Chapter 21
SOCIAL INTERACTION

Section 1: Group Behavior
Section 2: Conformity
Section 3: Obedience
Section 4: Aggression
Section 5: Altruism
Question: How can membership in a group influence individual behavior?

GROUP MEMBERSHIP AND BEHAVIOR

- **Social Facilitation** – people often perform better when others are watching them rather than when they are alone
- **Social Loafing** – slacking off and not trying as hard
- **Risky Shift** – the tendency for people to take greater risks when they are a part of a group than they would individually
Question: What factors lead people to conform to social norms?

CONFORMING TO SOCIAL NORMS

- Presence of a collectivistic culture
- The need to be liked and accepted by others
- Unanimity of opinion in a group of up to eight members
Question: Why do most people tend to obey authority figures?

WHY PEOPLE OBEY

- Socialization – people have been socialized from childhood to obey
- Foot in the Door Effect – tendency for people to give in to major demands once they have given in to minor ones
Question: Why do most people tend to obey authority figures?

WHY PEOPLE OBEY (continued)

- Confusion about Attitudes – people who are aware of their attitudes are more likely to behave in accordance with those attitudes
- Buffers – when people are protected from observing the consequences of their actions they are more likely to follow orders – even immoral ones
Chapter 21
Section 4: Aggression

Question: What are the various views on the causes of aggressive behavior?

VIEWS ON AGGRESSIVE BEHAVIOR

- **Biological View** – brain and hormones appear to be involved in aggression
- **Psychoanalytic View** – aggressive urges are unavoidable reactions to the frustrations of daily life
- **Cognitive View** – aggressive behavior is maintained by people’s values, the ways in which they perceive events, and the choices they make
Question: What are the various views on the causes of aggressive behavior?

VIEWS ON AGGRESSIVE BEHAVIOR (continued)

- *Learning Views* – people learn to repeat behaviors that are reinforced

- *Sociocultural View* – some cultures encourage independence and competitiveness and this, in turn, promotes aggression
Question: What is altruism, and what are the factors that promote and the factors that inhibit altruistic behavior?

ALTRUISM

- Altruism is an unselfish concern for the welfare of other people.
- *Factors Promoting*: being in a good mood, being sensitive to the problems of others, being empathetic, being competent to help, needing the approval of others, and having a sense of personal responsibility for others.
Question: What is altruism, and what are the factors that promote and the factors that inhibit altruistic behavior?

ALTRUISM (continued)

- Factors Inhibiting: being unsure that another person needs help, believing that there is nothing one can do to help, being afraid of making a social blunder, and being afraid of getting hurt
Question: In what ways can groups affect individual behavior?