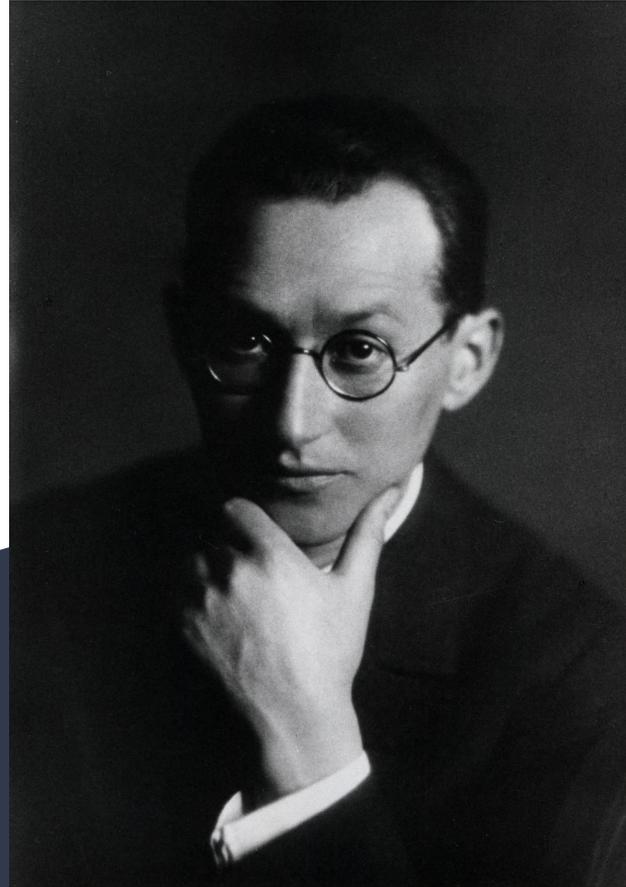


Social Psychology

By: Leylah Morgan and Tyler Zanaglio



Values

social-psychological meaning of a value is an abstract, desirable end state that people strive for or aim to uphold, such as freedom, loyalty, or tradition. This meaning is used in the plural form values, and public and political discussions refer to such values in many ways, speaking of the decline of values, a clash of values, or an election being about values. Human values can select attitudes, goals, and preferences that in turn, guide concrete actions.

- Examples: Success, power, wealth

Norms

- A norm is something that is usual, typical, or standard.
- A norm is also the accepted behavior that an individual is expected to conform to in a particular group, community, or culture.
- Norms often serve a useful purpose and create the foundation of correct behaviors.
- Example: Shake hands when you meet someone.

Attitudes

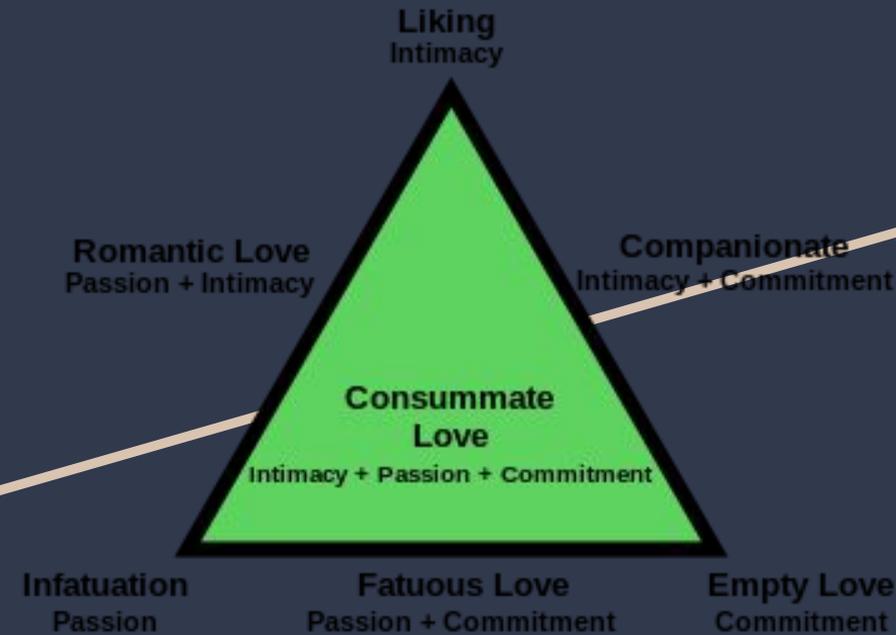
Attitudes are evaluations people make about objects, ideas, events, or other people. Attitudes can be positive or negative. Explicit attitudes are conscious beliefs that can guide decisions and behavior. Implicit attitudes are unconscious beliefs that can still influence decisions and behavior.

