efficient Execution
 - Parallel Processing

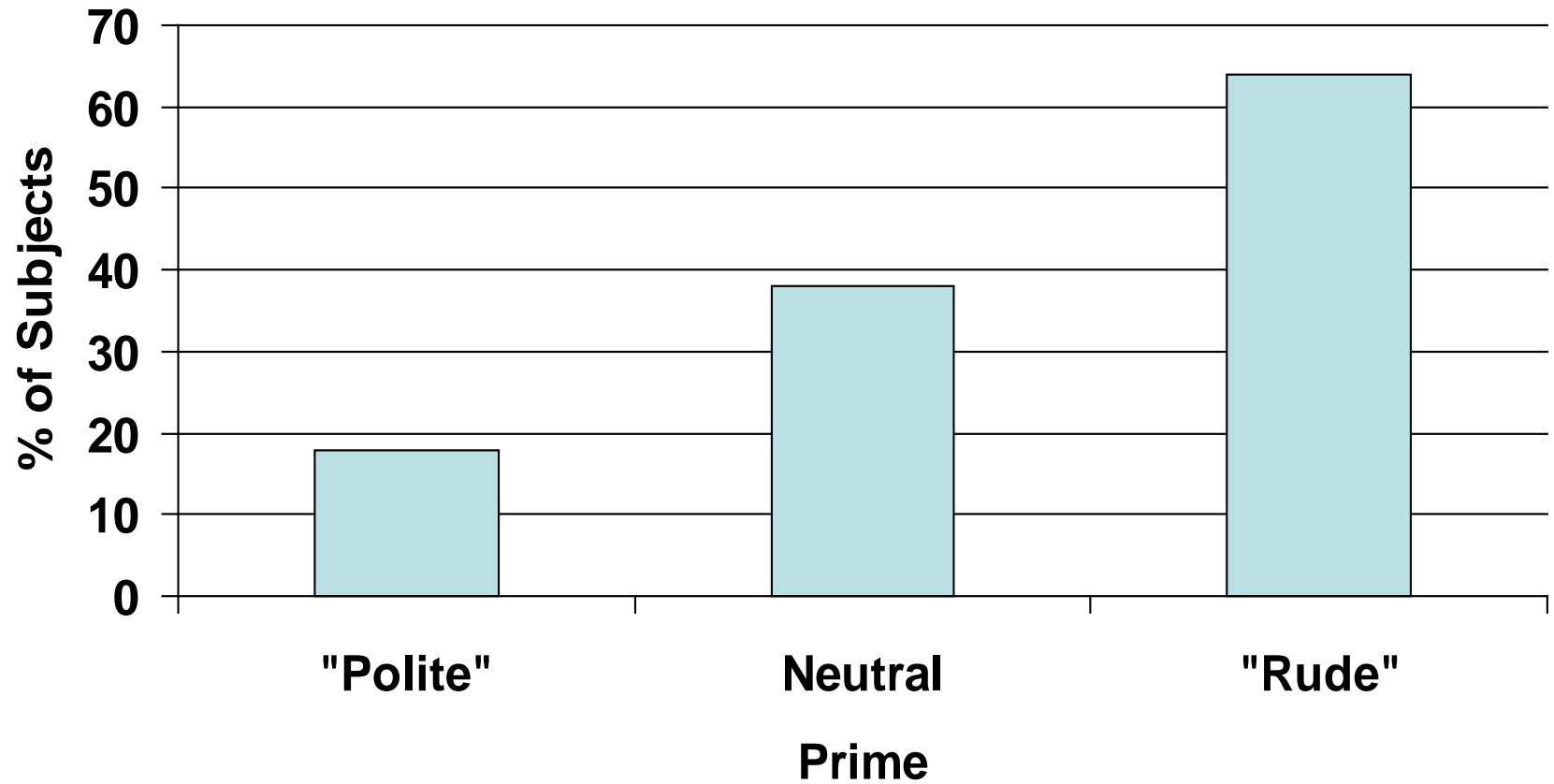
Interruptions of Experimenter

Bargh et al. (1996), Experiment 1

- Cover Task: Scrambled sentences
 - “Rude” Primes
 - *aggressively, rude, bother, disturb, intrude*
 - “Polite” Primes
 - *respect, honor, considerate, appreciate, patiently*
 - “Neutral” Primes
 - *exercising, flawlessly, occasionally, rapidly, gleefully*
- Experimenter Engaged with Confederate
 - Ignores Waiting Subject
- Interruptions During 10-Minute Waiting Period

