

Analyzing Social Interaction

Lecture 28

Human Nature

- Intelligent Creatures
 - Not Just Reflex, Taxis, Instinct, Conditioning
 - Behavior Reflects “Effort After Meaning”
- Social Creatures
 - Experience, Thought, Action in Social Context
 - Cooperation, Competition, Social Exchange

What is the relation between
mental processes within the individual
and social processes impinging from outside?



Analyzing Social Interaction

Lewin (1933/1935)

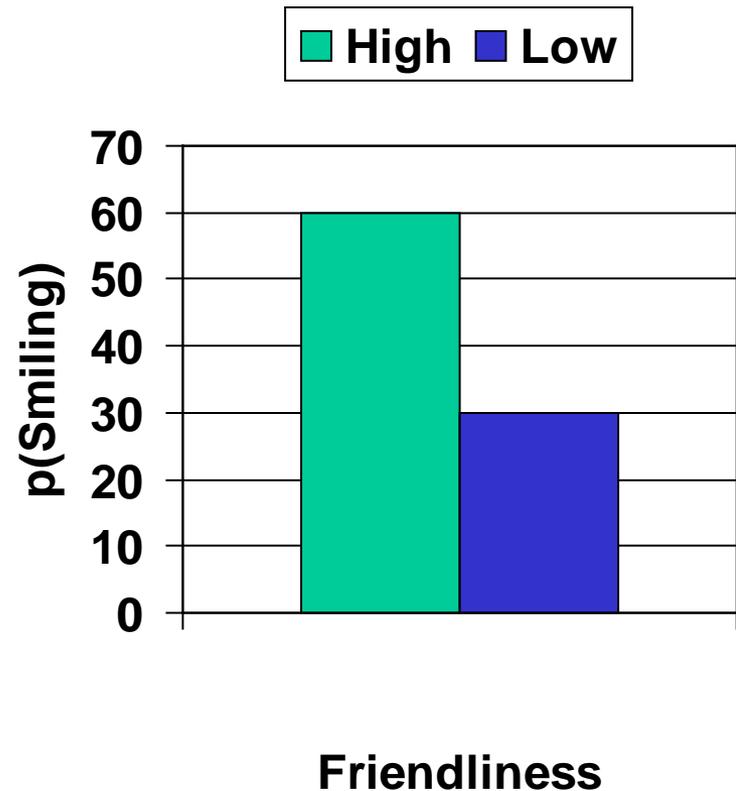
$$B = f(P, E)$$

- **B = Behavior**
 - Overt Action
- **P = Personal Determinants**
 - Internal States and Dispositions
 - Cognitions, Emotions, Motivations
- **E = Environmental Determinants**
 - Physical Ecology
 - Social Ecology

Traditional Personality Psychology

$$B = f(P)$$

- Emphasizes Personal Factors
 - Beliefs
 - **Attitudes**
 - **Traits**
 - Emotions
 - Motives
 - Values
- Situational Factors Largely Irrelevant



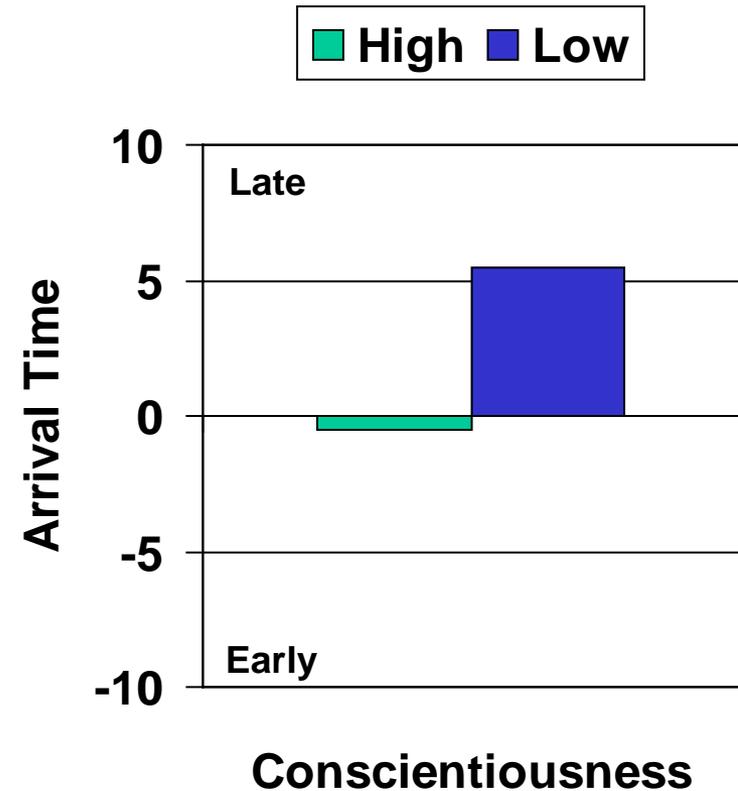
Canonical Method for Personality Psychology

- Measure Some Personality Variable
 - Predictor Variable
 - Self-Report Questionnaire
 - Rating Scale
 - General Behavioral Observations
- Correlate “Individual Differences” with Behavior in Specific Situation
 - Criterion Variable

Conscientiousness and Punctuality

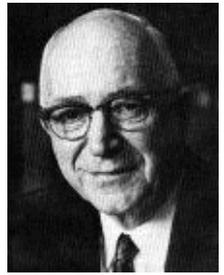
Ware & John (1995)

- UCB MBA Students
- Measure Trait of Conscientiousness
 - NEO-PI
- Punctuality at Scheduled Appointments



The Doctrine of Traits

After Allport (1937)



Behavior varies as a function of internal dispositions that render it coherent, stable, consistent, and predictable.

Traits

Attitudes

Moods

Motives

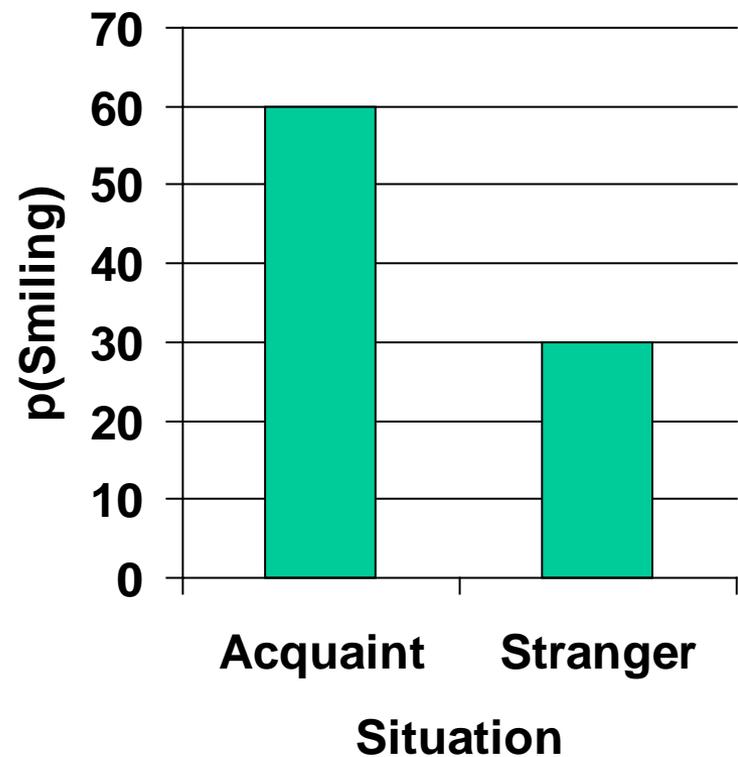
Values

Beliefs

Traditional Social Psychology

$$B = f(E)$$

- Emphasizes Situational Factors
 - Physical
 - Social
 - Interpersonal
 - Organizational
 - Cultural
- Personal Factors Largely Irrelevant



