Join Williams’s Ostracism Lab!!!

- **Research Topics:**
  - Effects of Ostracism
  - Uses of Ostracism
  - Ostracism & Aggression
  - “Silent Treatment” in relationships
  - “Time-Outs” for school children
  - Recovering from social pain

- **Why be a Research Assistant?**
  - PSY 390 course credit
  - Letters of Recommendation
  - Great experience for Graduate School applications!!!
Contact Information

• Adrienne Carter-Sowell:  
  – arcarter@psych.purdue.edu
• Eric Wesselmann:  
  – edwesse@psych.purdue.edu
• Jim Wirth:  
  – jwirth@psych.purdue.edu
• Ty Law  
  – Law@psych.purdue.edu
• Zhansheng Chen  
  – Chen@psych.purdue.edu

Reminder:

Recitations Begin Next Week
What is Social Psychology?

• Effects of people on people.
  – Social thinking
    • Biasing reality
    • Use of cognitive short-cuts
      – Stereotypes
  – Social influence
    • Conformity / Social inhibition
    • Persuasion
    • Compliance
    • Obedience
  – Social relations
    • Intra- and Inter-group relations
    • Attraction / Intimate relations
    • Aggression
Social Psychology and Theoretical Influences

- Freud
  - Self-serving biases, unconscious motivation, defense mechanisms in the individual
- Le Bon
  - The irrationality of groups
- Skinner
  - Behavior determined by reinforcement contingencies in the environment.
- Darwin
  - Behavioral reactions of humans are functional; they have adaptive significance and lead to success in the perpetuation of the species.
- Becker
  - Terror of knowing that we die can influence our thoughts and behaviors

What Are Social Psychology’s Big Lessons?

- The Power of the Situation. Underestimated!
- We construct our social reality
- Our social intuitions are often powerful and efficient, but sometimes perilous
- Social influences shape our behavior, often outside our awareness.
- Personal attitudes and dispositions can shape behavior
  - But attitudes and dispositions are subject to social influence
- Social behavior is also biological behavior
- Social psychology’s principles are applicable to everyday life and other disciplines
Social Psychology: Related Disciplines & Levels of Explanation

- Specific comparisons:
  - Sociology
    - Unit of analysis
    - Methods of discovery
  - Personality

Social Psychology and Human Values

- Obvious ways in which values enter
  - Relationships are good
  - Prejudice is bad
- Not-so-obvious ways in which values enter
  - The subjective aspects of science
  - Example: Social Facilitation and Social Loafing
- Attempting to be value-free has benefits to science and applications.
  - Admitting when you are not at least puts research into proper perspective.
Is Social Psychology Just “Common Sense”? 

- It’s easy to see how we might think social psychology’s findings are common sense
  - “Out of sight, out of mind” or “Absence makes the heart grow fonder”
  - “Early bird catches the worm” or “Look before you leap”
  - “Birds of a feather flock together” or “Opposites attract”

- Hindsight bias
  - The tendency to exaggerate, after learning an outcome, one’s ability to have foreseen it
  - the I-knew-it-all-along phenomenon
    - Important for test preparation

How Do We Do Social Psychology? 

Two General Categories of Studies

1. Correlational 
   - Detecting Natural Associations
   - Observational Studies
     - Naturalistic
     - Laboratory
   - Participant observation
   - Surveys
     - Questionnaires
     - Interviews
   - Diary Studies

- Limitations of Correlational and survey studies
  - Third variables
  - Social Desirability
  - Lying / People may not always have access to their inner motivations and attitudes
  - Question wording
Understanding Correlations

When 2 Variables Correlate

X
Social status

Correlation

Y
Health

Self-esteem

Academic achievement

Possible Explanations

(1)

(2)

(3)

How Do We Do Social Psychology?
Experiments

2. Experimental Designs
   - To determine causation
     - Control
     - Random Assignment
   - Concerns:
     - Placebo Effects
     - Demand Characteristics
   - Solutions
     - Well thought out control and comparison conditions
     - Disguised cover stories
Understanding Experiments

Random Assignment ≠ Random Selection

Concepts to Know (hint: for the exam) in Social Psychological Research

- Theory
- Hypothesis
- Population
- Sample
- Representative sample
- Random sample
- Random Assignment
- Blind Procedures
- Independent variable
- Dependent variable
- Survey
- Placebo Effects
- Third variables
- Causation
- Reliability
- Validity
# Understanding Experiments

## Field v. Laboratory Experiments

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<tr>
<th>Advantage of the Field Experiment</th>
<th>Field</th>
<th>Laboratory</th>
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<tr>
<td>External validity</td>
<td>High</td>
<td>Low</td>
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<tr>
<td>Experimental realism</td>
<td>High</td>
<td>Low</td>
</tr>
<tr>
<td>Minimizes participants’ suspicion and maximizes natural and spontaneous behavior</td>
<td>Yes</td>
<td>No</td>
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</table>

<table>
<thead>
<tr>
<th>Advantage of the Laboratory Experiment</th>
<th>Generally no</th>
<th>Yes</th>
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<tbody>
<tr>
<td>Control over variables</td>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>Convenience and accuracy in collecting data</td>
<td>Low</td>
<td>High</td>
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