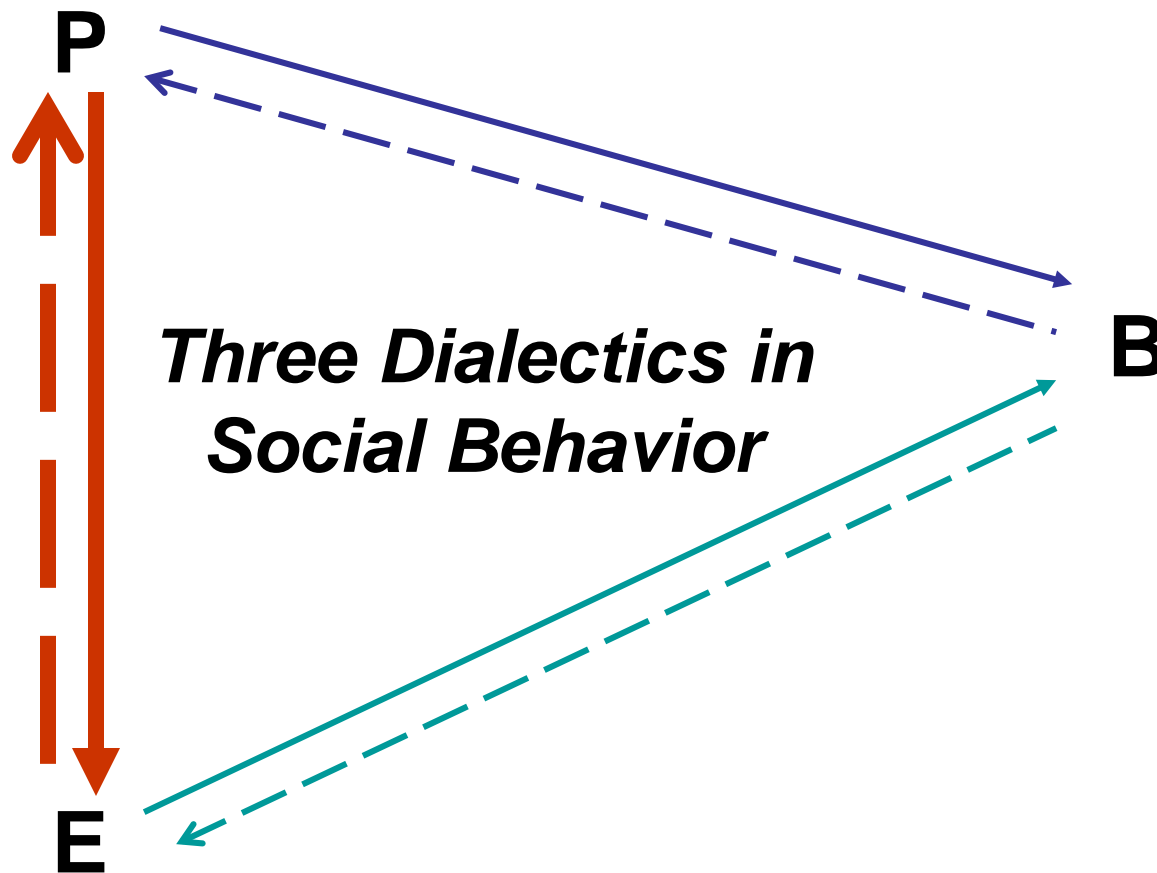


The Dialectic Between the Person and the Environment

Lecture 32

The Dialectic Between the Person and the Environment

E → P

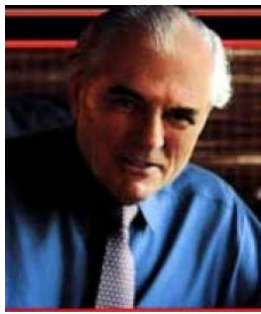


Social Influence

Extends Beyond Overt Behavior



- **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”
- **Internal States and Dispositions**
 - Thoughts, Beliefs, Feelings, Desires
 - Traits, Attitudes, Values



Persuasive Communication

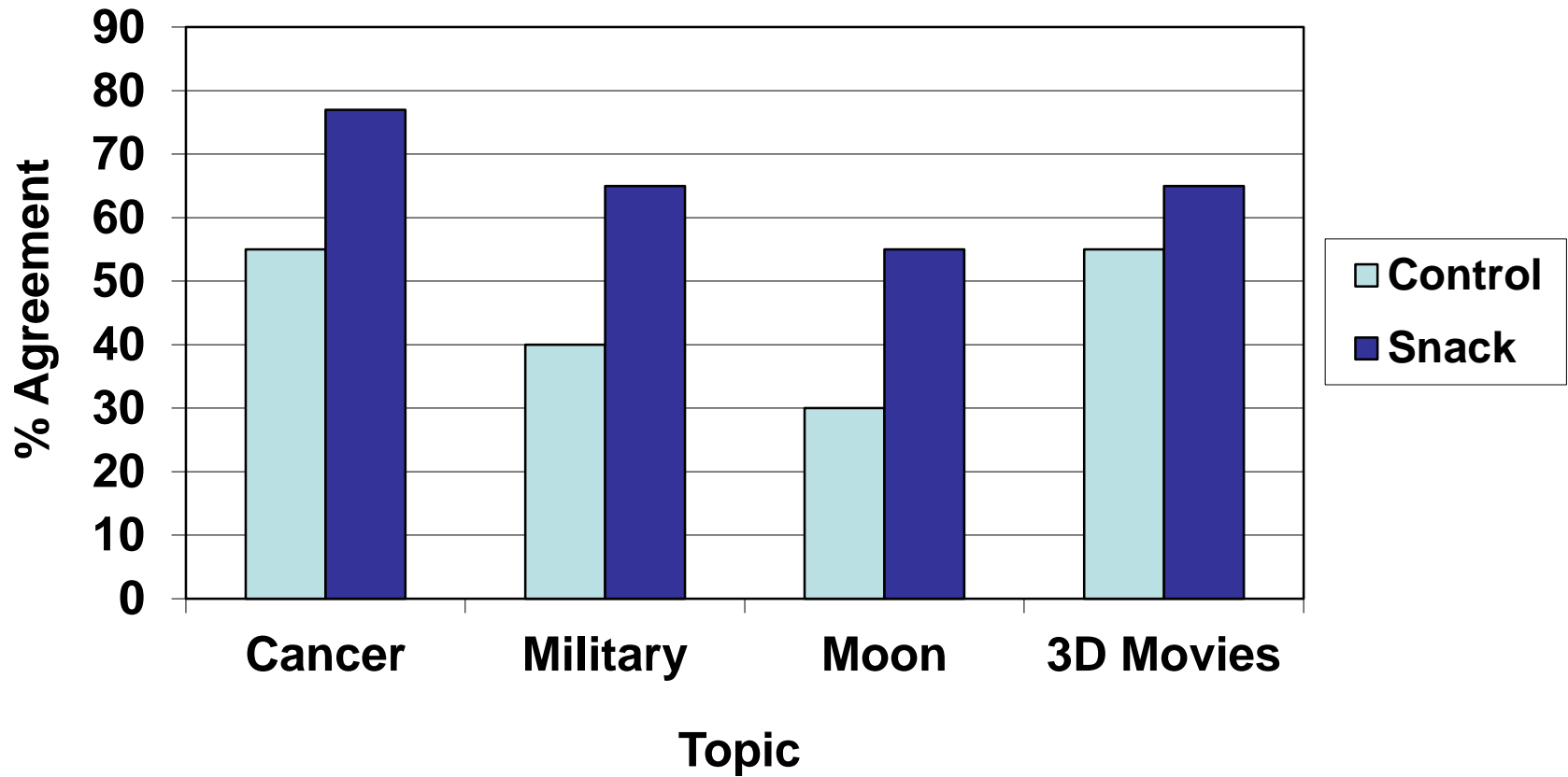
Janis et al. (1965)

- Subjects Read Opinion Essays
 - Express “Pro” or “Con” Attitude
 - Government Funding for Cancer Cure
 - Increased Military Funding
 - Federal Program for Moon Landing
 - Prohibition of 3-D Movies
- Rate Agreement with Essay
 - Snack or No Snack While Reading



Agreement with Argument

Janis et al. (1965)





Interpersonal Attraction

Berscheid & Walster (1978)



- “Liking Someone” as an Attitude
 - Internal Mental State
- Target Characteristics
 - *Physical Attractiveness*
 - Competence
 - Similarity
- Situational Influences
 - Proximity



Propinquity and Classroom Friendships

Segal (1974)