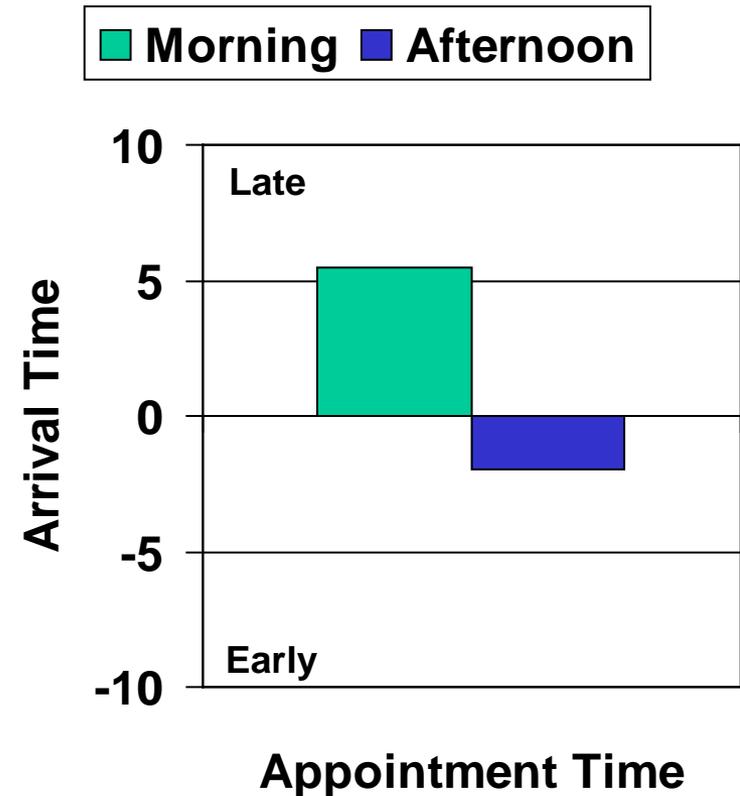
Canonical Method for Social Psychology

- Manipulate Some Feature of the External Environment
 - Independent Variable
 - Expose Subjects to All Conditions *or*
 - Random Assignment of Subjects to Conditions
- Determine Effect of Manipulation on Behavior in Specific Situation
 - Dependent Variable

Appointment Time and Punctuality

Ware & John (1995)

- UCB MBA Students
- Appointment in Morning or Afternoon
- Punctuality at Scheduled Appointments



The Doctrine of Situationism

After Watson (1917); B.F. Skinner (1953)

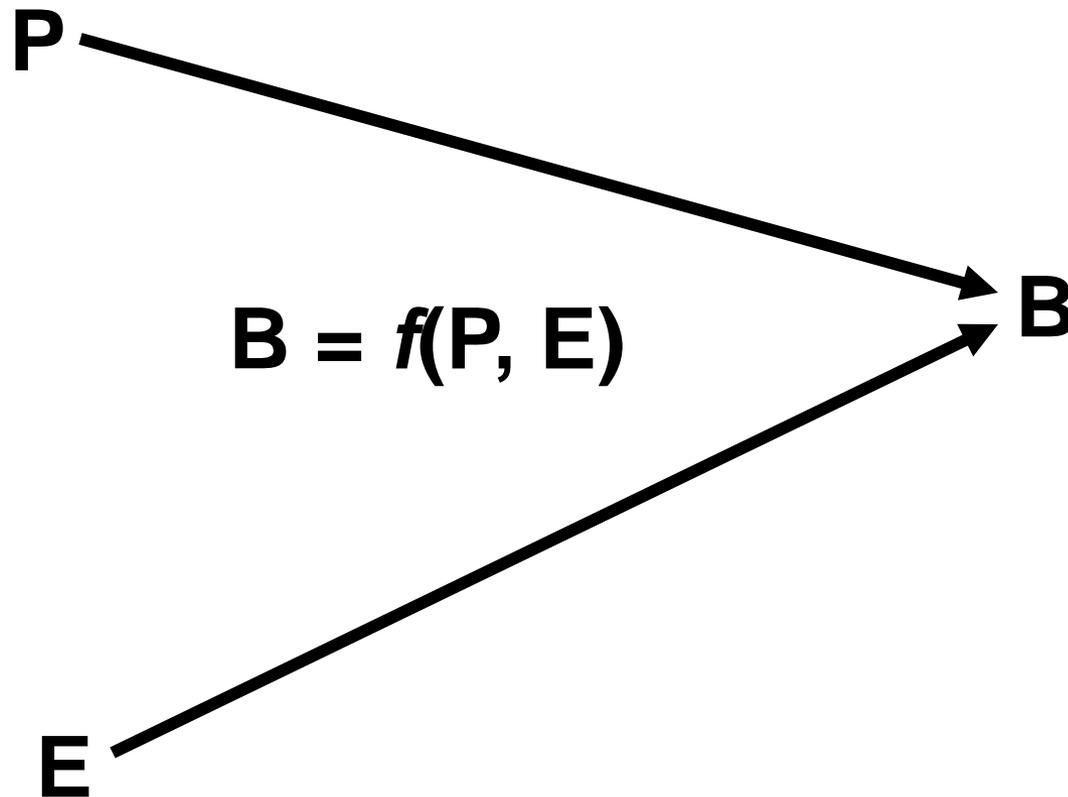
[Often wrongly ascribed to Lewin (1938)]



Behavior varies as a function of features of the external environment, particularly the social situation.

“A person does not act upon the world, the world acts upon him.”

