The Dialectic Between the Person and Behavior

Lecture 30
Three Dialectics in Social Behavior

The Dialectic Between the Person and Behavior

P → B

Three Dialectics in Social Behavior
The Problem of Predictability

To what extent can we predict a person’s behavior in some specific situation from knowledge of his or her generalized personality traits?
Predicting Behavior from Traits

• Extraversion
  – Warmth
    • Likes Most People
      – *Will he like Judy when he meets her?*
    • Strong Attachments to Friends
      – *Will he still call Judy after she moves away?*
  – Assertiveness
    • Dominant and Forceful
      – *Will she interrupt the speaker?*
    • Usually Leads Groups
      – *Will she take over the task?*
Predicting Behavior from Traits

• **A**greeableness
  – **T**rust
    • Believes Most People are Honest
      – *Will he let his coworker borrow some money?*
    • Assumes Best About People
      – *Will he still like his coworker when he doesn’t repay?*
  – **A**ltruism
    • Courteous to Everyone
      – *Will she say “please” to the store clerk?*
    • Charitable
      – *Will she donate to the Salvation Army?*
Political Attitudes and Voting Behavior
1972-2004
Jost (2006)

$\rho = .92$
Racial Prejudice and Hospitality
LaPiere (1934)

• “Do you accept members of the Chinese race as guests?”  No
  – Hotels: 43/47
    • All But 1 Actually Gave Accommodations
  – Restaurants: 75/81
    • Every One Actually Served Meals

• “In the end I was forced to conclude that those factors which most influenced the behavior of others towards the Chinese had nothing at all to do with race.”
Personality and Delay of Gratification
Funder, Block, & Block (1983)

• Ratings by Teachers at Age 4
• Ego Control (Conscientiousness)
  – Impulse Control
    • Delay of Gratification
    • Inhibition of Aggression
    • Planfulness
• Ego Resiliency (Neuroticism)
  – Ability to Adapt to Environmental Demands
    • Security
    • Competence
Personality and Delay of Gratification
Funder et al. (1983)

• Gift-Delay Situation
  – Offered Gift-Wrapped Package
  – Must Wait To Open Gift

• Resistance-to-Temptation Situation
  – Presented with Attractive and Unattractive Toys
  – Forbidden to Play with Attractive Set
### Personality and Delay of Gratification

Funder et al. (1983)

<table>
<thead>
<tr>
<th>Variable</th>
<th>$r$</th>
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<tbody>
<tr>
<td>Nonverbal IQ</td>
<td>.21</td>
</tr>
<tr>
<td>Ego Control</td>
<td>.25</td>
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<tr>
<td>Conscientiousness</td>
<td></td>
</tr>
<tr>
<td>Ego Resiliency</td>
<td>.23</td>
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<tr>
<td>Neuroticism</td>
<td></td>
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<tr>
<td>“Unable to Delay Gratification”</td>
<td>-.27</td>
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</tbody>
</table>
### “Big Five” Correlates of Behavior

Paunonen (1998)

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Study 1</th>
<th>Study 2</th>
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<tbody>
<tr>
<td>GPA</td>
<td>-.24 (A)</td>
<td>.20 (C)</td>
</tr>
<tr>
<td>Dating Frequency</td>
<td>-.23 (A)</td>
<td>-.19 (C)</td>
</tr>
<tr>
<td>Dating Variety</td>
<td>-.21 (A)</td>
<td>-.20 (N)</td>
</tr>
<tr>
<td>Smoker</td>
<td>-.29 (C)</td>
<td>.32 (O)</td>
</tr>
<tr>
<td>Smoking Amount</td>
<td>-.17 (C)</td>
<td>.28 (O)</td>
</tr>
<tr>
<td>Liberal Arts vs. Pre-Professional</td>
<td>-.20 (A)</td>
<td>.21 (O)</td>
</tr>
<tr>
<td>Fraternity/Sorority</td>
<td>.26 (N)</td>
<td>.15 (C)</td>
</tr>
<tr>
<td>Traffic Violation</td>
<td>.25 (O)</td>
<td>-.22 (E)</td>
</tr>
<tr>
<td>Religious Interest</td>
<td>.24 (N)</td>
<td>-.24 (O)</td>
</tr>
</tbody>
</table>
The Personality Coefficient
Mischel (1968)

• Upper-limit of correlation between personality in general (predictor) and specific behavior (criterion)

\[ r = .30 \]

(10% of variance)

• There is a ceiling on the extent to which we can predict behavior in a specific situation, knowing the individual’s traits
The Dialectic Between the Person and Behavior