- Police Academy Students
 - Housed, Seated Alphabetically
- Survey After Training
 - 3 Closest Friends on Force
- Reciprocation Rate
 - Neighbor, 74%
 - Non-Neighbor, 42%

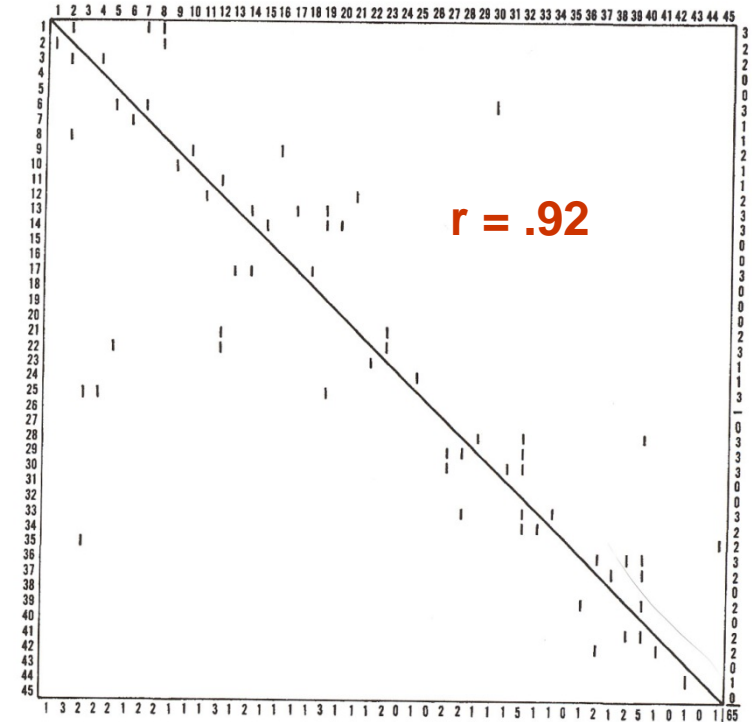


FIGURE 1. Matrix of friendship choices. (Numbers across the top of the matrix indicate place in alphabetical order of *chosen*. Numbers down the left of the matrix indicate place in alphabetical order of *chooser*.)

“Propinquity Contributes to Positive Affect.”

Friendship Patterns

- As Function of Distance

- Within Town
- Within Living Unit
- Within Classroom, Workplace



Aerial View of Levittown, NY

- Functional Rather than Physical Distance

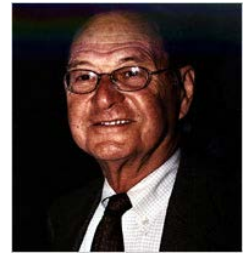
- Availability

- Availability Means *Exposure*

- Familiarity Breeds *Liking*, Not *Contempt*

The Mere Exposure Effect

Zajonc (1968)

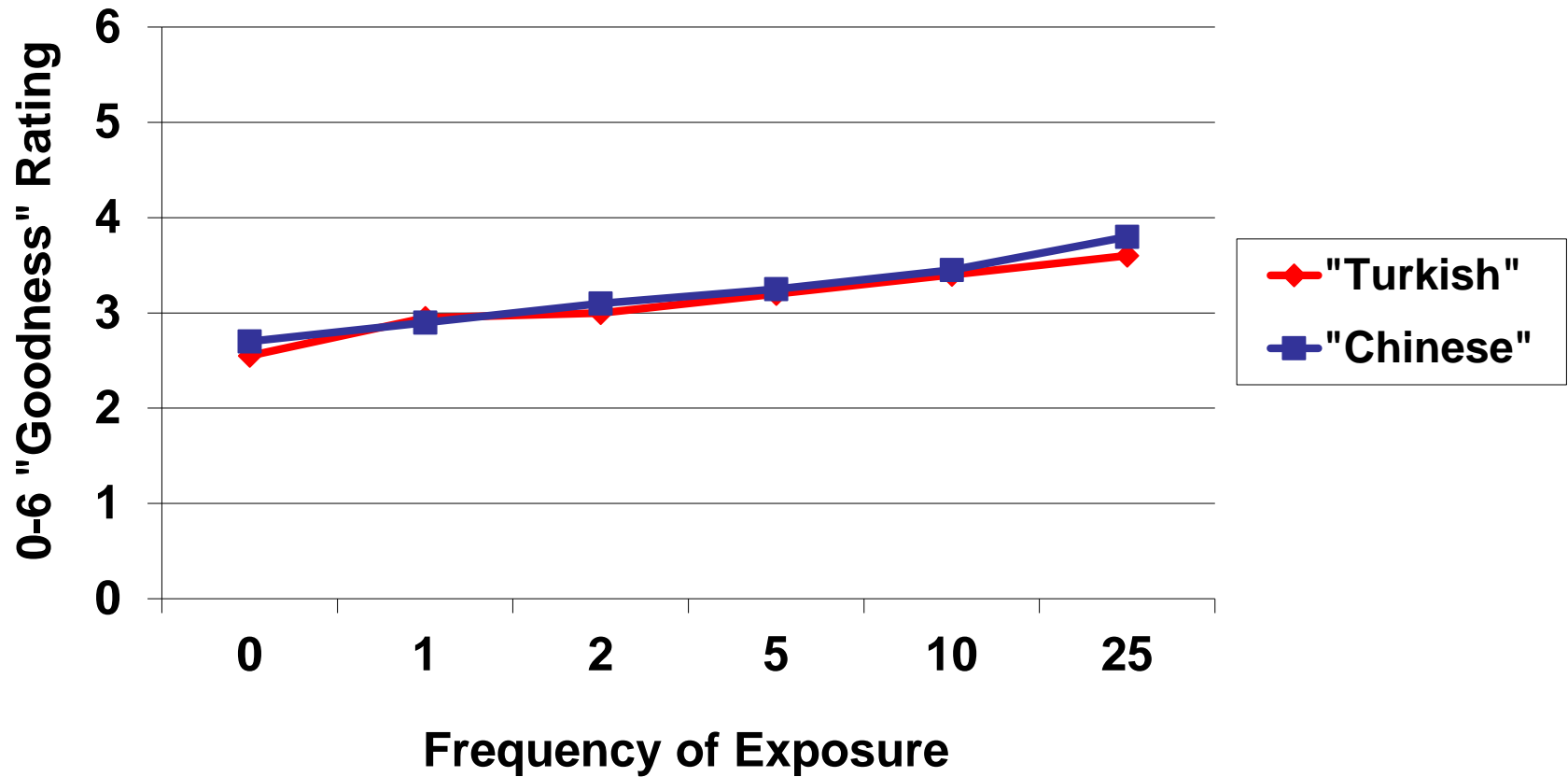


- Subjects Taught to Pronounce Unfamiliar, Meaningless Material
 - “Turkish” Words
 - “Chinese” Ideographs
- Vary Number of Trials
 - 0 (Control) to 25 Exposures
- Items Identified as Adjectives
 - Guess Meaning
 - “Something Good”
 - “Something Bad”



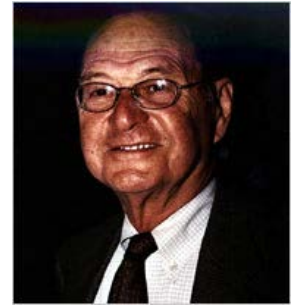
The Mere Exposure Effect

Zajonc (1968)



The Mere Exposure Effect

Zajonc (1968)



- Repeated Exposure Increases Judgments of Likability
 - Even in Absence of Substantive Contact
- Likability is an Expression of Preference
 - Preference is an Attitude
- Exposure is a Purely Situational Effect₁₁
 - Prefer Whatever is Encountered Frequently in the Environment

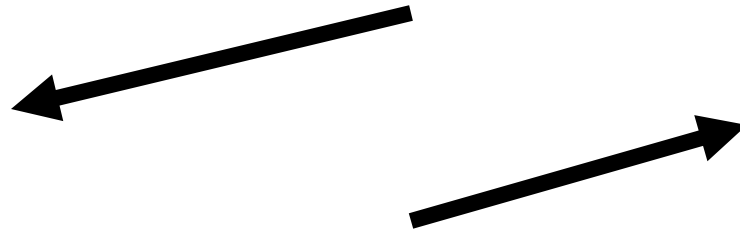
Facial Image Preference

Mita et al. (1977)