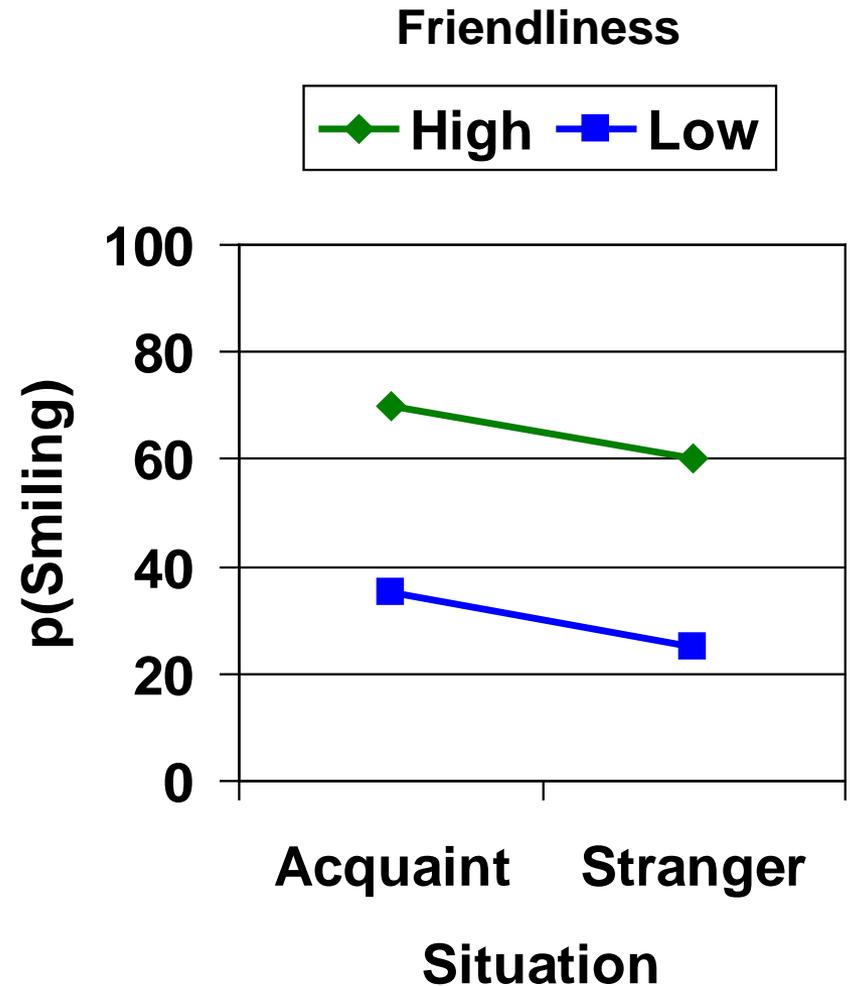
Personal and Environmental Factors Are *Independent*



Independence

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

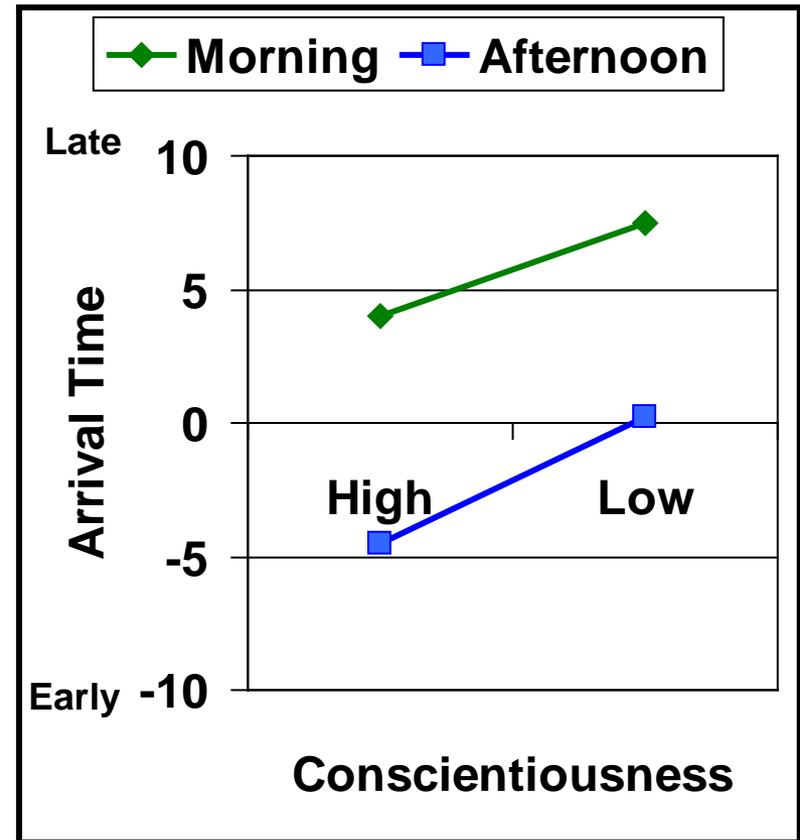
- Behavior is Predicted by Personality Trait
- Behavior is Affected by Situational Manipulation
- These Effects are Independent of Each Other



Conscientiousness, Appointment Time, and Punctuality

Ware & John (1995)

- UCB MBA Students
- Measure Trait of Conscientiousness
 - NEO-PI
- Appointment in Morning or Afternoon
- Punctuality at Scheduled Appointments



The Trait-Situation Debate

- The effect of the personality variable is the same, regardless of the situation the person is in.
- The effect of the situational variable is the same, regardless of the person in it.

Which effect is more powerful --
the person or the situation?



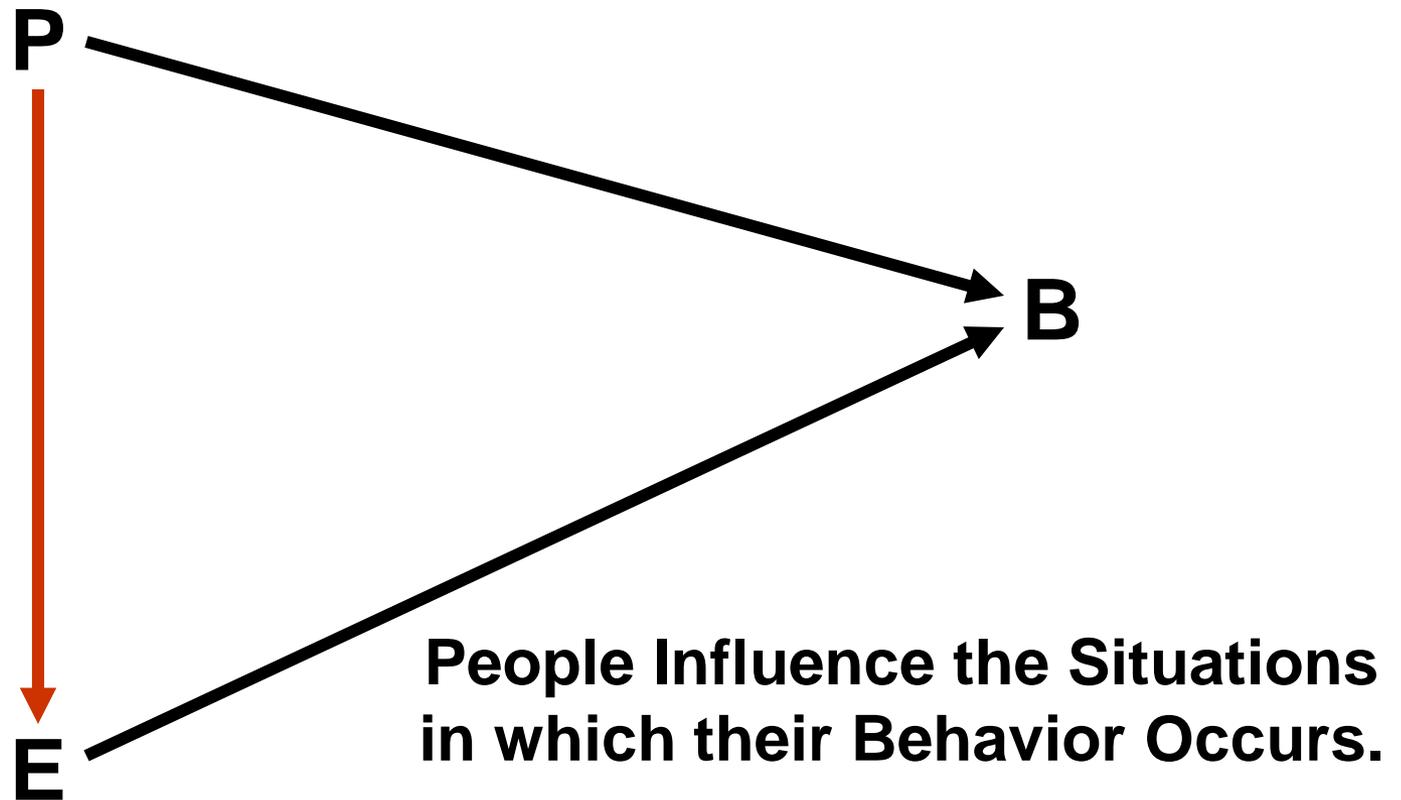
The Doctrine of Interactionism

After Bowers (1973)

Neither traits nor situations are the primary determinants of behavior, because...

Situations are as much a function of the person as the person's behavior is a function of the situation.

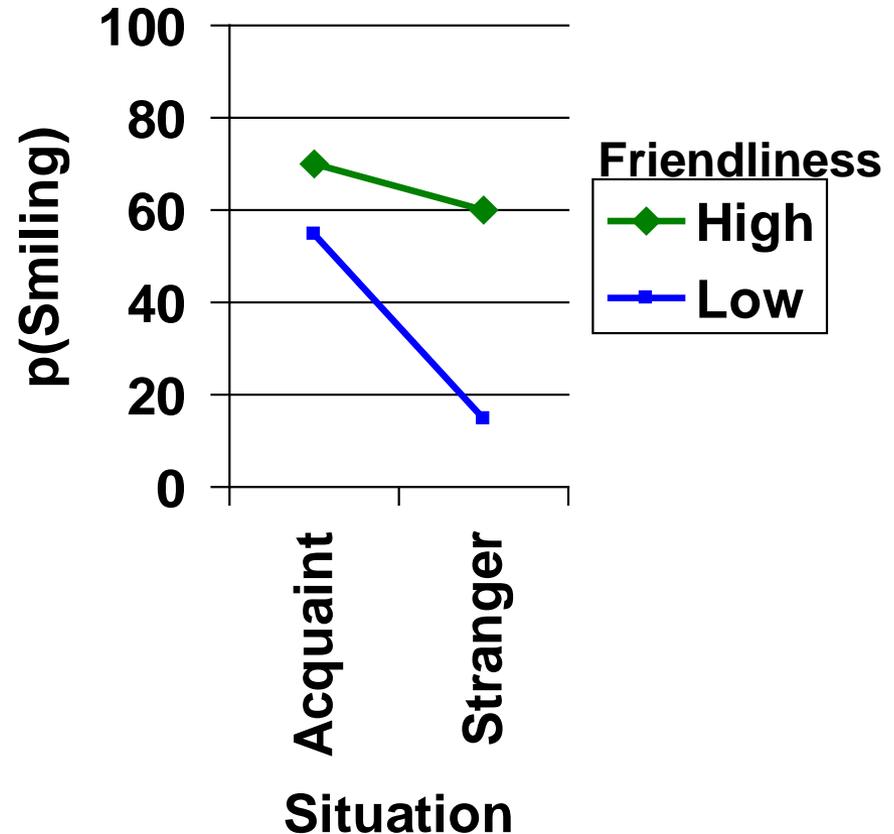
Personal and Environmental Factors *Interact*



The Person-by-Situation Interaction

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

- Behavior is Predicted by Personality Trait
- Behavior is Affected by Situational Manipulation
- These Effects are *Not* Independent of Each Other



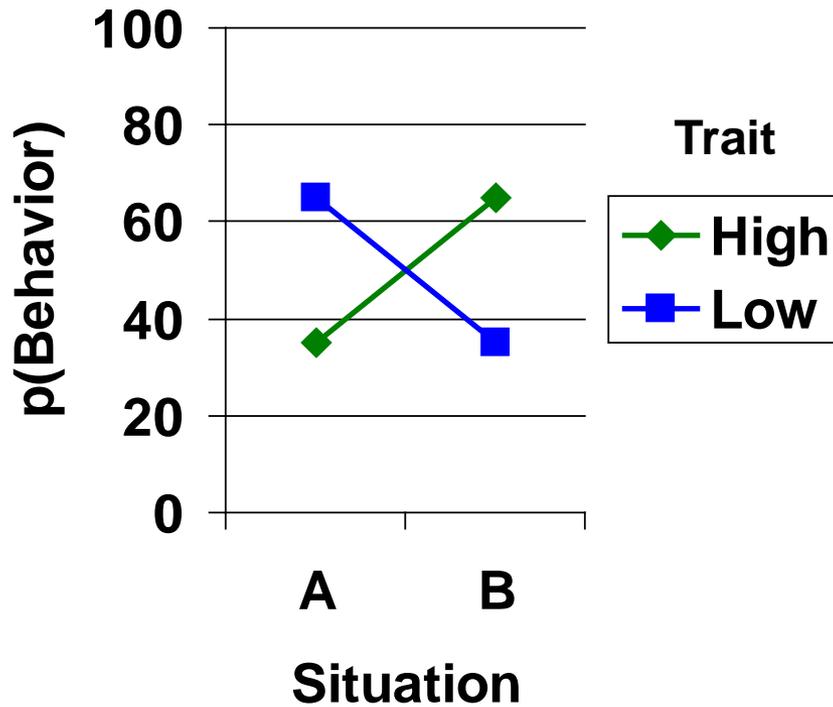
Features of P/E Interaction

- The effect of a personality variable *depends on the situation* the person is in.
- The effect of a situation *depends on the kind of person* in it.

