

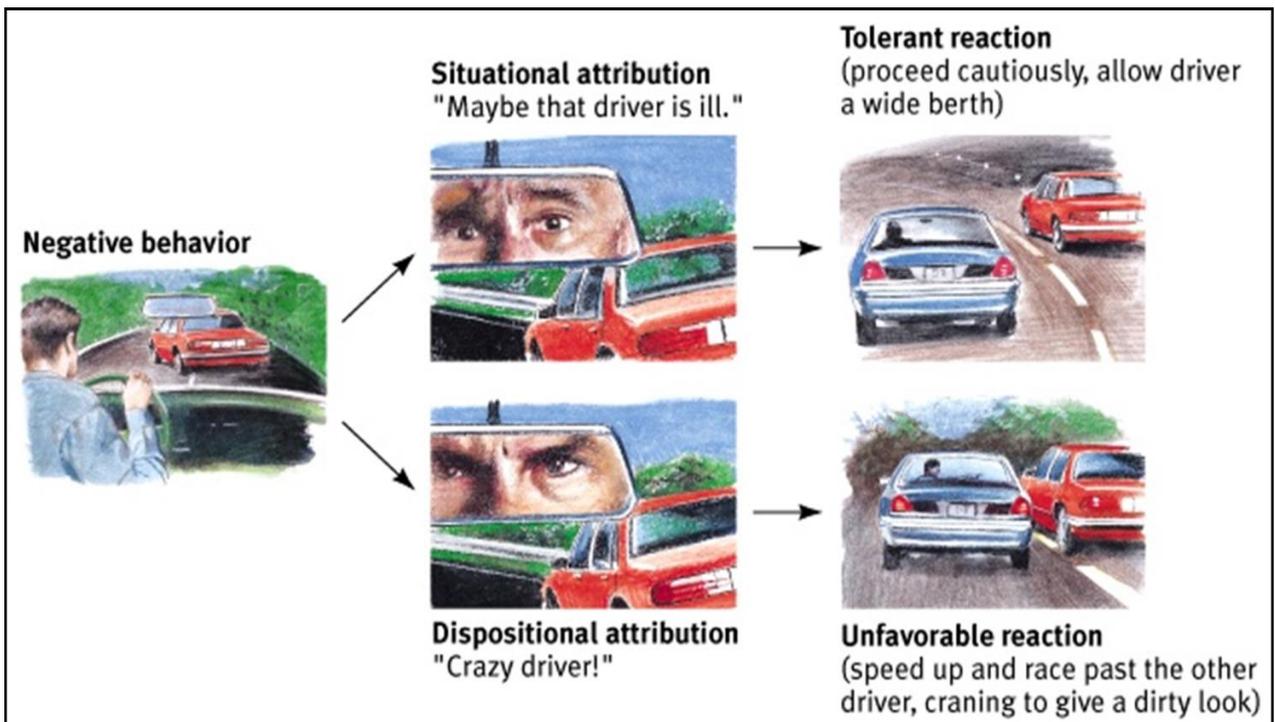
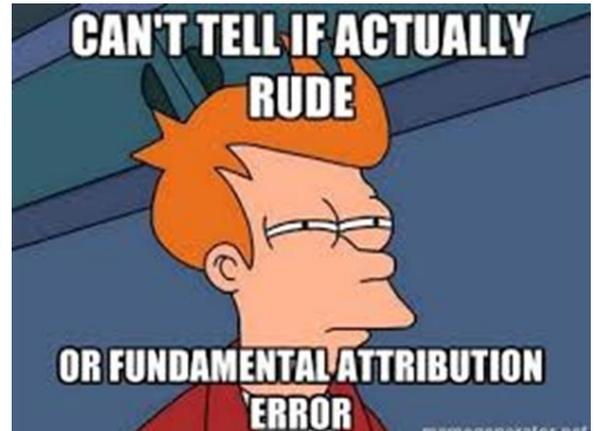


# Social Psychology

## • Attributional Theory

### • Fundamental Attribution Error

- The widespread tendency to overemphasize dispositional factors and underestimate situational factors when making attributions about the cause of another person's behavior
  - Dispositional Factors: Personality traits such as motivation and willingness to work
  - Situational Factors: Social influences such as absences of parents or group pressures to conform



# Social Psychology

## • Attributional Theory

### • Fundamental Attribution Error

Causes:

#### • Just World Phenomenon

- The belief that people generally get what they deserve
- Helps explain the tendency of people to blame the victim rather than look at possible social causes

#### • Saliency Bias

- When situational factors are less significant than dispositional factors
- As a result, people focus on visible personality traits rather than the less visible social context