- Facial Photographs of Women



Original



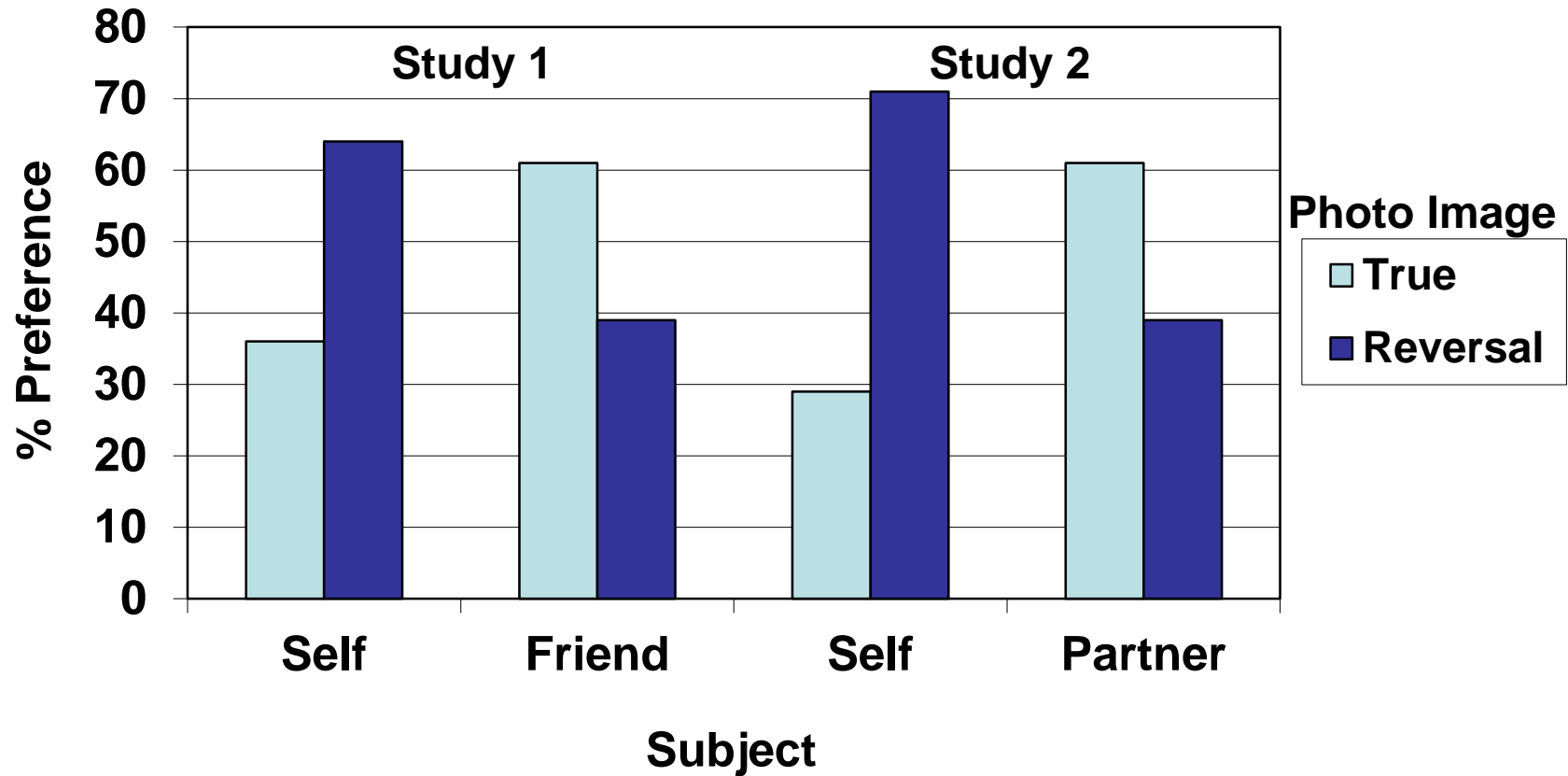
Mirror-Reversed



- Acquaintance Should Prefer Original
 - As S/he Usually Sees Her
- Person Should Prefer Mirror Reversal
 - As She Sees Herself in Mirror

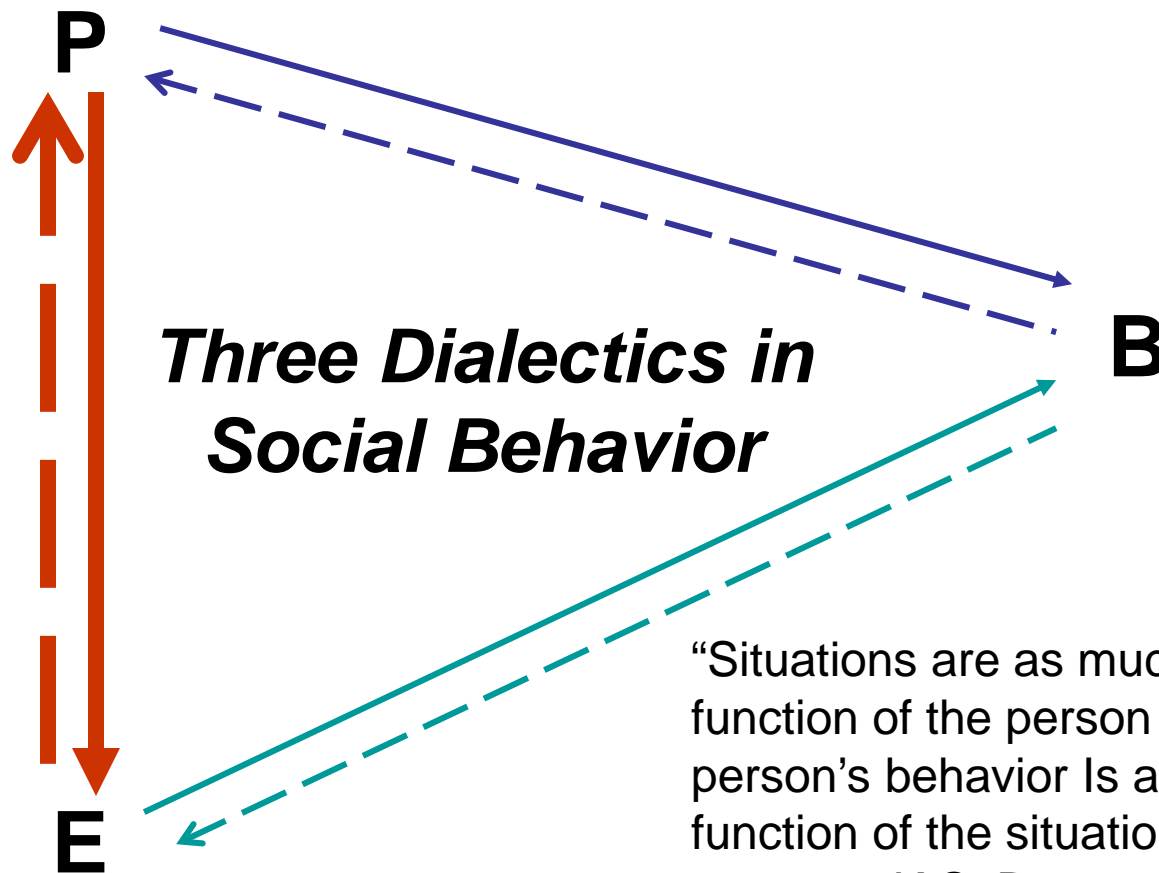
Preference of Targets and Acquaintances

Mita et al. (1977)



The Dialectic Between the Person and the Environment

P → E



“Situations are as much a function of the person as the person’s behavior is a function of the situation.”

