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| **Social Psych Phenomenon/Def** | **Famous Study?** | **Causes** | **Factors that increase likelihood** | **Factors that decrease likelihood** |
| Conformity: occurs when people yield to real or imagined social pressure | 1950s, Solomon Asch, Line experiment where 7 participants, first 6 are all accomplices; results: 37% conformed | Normative Influence-ppl conform to social norms for fear of negative social consequences, ppl afraid of rejection  Informational Influence-ppl look to others for guidance about how to behave in ambiguous situations | Large group size, group unanimity | If there is another person who dissents |
| Obedience: a form of compliance that occurs when people follow direct commands, usually from someone in a position of authority | Milgram’s study on obedience involved shocking machine-65% went all the way. Result? Obedience to authority is more common than originally thought, most ppl can be coerced into engaging in actions that violate their morals/values | Power of situational factors  “I was just following orders”  Diffusion of responsibility | If there are 2 accomplices obedience increased; collectivistic cultures  More prestigious university | If authority figure is called away obedience dropped to 20%; if 1 dissented obedience dropped dramatically; individualistic cultures |
| Social Roles: widely shared expectations about how ppl in certain positions are supposed to behave | 1973 Zimbardo designed the Stanford Prison Simulation; guards vs. prisoners; | Power of situational factors  Group Think  Power of Roles  Deindividuation  Diffusion of Responsibility |  | Extensive training and supervision for guards, enact explicit sanctions for abuses, and maintaining clear accountability in the chain of command |
| Bystander Effect: people are less likely to help when they are in groups than when they are alone | 1968-Darley and Latane did study showing the probability of getting help declines as group size increases-alone will help 75% vs group only 53% | -Diffusion of responsibility: if by yourself responsibility all on you vs in group it is divided, someone else will help  -ambiguous situations, people aren’t moving so help isn’t needed | -Need for help is clear (person in physical danger)  -bystanders are friends not strangers | -ambiguous situations |
| Social Loafing: a reduction in effort by individuals when they work in groups as compared to when they work by themselves | Latane studied this with sound output | -diffusion of responsibility | -when ppl can hide in a crowd | -ppls individual contributions are identifiable  -group norms encourage productivity/indiv involvement  -smaller/more cohesive groups  -collectivistic cultures |
| Group Polarization: group discussion strengthens a group’s dominant point of view and produces a shift toward a more extreme decision in that direction | 1961 Stoner | -the risky shift: groups arrived at riskier decisions than individuals |  |  |
| Group Think: when members of a cohesive group emphasize agreement at the expense of critical thinking in arriving at a decision | Janis-mostly used case studies after the fact  Ex: JFK and Bay of Pigs | -High group cohesiveness | -group is isolated  -group dominated by strong, directive leader  -group under stress to make a major decision |  |