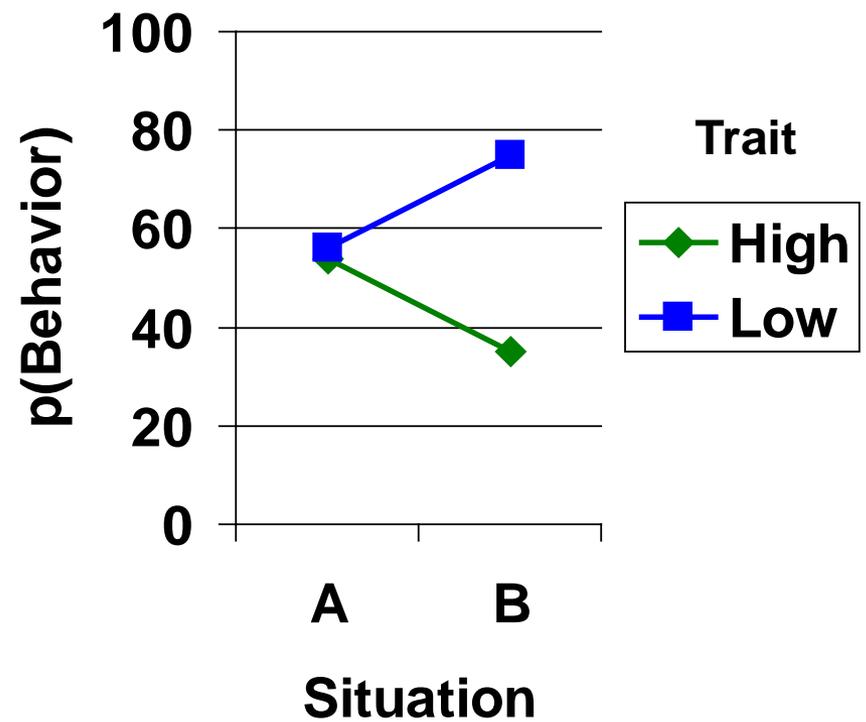
Other Forms of Interaction

$$B = f(P \times E)$$

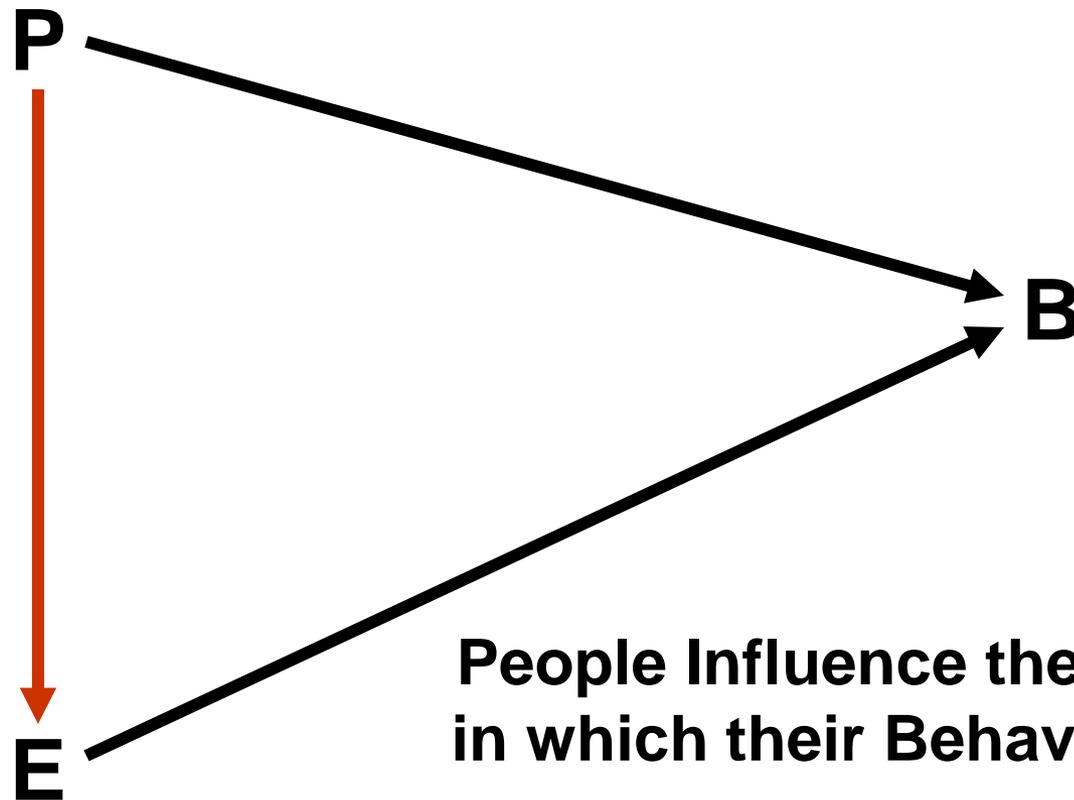
Crossover



Fan

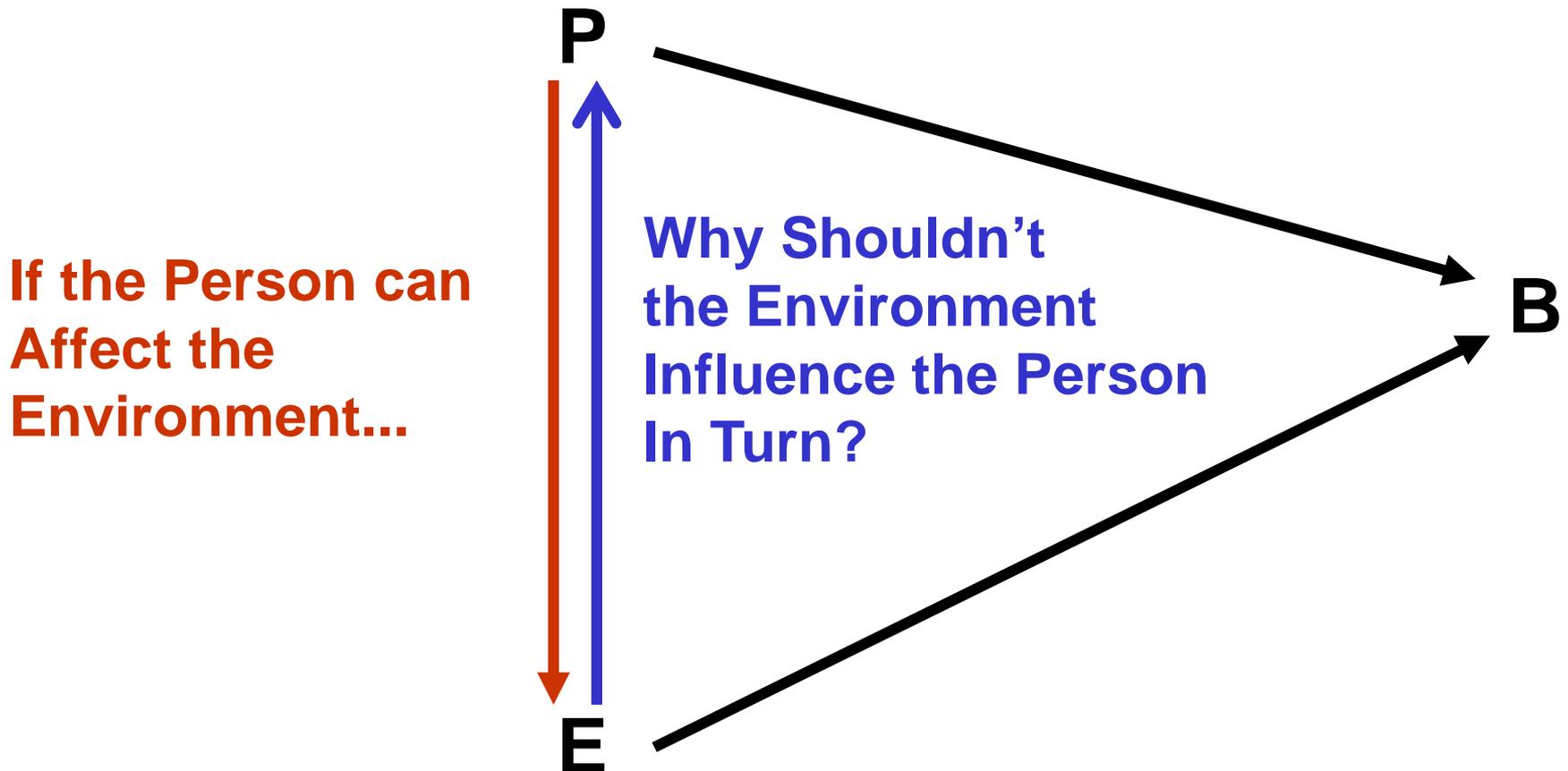


Unidirectional Causation in the Person-Environment Interaction