K.S. Bowers (1973) 14

How People Affect Their Environments

Buss (1987); Kihlstrom & Cantor (1987)



- Evocation
 - Mere Presence, Appearance in Environment
 - Independent of Any Behavior
- Selection
 - Choose Environments for Some Purpose
- Behavioral Manipulation
 - Overt Behavior
- Cognitive Transformation
 - Covert Mental Activity



How People Affect Their Environments

Buss (1987); Kihlstrom & Cantor (1987)

- **Evocation**
 - Mere Presence in Environment Alters Environment
 - Independent of Any Behavior
 - Physical Appearance
 - Evoke Behavior from Others
 - Intentional or Unintentional
 - Conscious or Unconscious

Examples of Evocation

- “Mere Presence” Effects
 - Social Facilitation
 - Social Inhibition
- Gender-Role Socialization
 - Male/Female External Genitalia
 - Sociocultural Standards for Gender Role
 - Masculinity
 - Femininity

Baby X

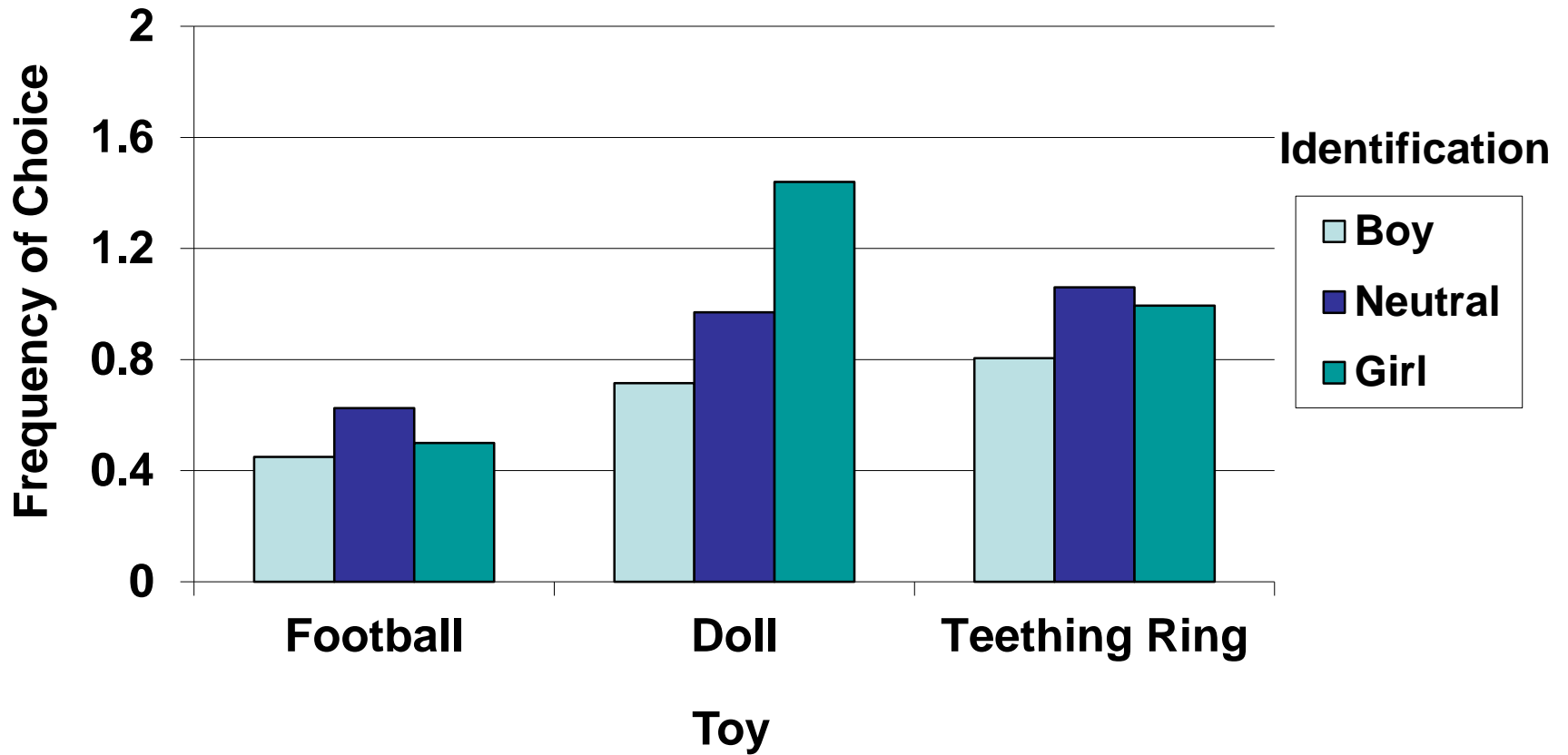
Seavey et al. (1975)

- Nonparent Adults
 - Study of Infants' Responses to Strangers
- Interact with 3-Month-Old Girl
- Identification by Gender and Name
 - Boy
 - Girl
 - Neutral



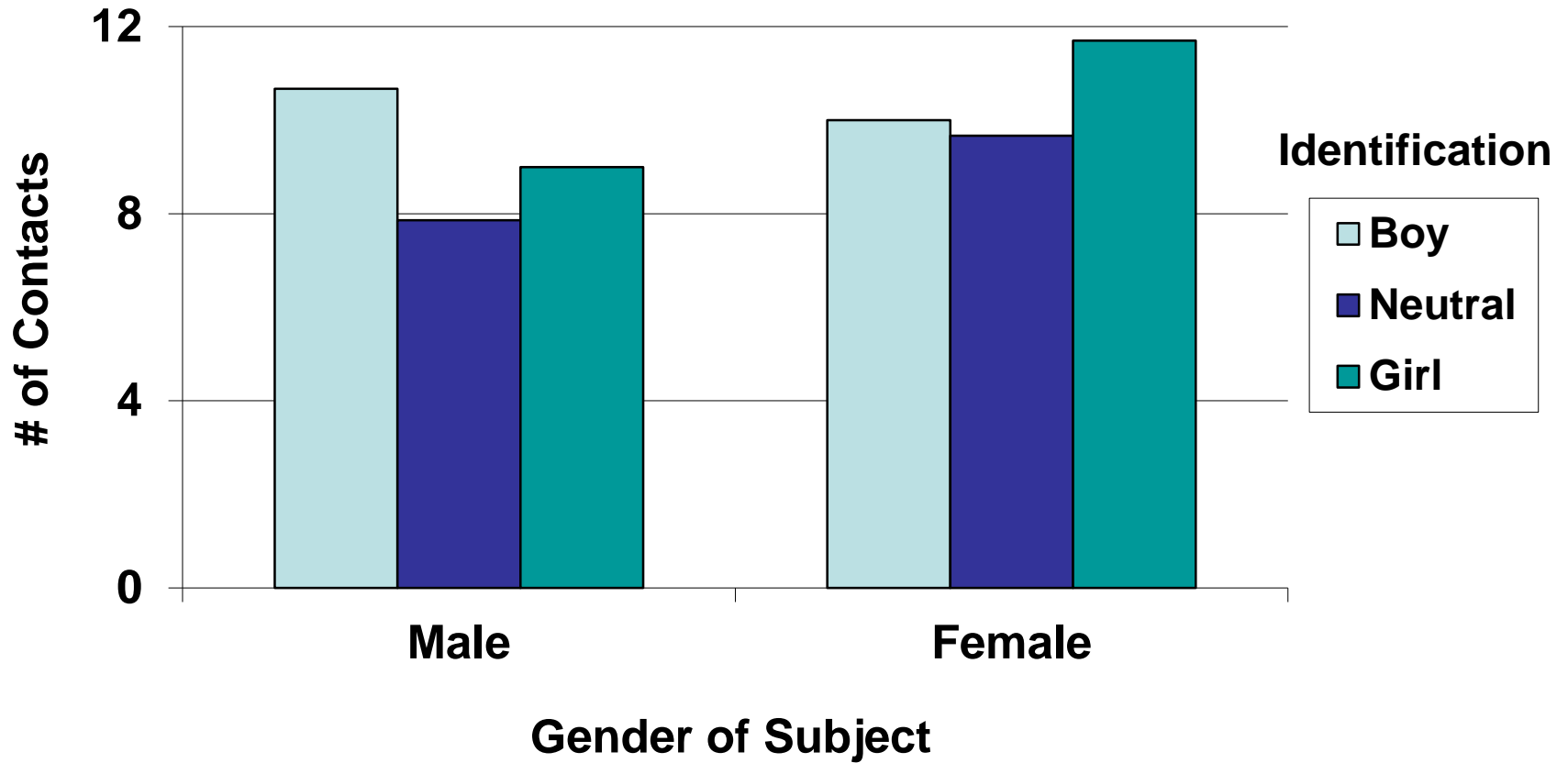
Choice of Toy

Seavey et al. (1975)



Physical Contact

Seavey et al. (1975)