- **Example:** Wyatt has an attitude that eating junk food is unhealthy. When he is at home, he does not eat chips or candy. However, when he is at parties, he indulges in these foods.

Values of Love

- According to the triangular theory of love developed by psychologist Robert Sternberg, the three components of love are intimacy, passion, and commitment.
- Intimacy encompasses feelings of attachment, closeness, connectedness, and bondedness.
- A good example is respect

Compassionate And Passionate Love



Compassionate love involves feelings of mutual respect, trust and affection, while passionate love involves intense feelings and sexual attraction. Hatfield defined passionate love as: "A state of intense longing for union with another."

- Example: Barack Obama and Michelle Obama are compassionate lovers.

Equity

- Equity theory focuses on determining whether the distribution of resources is fair to both relational partners.
- It proposes that individuals who perceive themselves as either under-rewarded or over-rewarded will experience distress, and that this distress leads to efforts to restore equity within the relationship.

Self-Disclosure

- Self-disclosure is a process of communication by which one person reveals information about himself or herself to another.
- The information can be descriptive or evaluative, and can include thoughts, feelings, aspirations, goals, failures, successes, fears, and dreams, as well as one's likes, dislikes, and favorites.

Social Inhibition

Social inhibition is a conscious or subconscious avoidance of a situation or social interaction. With a high level of social inhibition, situations are avoided because of the possibility of others disapproving of their feelings or expressions.

- Example: Suzan avoids big parties

Social Loafing

- Social loafing refers to the concept that people are prone to exert less effort on a task if they are in a group versus when they work alone.
- The idea of working in groups is typically seen as a way to improve the accomplishment of a task by pooling the skills and talents of the individuals in that group.

Social Facilitation

Social facilitation, or the audience effect, is the tendency for people to perform differently when in the presence of others than when alone. Compared to their performance when alone, when in the presence of others, they tend to perform better on simple or well-rehearsed tasks and worse on complex or new ones.

Ingroup vs. Outgroup

- In sociology and social psychology, an ingroup is a social group to which a person psychologically identifies as being a member.
- By contrast, an outgroup is a social group with which an individual does not identify.

Deindividuation

Deindividuation is a concept in social psychology that is generally thought of as the loss of self-awareness in groups.

Aggression

- In psychology, the term aggression refers to a range of behaviors that can result in both physical and psychological harm to oneself, others, or objects in the environment.
- This type of social interaction centers on harming another person either physically or mentally.

Altruism

Psychological altruism means acting out of concern for the well-being of others, without regard to your own self-interest. Biological altruism refers to behavior that helps the survival of a species without benefiting the particular individual who's being altruistic.

Attraction

- Many factors influence who people are attracted to.
- They include physical attractiveness, proximity, similarity, and reciprocity; Physical attractiveness
- Research shows that romantic attraction is primarily determined by physical attractiveness
- Example men are more likely to value physical attractiveness than are women.

Bystander effect

This is a social psychological phenomenon in which individuals are less likely to offer help to a victim when other people are present.

- Example:

Similarity And Proximity

- **Similarity refers to the psychological nearness or proximity of two mental representations. Research in cognitive psychology has taken a number of approaches to the concept of similarity. Each of them is related to a particular set of assumptions about knowledge representation.**
- **The proximity principle accounts for the tendency for individuals to form interpersonal relations with those who are close by. ... Second, the more people come into contact with one another, the more likely the interaction will cultivate a relationship**

Physical Attractiveness

- Physical attractiveness is the degree to which a person's physical features are considered aesthetically pleasing or beautiful.
- The term often implies sexual attractiveness or desirability, but can also be distinct from either.
- A person's physical characteristics can signal cues to fertility and health.

Social Psychology Summed up:

