

Social Behavior

Chapter 15

Topics covered

- Attribution
- Conformity and Obedience
- Behavior in groups

Attribution

- Internal
- External
- Stable
- Unstable

Describes _____?

1. SHY

Yes, No, It Depends

2. ASSERTIVE

Yes, No, It Depends

3. OPTIMISTIC

Yes, No, It Depends

4. IMPULSIVE

Yes, No, It Depends

5. CALM

Yes, No, It Depends

6. ENERGETIC

Yes, No, It Depends

7. TALKATIVE

Yes, No, It Depends

	Yes/No	Depends
You		
Other		

Attributions for success/failure

	Unstable (temporary)	Stable (permanent)
Internal (person)	“I didn’t try hard”	“I’m not smart”
External (situation)	“I got unlucky”	“It was too hard”

Behavior in Groups

- Bystander effect
 - Kitty Genovese
 - Diffusion of responsibility
- Social loafing
- Group polarization
- Groupthink

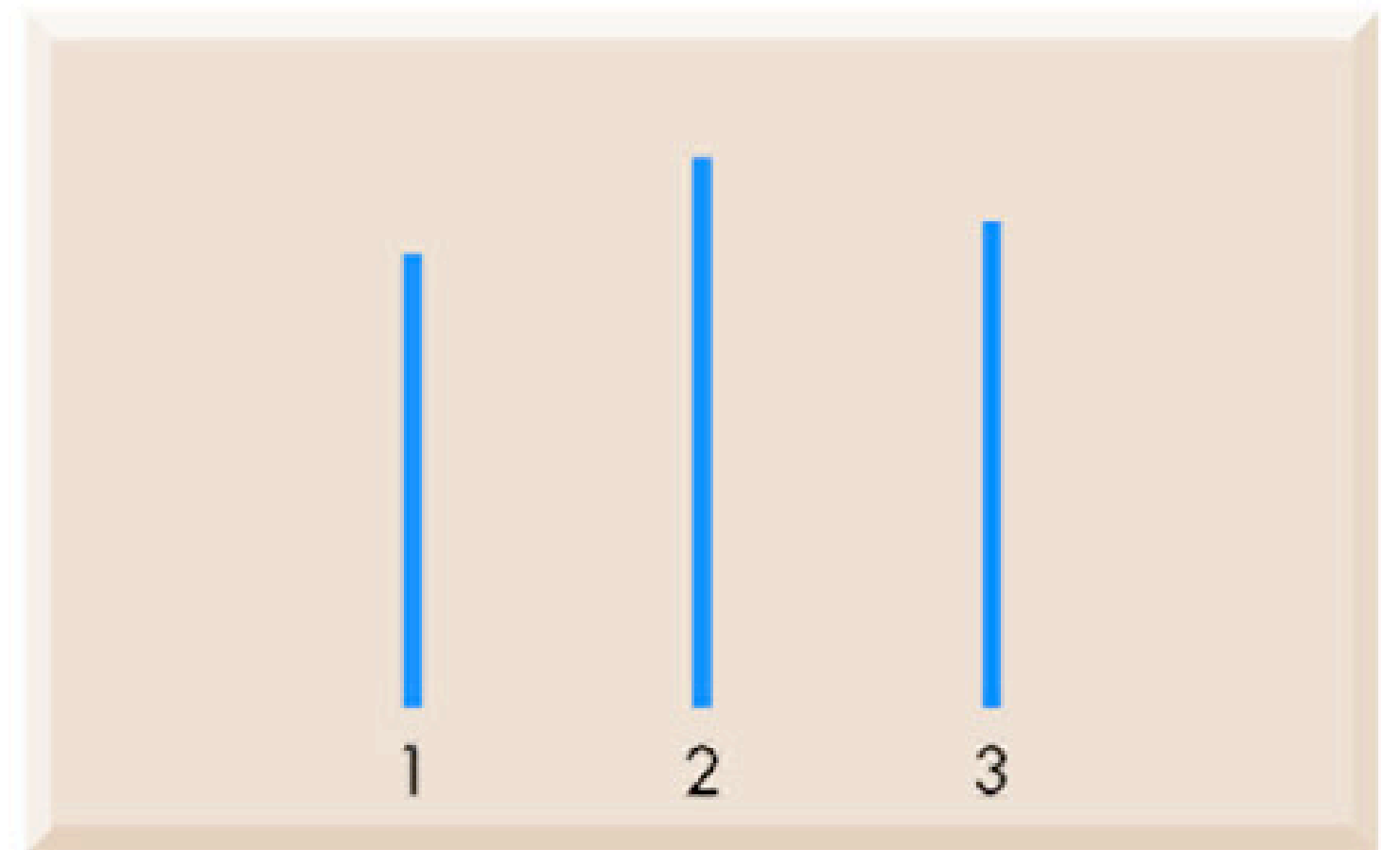


Conformity and Obedience

- Asch's study



A. Standard line



B. Comparison lines



Milgram Obedience Study

- Teacher, Learner, Experimenter