Interruptions of Experimenter

Bargh et al. (1996), Experiment 1



The Inevitable Automaticity of Being

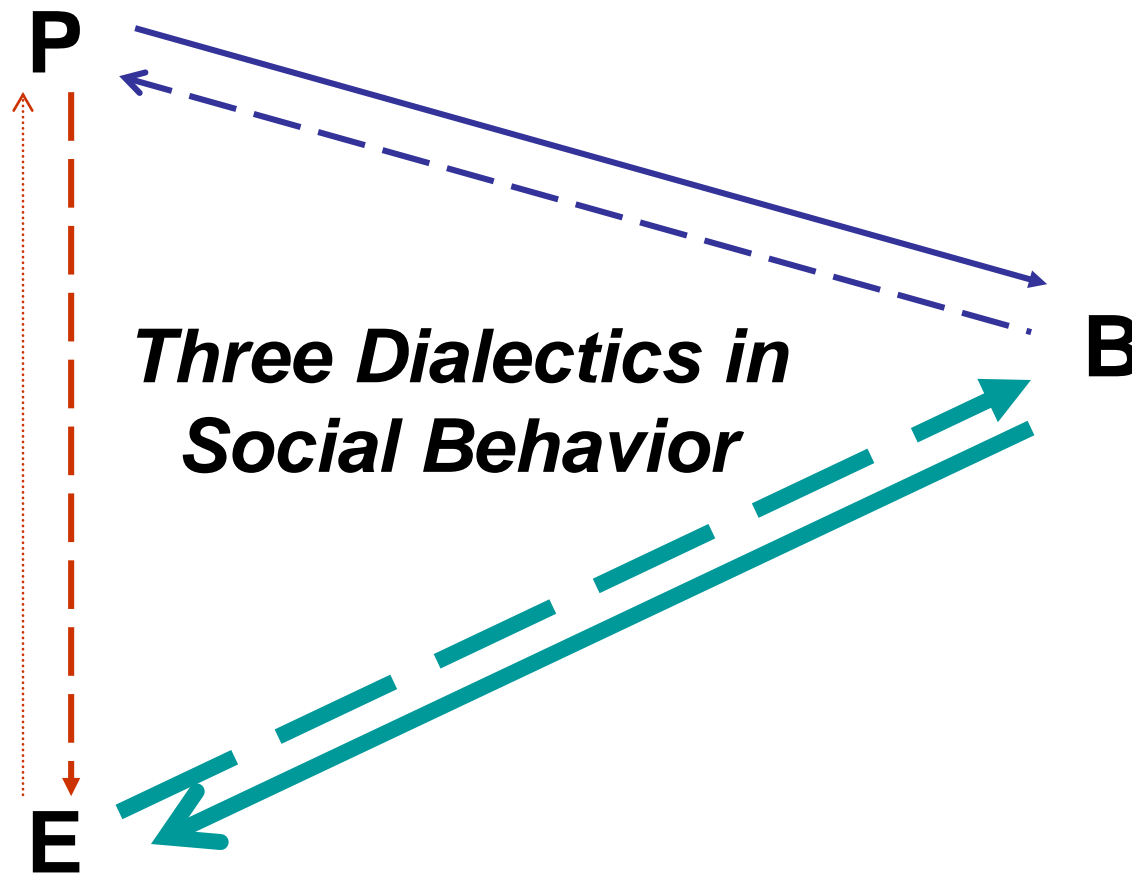
Bargh & Chartrand (1999)



“[M]ost of a person’s everyday life is determined not by their conscious intentions and deliberate choices but by mental processes that are put into motion by features of the environment and that operate outside of conscious awareness and guidance.”