$B \rightarrow P$

Three Dialectics in Social Behavior
Self-Perception Theory of Attitudes
Bem (1972)

• Reverses Usual View of Causality
  – Attitudes Do Not Cause Behavior
  – Rather, Behavior Causes Attitudes

• Perception of our own behavior leads us to form attitudes that are consistent with that behavior
The “Foot-in-the-Door” Effect
Freedman & Fraser (1966)

- Safe-Driving Campaign in California
- Canvass Neighborhoods
- Ask 1/2 of Households to Sign Petition
  - Virtually All Agree
- Later Return to All Households
  - Ask to Post Large, Ugly “Drive Carefully” Sign
- How Many Will Agree?
Permission to Post Large Sign
Freedman & Fraser (1966)

<table>
<thead>
<tr>
<th></th>
<th>% Agreement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Petition</td>
<td></td>
</tr>
<tr>
<td>No Petition</td>
<td></td>
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</tbody>
</table>

Condition
Experiment on Subject Recruitment
Cialdini et al. (1978)

- Subjects Recruited by Telephone
- Informed that Experiment Begins at 7:00 AM
  - Before Agreeing to Participate
  - After Agreeing to Participate
- How Many Subjects Actually Appear?
Showing Up for Experiment at 7 AM
Cialdini et al. (1978)
Conservation Attitudes and Behavior
Chaiken & Baldwin (1981)

• Pre-Test of Environmental Attitudes
  – Classify Subjects as Pro- or Anti-Environment
    • Weak or Strong Attitudes
• Reports of Pro- and Anti-Ecology Behaviors
  – “I pick up other people’s garbage”
  – “I leave on lights in rooms I’m not using”
• Salience Manipulation
  – “I do this on occasion” (Frequent Endorsement)
  – “I do this frequently (Infrequent Endorsement)
• Post-Test of Environmental Attitudes
Attitudes Toward Conservation
Chaiken & Baldwin (1981)

Pro-Conservation Attitude

Pre-Test Attitude Strength

Weak
Strong

Salient Behaviors

Pro
Anti
Self-Perception Theory of Attitudes
Bem (1972)

• People infer their attitudes from observations of their own behavior.
  – Just as they infer others’ attitudes from observations of their behavior.

• Attitudes Do Not Cause Behaviors to Occur
• Rather, Behaviors Cause Attitudes to Form
James-Lange Theory of Emotion
James (1884); Lange (1887)

• Traditional View: Emotion → Behavior
  – Stimulus Elicits Emotional State
  – Emotional State Causes Behavior
    • Coping
    • Expression

• Revisionist View: Behavior → Emotion
  – Stimulus Elicits Response
  – Perception of Response Causes Emotional State
    • Reverses Usual Direction of Causality
Basic Emotions and The Facial Feedback Hypothesis
Tomkins (1962); Adelman & Zajonc (1989)

• Weak Version (Darwin, 1872)
  – Expression Modulates Emotion Already Present
• Strong Version (Laird, 1974)
  – Expression is Sufficient to Create Emotion
Mood and Manipulated Expressions
Duclos, Laird et al. (1989)

- Psychophysiology Experiment
  - “Calibrate Equipment”
- Hold certain poses
  - Adjust Facial Muscles in Certain Ways
    - Hold Pen Between Teeth
    - Hold Pen Between Lips
- Collect “Incidental” Mood Ratings
Mood and Manipulated Expression

Duclos, Laird et al. (1989)

Mood Rating

Manipulated Facial Expression

Fear

Anger

Disgust

Sadness

Mood

- Fear
- Anger
- Disgust
- Sadness
Perceived Self-Efficacy
Bandura (1977)

One’s belief (or expectation) that s/he can act effectively to bring about desired results

- **Sources of Self-Efficacy Expectations**
  - Vicarious Experience
  - Verbal Persuasion
  - Emotional Arousal
  - Performance Accomplishments
“Whistle a Happy Tune”
*The King and I* (Rodgers & Hammerstein, 1951)

> Whenever I feel afraid,  
> I hold my head erect  
> And whistle a happy tune,  
> so no one will suspect  
> I’m afraid.

> The result of this deception  
> is very strange to tell  
> For when I fool the people I fear  
> I fool myself as well.

> While shivering in my shoes,  
> I strike a careless pose  
> And whistle a happy tune  
> And no one ever knows  
> I’m afraid.

> I whistle a happy tune and  
> ev’ry single time  
> The happiness in the tune  
> Convinces me that  
> I’m not afraid.

> Make believe you’re brave  
> and the trick will take you far  
> You may be as brave  
> as you make believe you are.