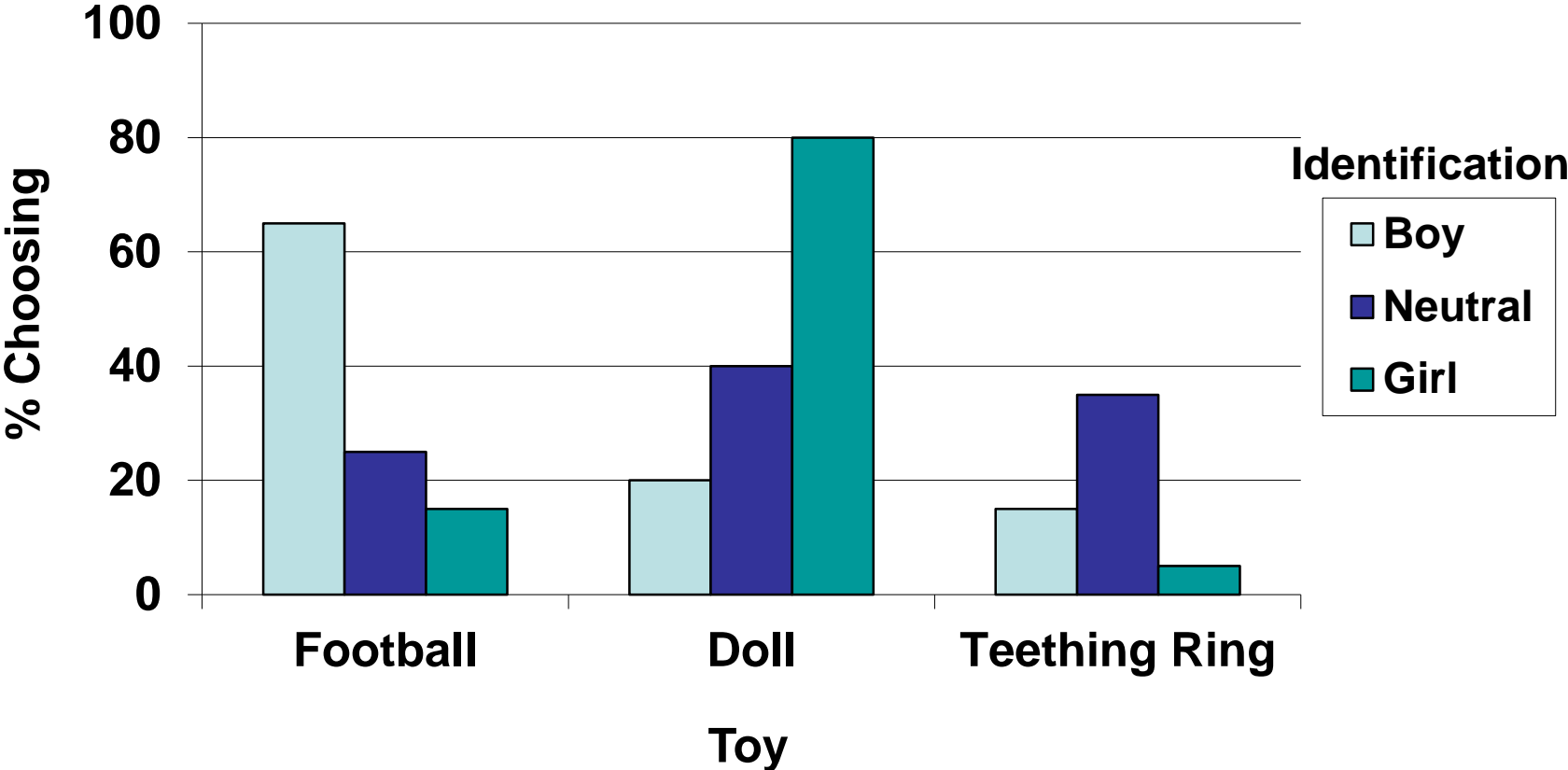
Baby X Revisited

Sidorowicz & Lunney (1980)

- Nonparent Undergraduates
 - Study of Infants' Responses to Strangers
- Interact with 3-Month-Old Child
 - Used Infants of Both Sexes
- Identification by Gender and Name
 - Boy
 - Girl
 - Neutral

Choice of Toy

Sidorowicz & Lunney (1980)



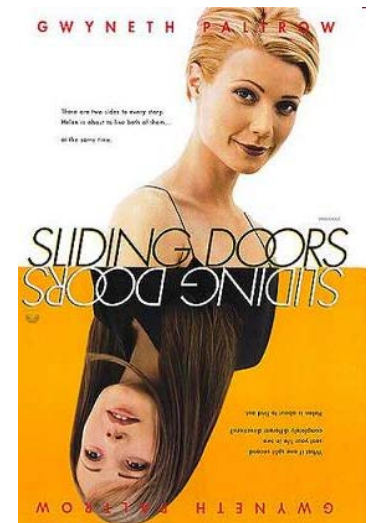
Stereotyping and Prejudice

- Stereotypes
 - Social Categories Marked by Physical, Social-Demographic Attributes
 - Race, Ethnicity, National Origin
 - Sex (Gender)
 - Socioeconomic, Educational Status
- Evoke Prejudicial Behavior from Others
 - Ingroup vs. Outgroup

How People Affect Their Environments

Buss (1987); Kihlstrom & Cantor (1987)

- Evocation
- Selection
 - Choose Environments to Match Personality
 - Support, Promote Interests, Moods, Beliefs, Desires
 - Each Choice Preempts Alternatives



Personality and Mate Preference

Buss (1987)

<u>Subject Trait</u>	<u>Preference in Mate (<i>r</i>)</u>
Extraversion	.47
Agreeableness	.40
Conscientiousness	.49
Neuroticism	.35
Openness	.58

Selection of Environment

- *Not* Darwinian Selection *by* Environment
- Selection of Environment is Ubiquitous
 - Every Choice Changes Environment
- Social Roles
 - Change Environment in Which Role is Played
- Source of Choice
 - Choices Made *by* Individual for Him/Herself
 - Choices Made *for* Individual by Others

How People Affect Their Environments

Buss (1987); Kihlstrom & Cantor (1987)

- Evocation
- Selection
- Behavioral Manipulation
 - Overt Behavior
 - Alters Objective Environment
 - As Publicly Experienced by Everyone
 - Instrumental/Operant Behavior
 - Operation Changes Environment



The Prisoner's Dilemma

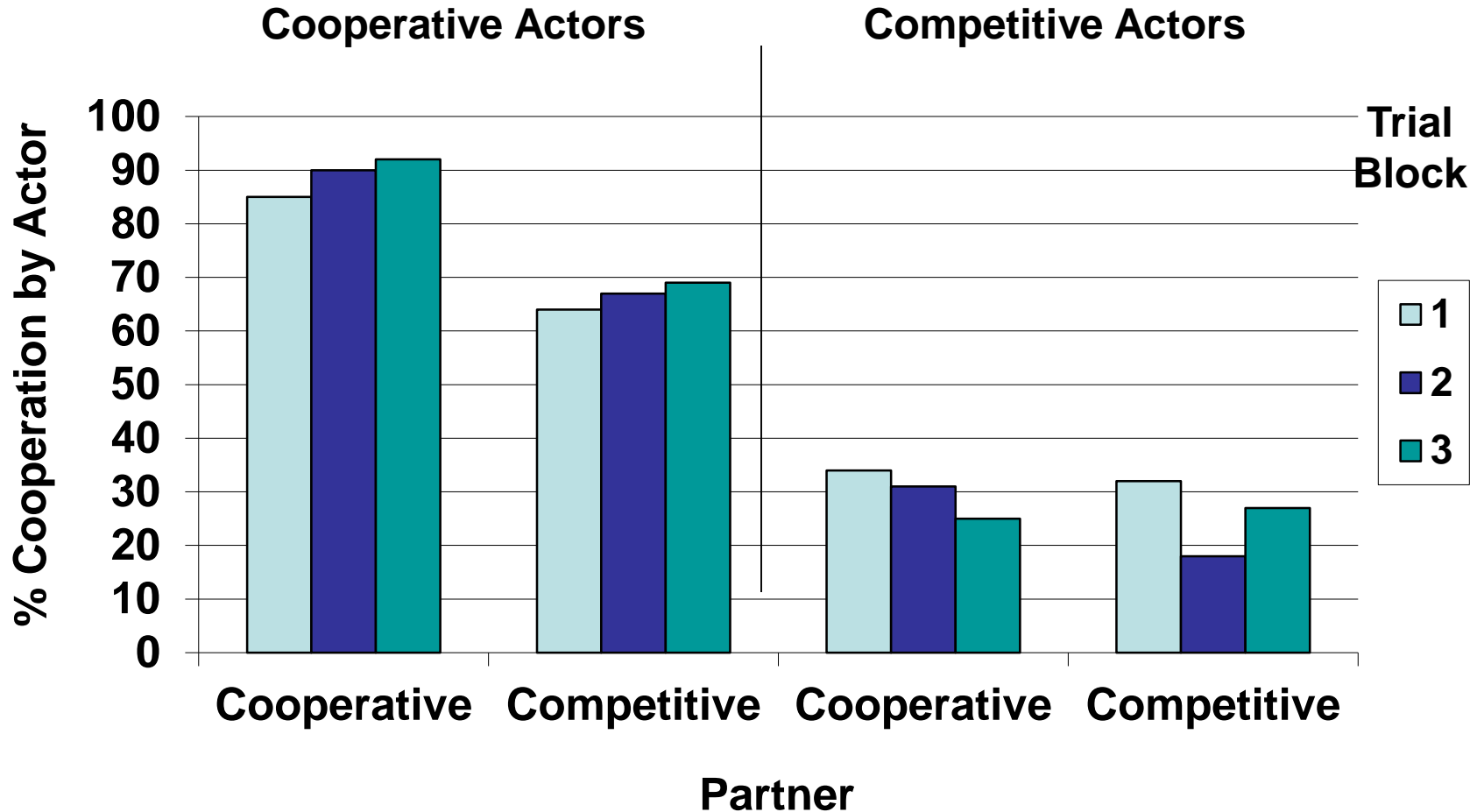
Luce & Raiffa (1957), after Tucker (1950)