The Dialectic Between the Environment and Behavior

B → E

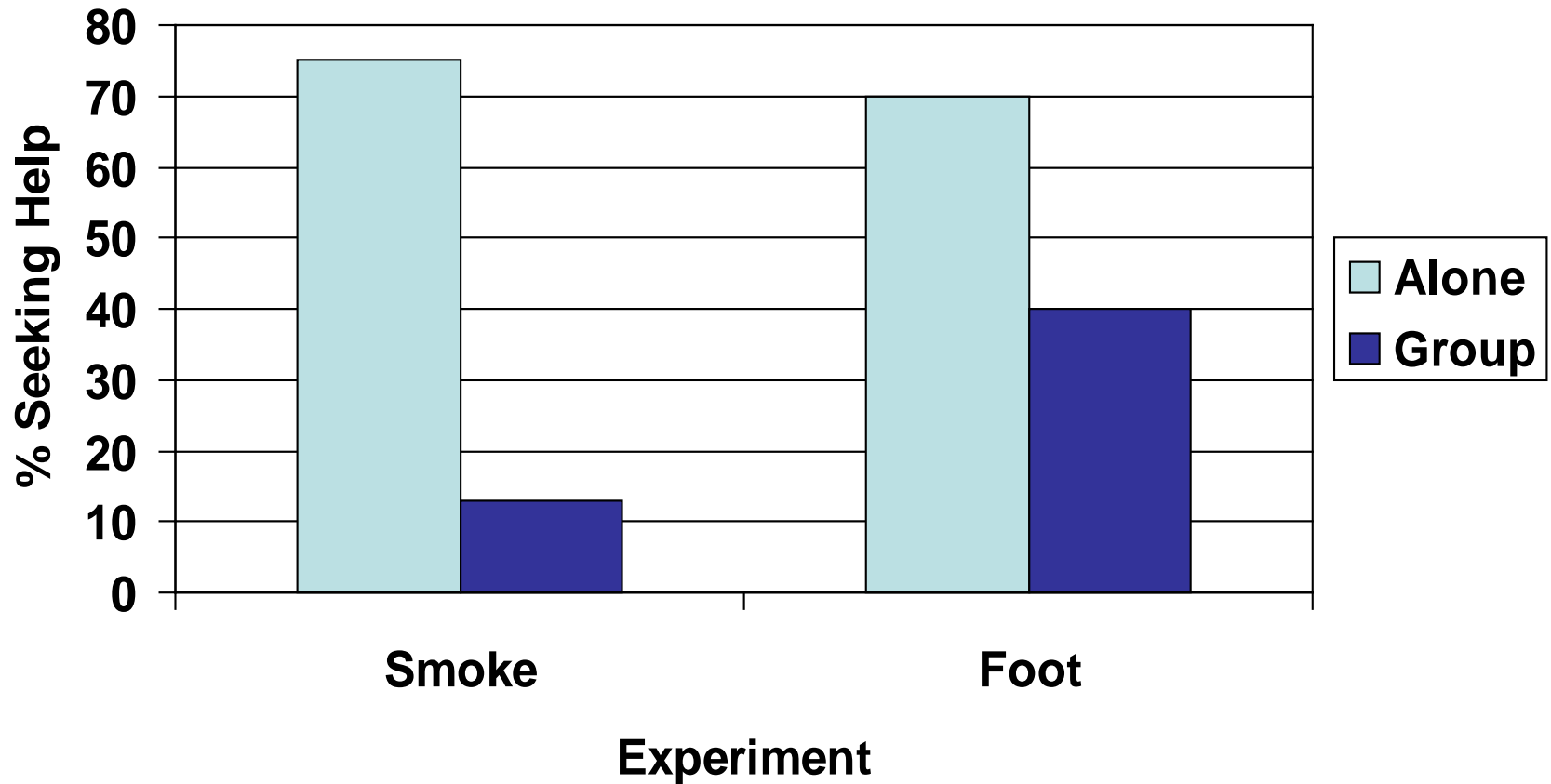


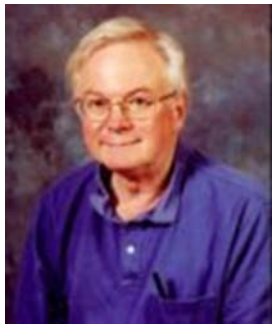
Behavior Changes the Situation

- Instrumental or Operant Behavior
 - Operates on the Environment
 - Changes It In Some Way
- Person as Part of the Situation
 - Individual Behavior Changes Situation
 - For Others in that Situation
 - For Him- or Herself
 - Behavior of Others Also Changes Situation

Helping Experiment

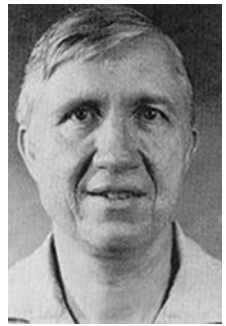
Darley & Latane (1968); Latane & Darley (1970)





Pluralistic Ignorance

Darley & Latane (1968); Latane & Darley (1970)



- Diffusion of Responsibility
- Situation Ambiguous
 - Natural to Wait for Clarification
 - Look to Others to Resolve Ambiguity
- Others' Lack of Action
 - Defines Situation as Non-Emergency for Subject
- Subject's Lack of Action
 - Defines Situation as Non-Emergency *for Others*