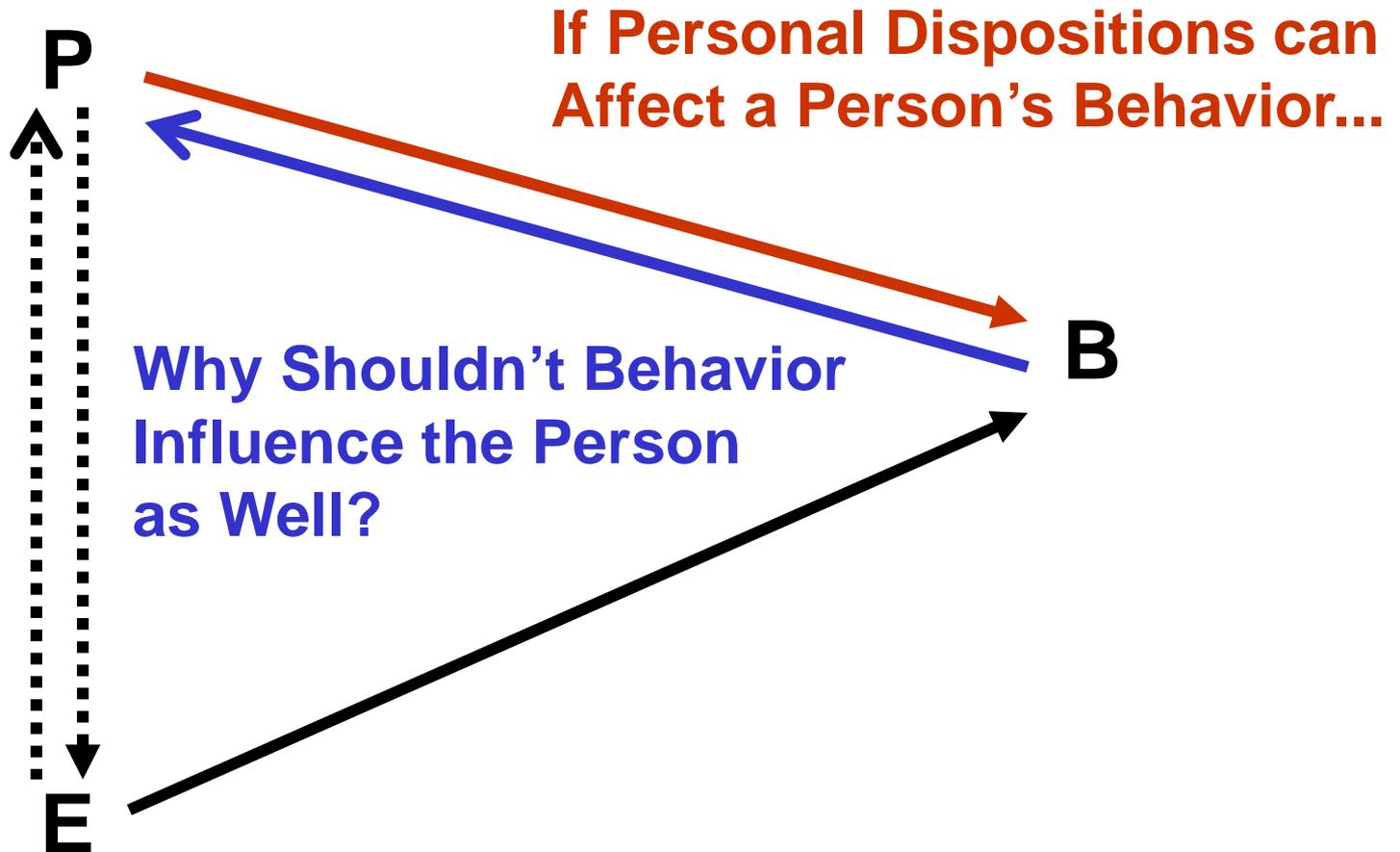


**People Influence the Situations
in which their Behavior Occurs.**

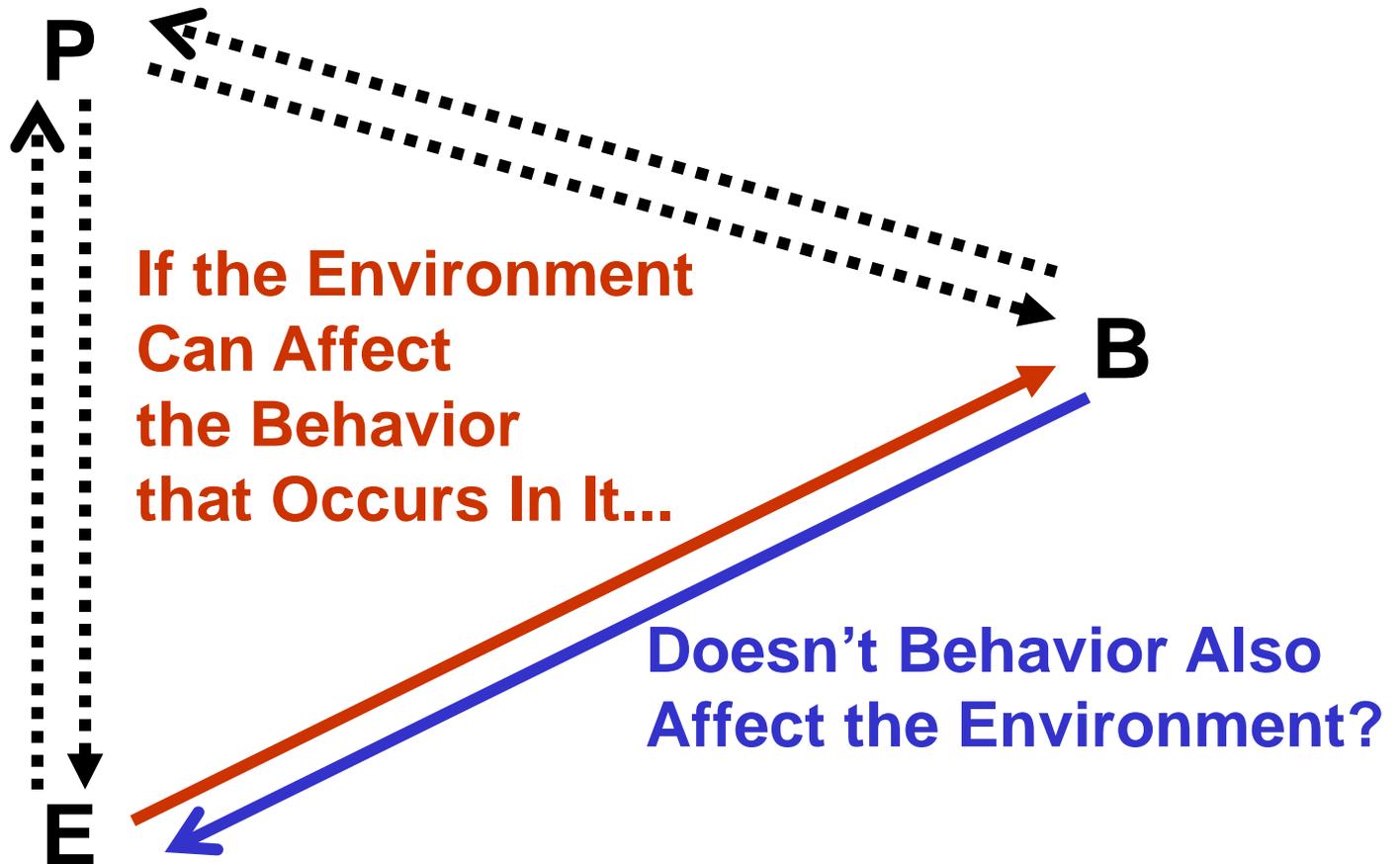
Feedback Relations in the Person - Environment Interaction (1)