		Prisoner B	
		Stays Silent	Confesses
Prisoner A	Stays Silent	1 Year for A 1 Year for B	10 Years for A 3 Months for B
	Confesses	3 Months for A 10 Years for B	8 Years for A 8 Years for B

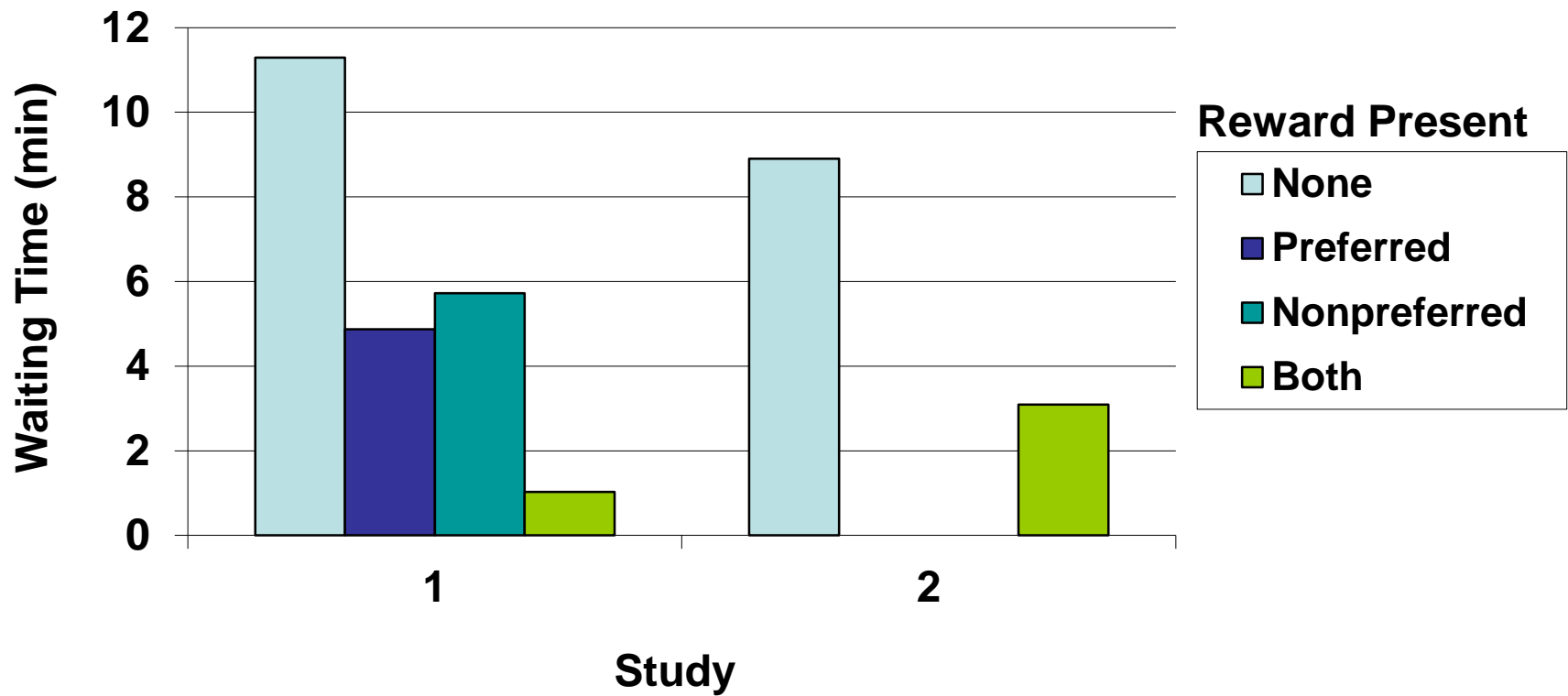
Behavioral Assimilation of Cooperators to Competitors

Kelley & Stahelski (1970)



Situational Influences on Delay of Gratification

Mischel & Ebbesen (1970)



What Do “High-Delay” Children *Do*?

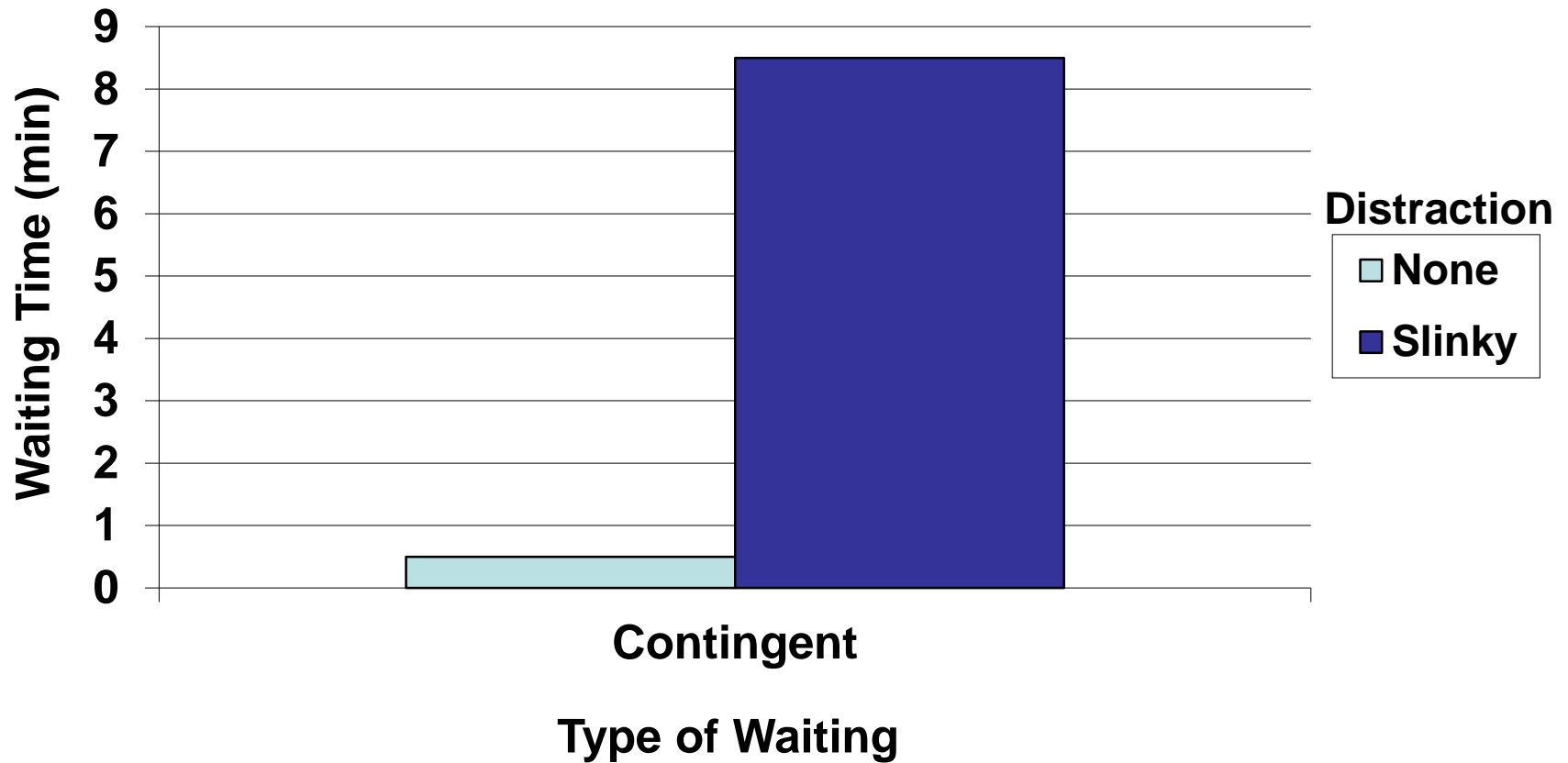
Mischel et al., (1989)