# Social Psychology

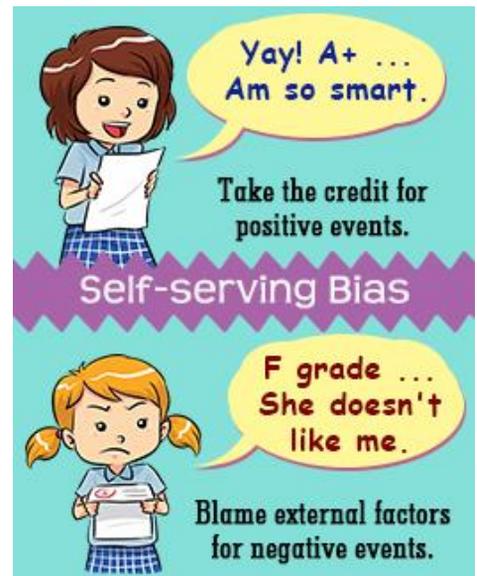
## • Attributional Theory

### • The Self-Serving Bias

- Most people take credit for their successes while at the same time attributing their failures to external factors beyond their control

Causes:

- Most people are motivated by a need for self-esteem and a desire to save face
- Individuals are more aware of the situational factors that influence their behavior



## Social Psychology

### • Attitudes

- A positive, neutral, or negative evaluation of a person, issue, or object
  - These predispose our reactions to people, issues, or objects

**ATTITUDE**

## Social Psychology

### • Attitude Change

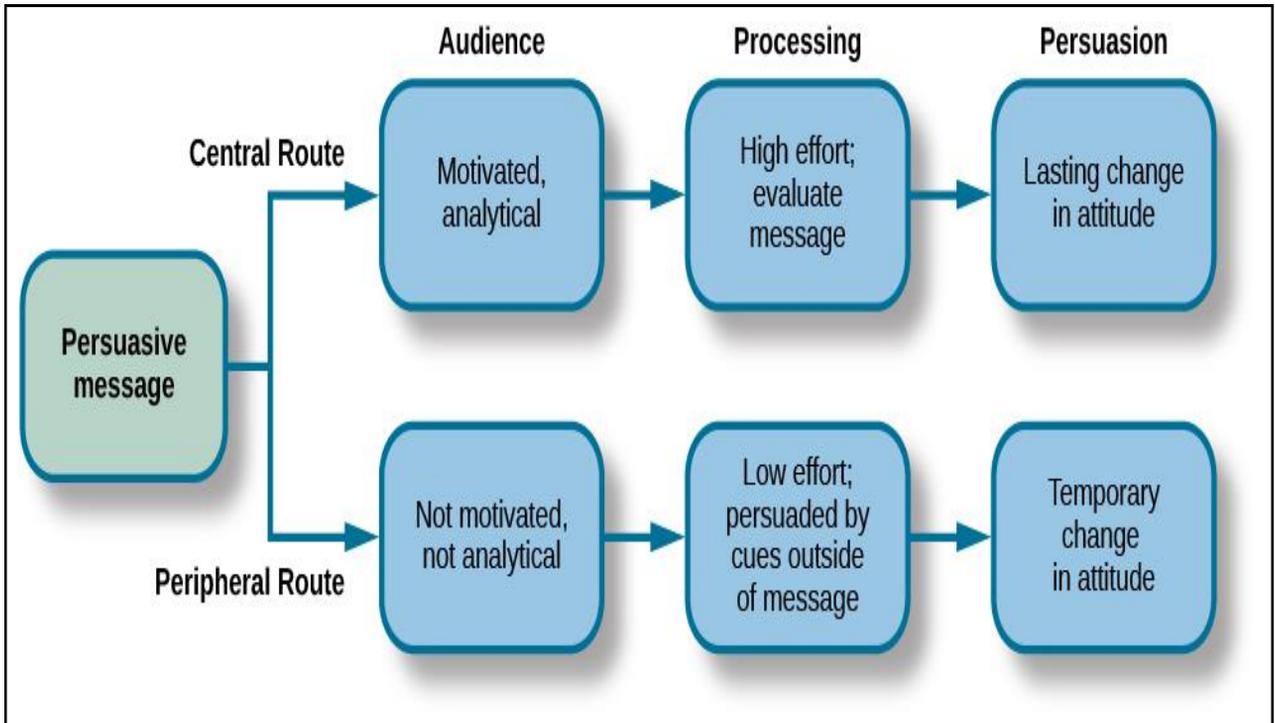
#### • Central Route to Persuasion

- When people focus on factual information, logical arguments, and a thoughtful analysis of pertinent details
  - Example: Buying a car because of factors such as gas mileage, safety rating, etc.