Feedback Relations in the Person - Environment Interaction (2)



Feedback Relations in the Person - Environment Interaction (3)





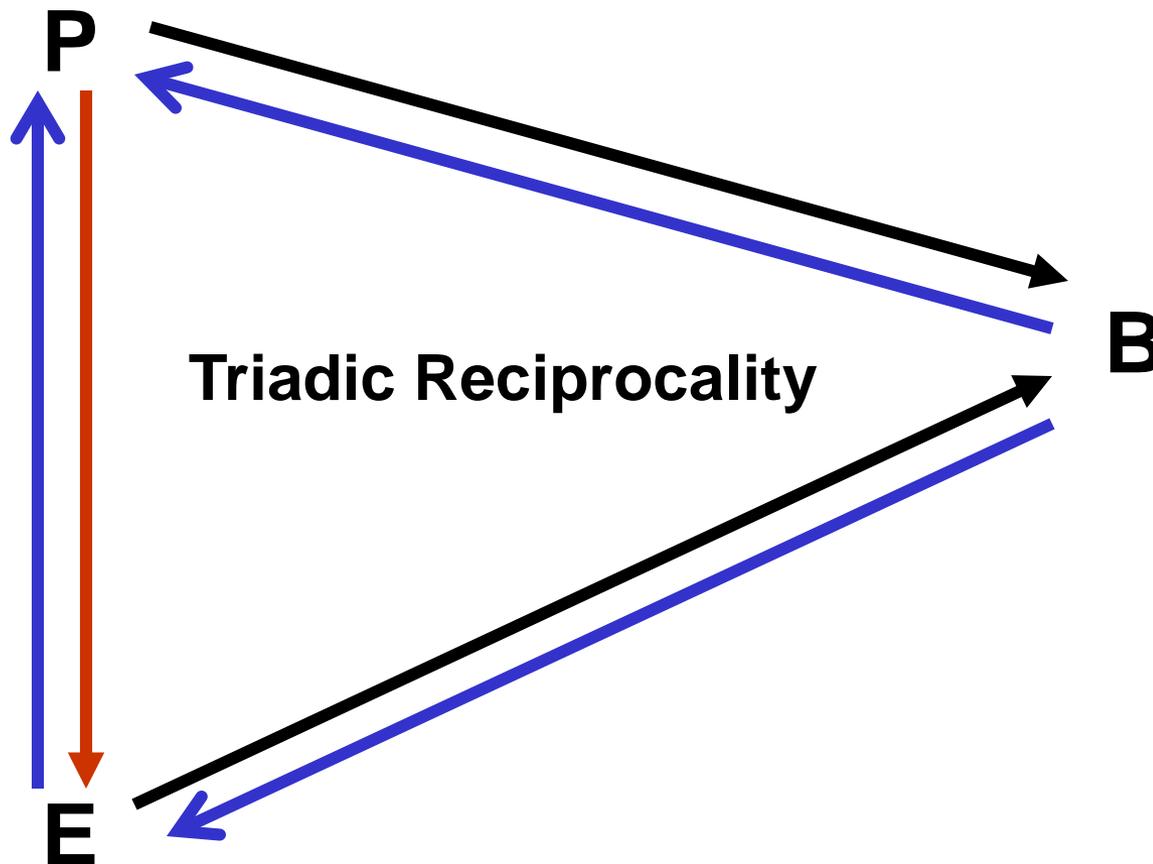
The Doctrine of Reciprocal Determinism

After Bandura (1978)

The person, the environment, and behavior constitute a dynamic, complex system in which each element is both a cause and an effect of the others.

Interactionism and Reciprocal Determinism

After Bowers (1973), Bandura (1978)



Properties of Reciprocal Determinism

After Bandura (1978)