- Avoid Deliberately Looking at Rewards
 - Covering Eyes with Hands
 - Resting Heads on Arms
- Generate Own Diversions
 - Talk/Sing Quietly to Themselves
 - Create Games with Hands/Feet
 - Try to Sleep

In Other Words, They Manipulate the Situation Through Their Overt Behavior

Overt Self-Distraction in Delay of Gratification

Mischel, Ebbesen, & Zeiss (1972), Exp. 1



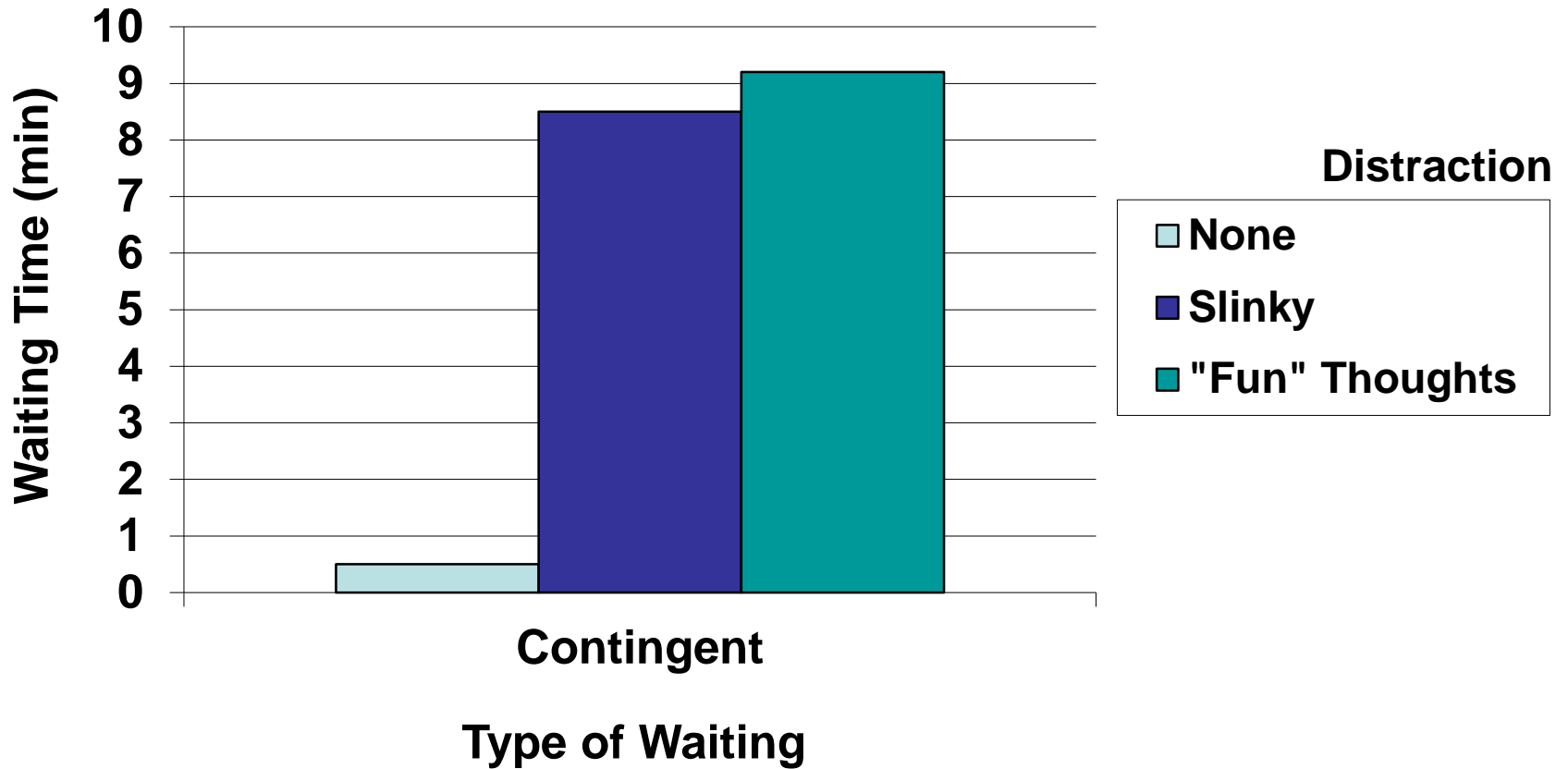
How People Affect Their Environments

Buss (1987); Kihlstrom & Cantor (1987)

- Evocation
- Selection
- Manipulation
- Transformation (Cognitive)
 - Alters Mental Representation of Environment
 - Environment as Subjectively Experienced by Actor
 - *Not* Environment as Publicly Observed by Others

Overt and Covert Self-Distraction in Delay of Gratification

Mischel, Ebbesen, & Zeiss (1972), Exp. 1



Ideation in Delay of Gratification

Mischel & Baker (1975)

Consummatory

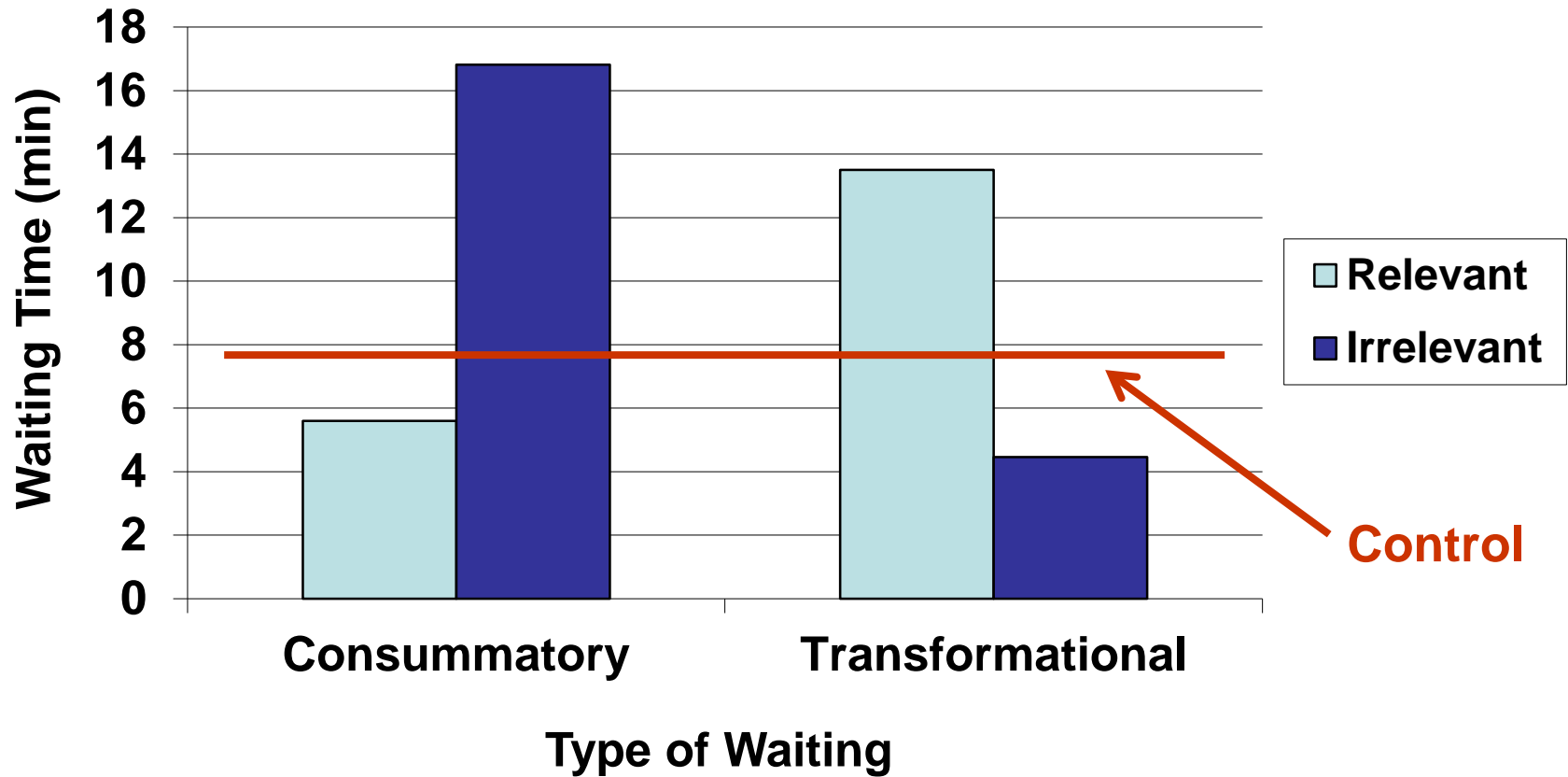
- Look at the marshmallows. They are sweet and chewy and soft. When you look at marshmallows, think about how sweet they are when you eat them.... When you look at marshmallows, think about how soft and sticky they are in your mouth when you eat them....
- Look at the pretzels; they are crunchy and salty. When you look at pretzels, think about how crunchy they are. When you look at pretzels, think about how salty they taste when you lick them or chew them...

Transformative

- When you look at marshmallows, think about how white and puffy they are. Clouds are white and puffy too -- when you look at marshmallows, think about clouds.... The moon is round and white. When you look at marshmallows, think about the moon....
- When you look at pretzels you can think about how long and brown they are. A log is long and brown. When you look at pretzels, think about logs and tree trunks. Or you can think about how round and tall they are. A pole is round and tall....

Ideation in Delay of Gratification

Mischel & Baker (1975)



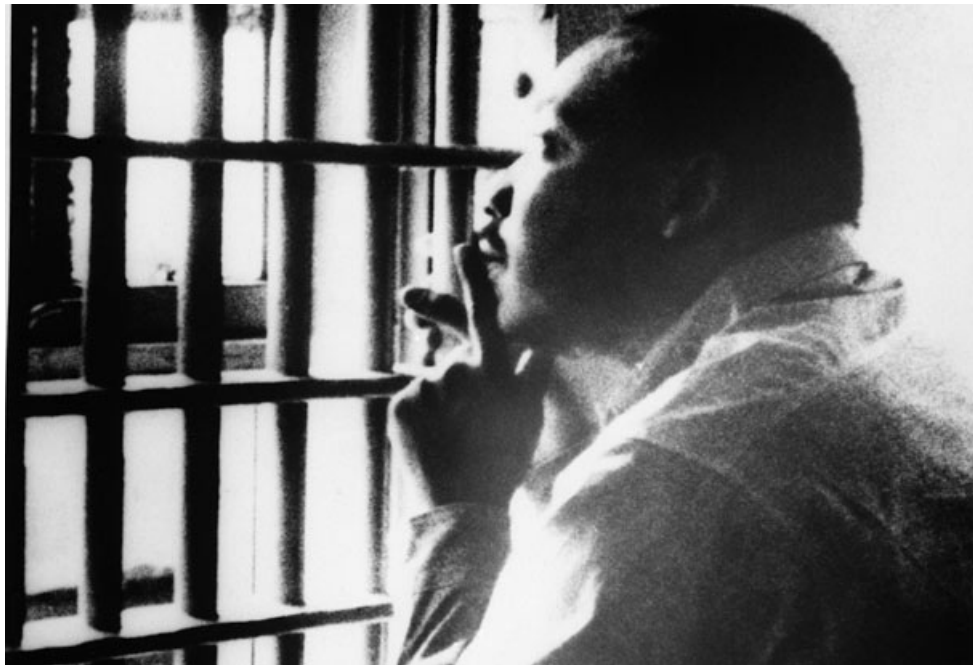
Objective and Subjective Environments

- General Tendencies are Not Strong Predictors of Actual Behavior in Specific Situations
 - Actual Behavior is also Determined by Specific Details of the Evoking Situation
- The Situation is Not Independent of the Person
 - People can Manipulate the Objective Situation Through Their Overt Behavior
 - People can Transform the *Subjective* Situation Through Mental Operations
 - Cognitive, Emotional, Motivational Strategies

Rosa Parks in Montgomery Martin Luther King in Birmingham



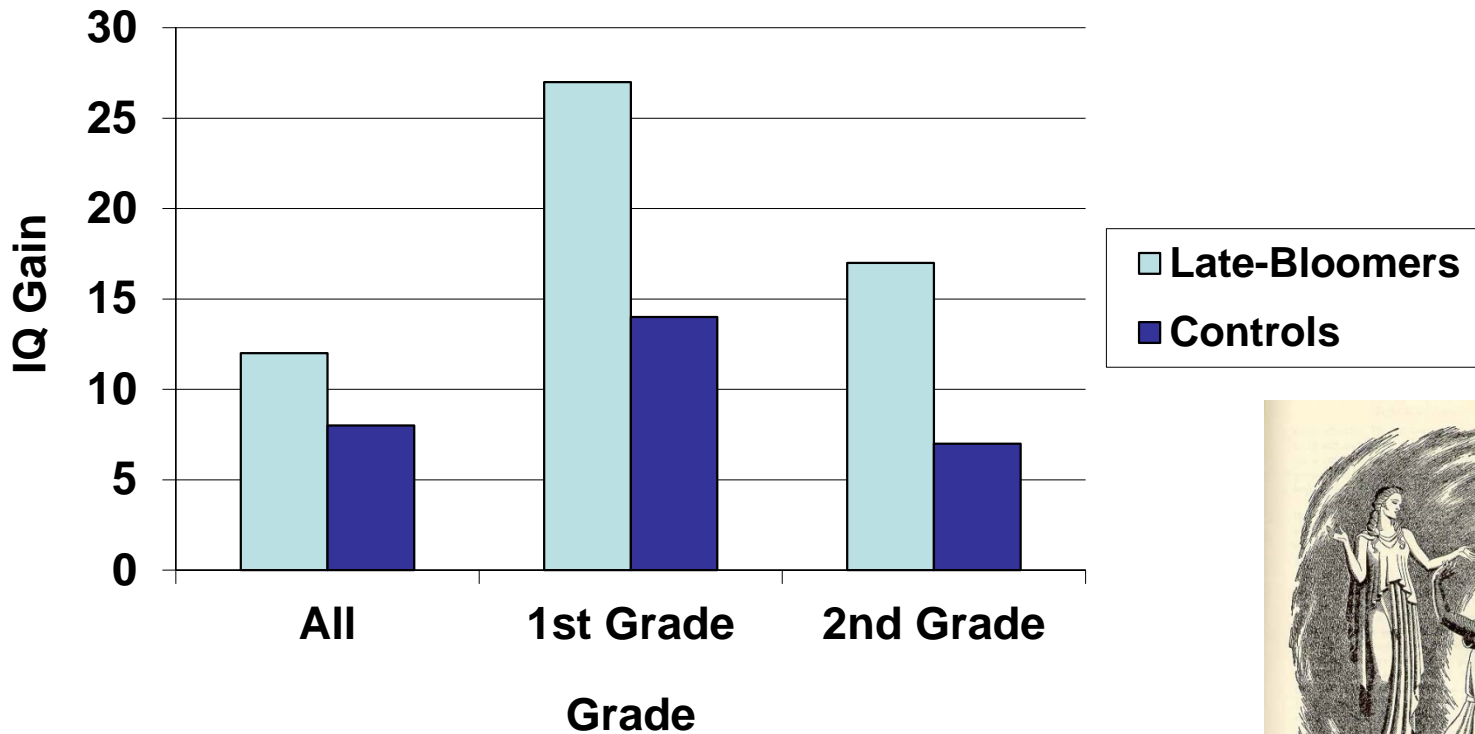
Bettman/Corbis



Bettman/Corbis

Pygmalion in the Classroom

Rosenthal & Jacobson (1968)



Pygmalion & Galatea,
From Hamilton, *Mythology*

The Self-Fulfilling Prophecy

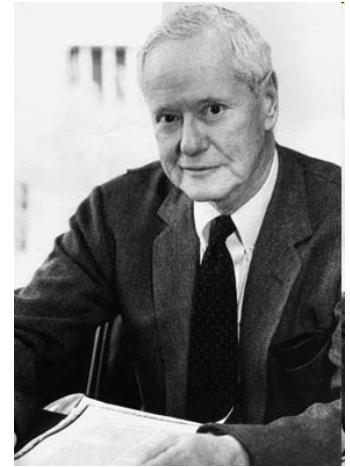
Merton (1947, 1958)

"Definitions of a situation... become an integral part of the situation and thus affect subsequent developments....

The self-fulfilling prophecy is, in the beginning, a *false* definition of the situation evoking a new behavior which makes the originally false conception come *true*.

The specious validity of the self-fulfilling prophecy perpetuates a reign of error. For the prophet will cite the actual course of events as proof that he was right from the very beginning.

Such are the perversities of social logic."



- Behavioral Confirmation
- Perceptual Confirmation

Complexity in Personality and Social Interaction

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

- Simple System
 - Components are Independent
 - Unidirectional Causation
- Complex System
 - Components Interact
 - Bidirectional Causation