- Triadic Reciprocity



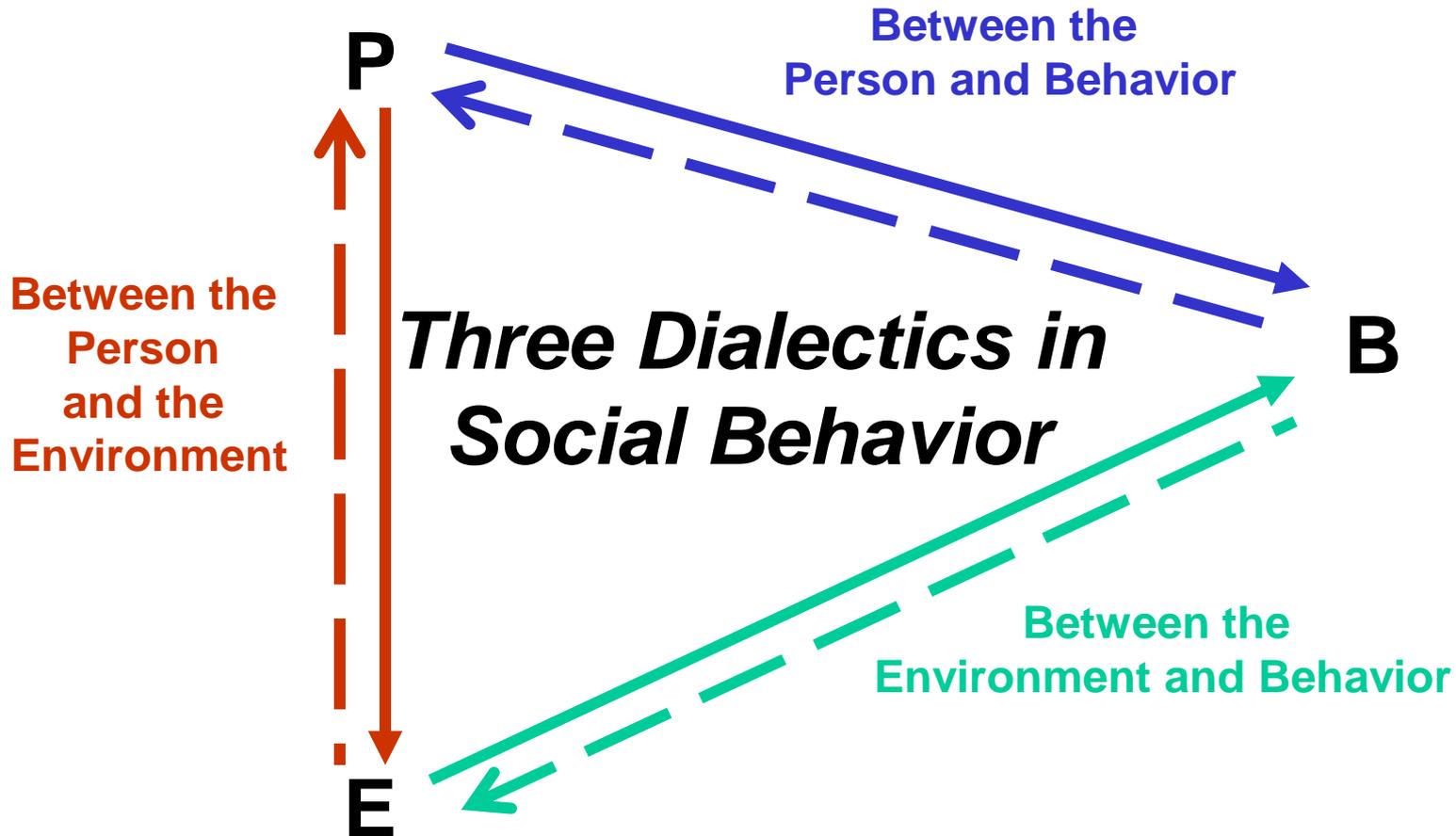
- Not Necessarily *Symmetry*

- Bidirectional Influences Not Necessarily Co-Equal

- Not Necessary *Simultaneity*

- Bidirectional Influences Unfold Over Time

Analytic Decomposition of Reciprocal Determinism



The Dialectic Between the Person and Behavior



Personal Determinants of Behavior

Internal States and Dispositions

- Traits (Behavioral Dispositions)
- Attitudes (Evaluative Dispositions)
- Emotions (Feeling States)
- Motives (Drive States)
- Values (Priorities)
- Beliefs (Personal Convictions)

Measuring the Personal Determinants of Behavior

- Self-Reports
 - Questionnaires
 - Rating Scales
- Objective Behavioral Observations
 - Record Behavioral Frequencies
 - Rate Behaviors

The Problem of Trait-Names

Allport & Odbert (1936)

17,953 (or 17,954) different words

Describe psychological differences between people

Absent-minded Bashful Calculating
Dainty Eager Facetious Gallant
Haughty Idealistic Jaunty Kind
Laconic Majestic Narcissistic
Outgoing Picky Quarrelsome Rash
Sagacious Taciturn Urbane
Vainglorious Wanton Xenophobic
Yappish Zealous

The Structure of Personality

What are the Basic Dimensions of Individual Differences in Personality?

- Factor Analysis
 - Summarizes Patterns of Correlations Between Variables
 - Reveals Underlying Basic Dimensions

The “Big Five” Personality Traits

Costa & McCrae (1992), after Norman (1968)
also Goldberg (1990); Wiggins (1990); John (1990)

- **Extraversion**
 - Sociable, Forceful, Energetic, Adventurous, Enthusiastic, Outgoing
- **Neuroticism**
 - Tense, Irritable, Discontented, Shy, Moody, Un-Self-Confident
- **Agreeableness**
 - Forgiving, Undemanding, Warm, Not Stubborn, Not a Show-Off, Sympathetic
- **Conscientiousness**
 - Efficient, Organized, Not Careless, Thorough, Not Lazy, Not Impulsive
- **Openness to Experience**
 - Curious, Imaginative, Artistic, Wide Interests, Excitable, Unconventional

The Big Five: A Universally Applicable Structure of Personality

- Is s/he *Outgoing*? • Extraversion
- Is s/he *Crazy*? • Neuroticism
- Is s/he *Friendly*? • Agreeableness
- Is s/he *Reliable*? • Conscientiousness
- Is s/he *Interesting*? • Openness to Experience

The Structure of Attitudes

Judd & Milburn (1980); Button et al. (1993)

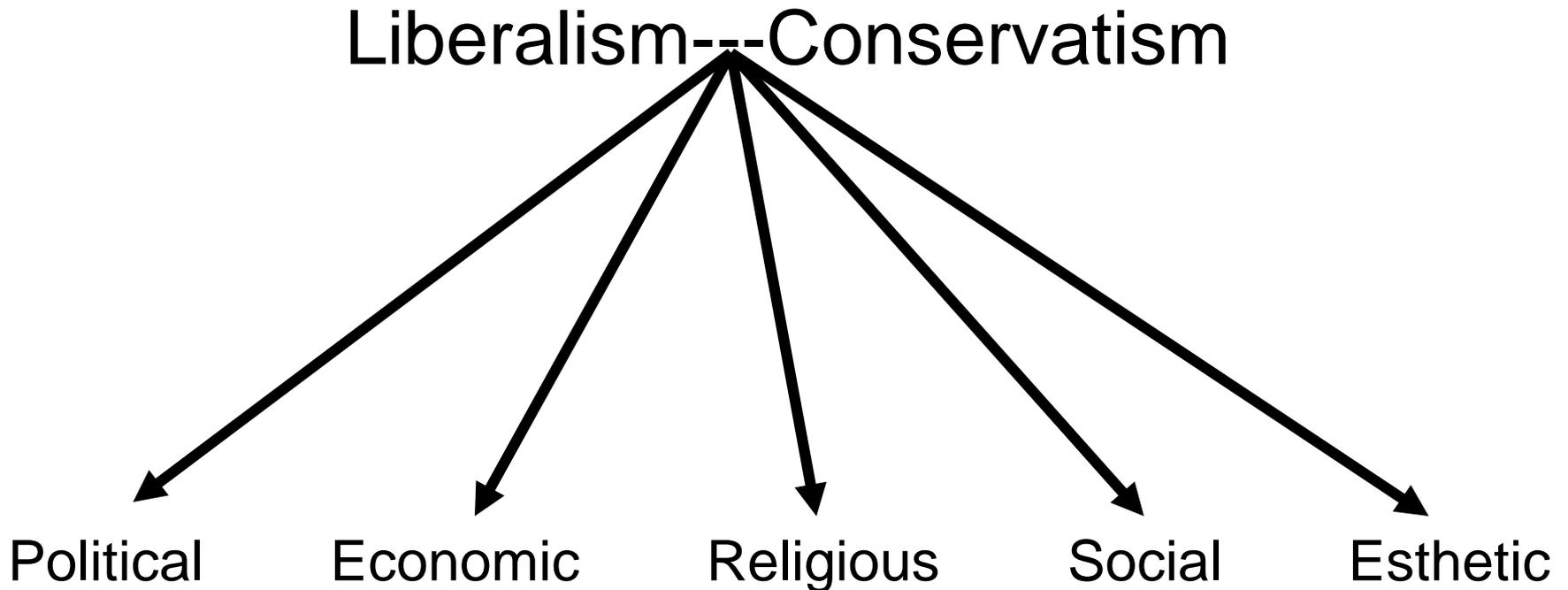
Traditional Morality

Liberalism-----Conservatism

Radical/Amoral

Hierarchical Structure of Attitudes

Hicks & Wright (1970), after Kerr (1946)



**The “Big One” –
Or Maybe Another “Big Five”?**