#### • Peripheral Route to Persuasion

- When people focus on emotional appeals and incidental cues
  - Example: Buying a car based on factors such as design, color, sales slogans, endorsements, etc.



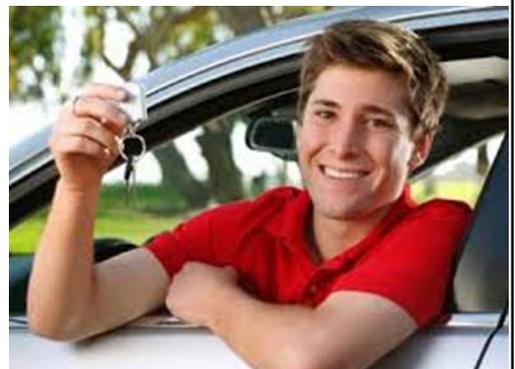


## Social Psychology

### • Attitude Change

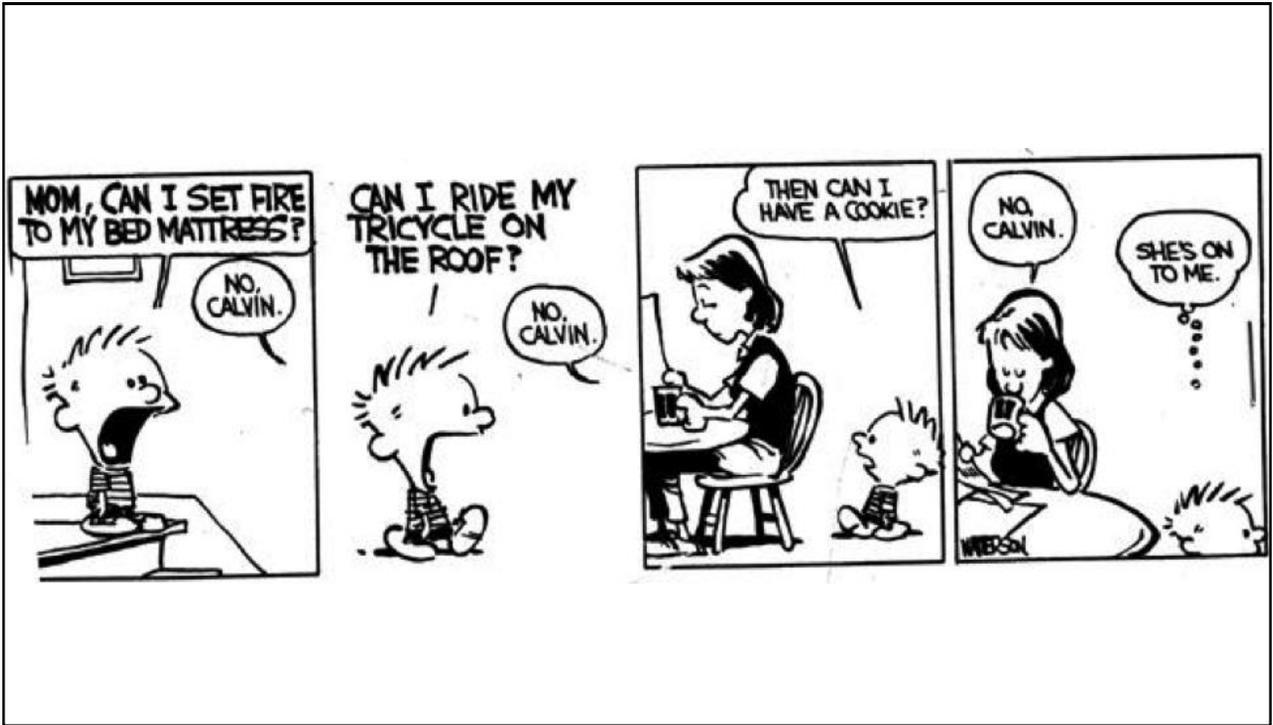
#### • "Foot-In-The-Door Phenomenon"

- The persuasion strategy of getting a person to agree to a small request as a set-up to comply later with a larger request
  - Example: Steve asks his parents to borrow the car to run to the store. The next day, he asks to borrow the car for the weekend



#### • "Door-In-The-Face Phenomenon"

- The persuasion strategy of getting a person to say no to a huge request only to agree to comply with a smaller one
  - Example: Steve asks his parents to stay out with his friends until midnight. They say no. He then asks for 10 pm instead, and they agree



## Social Psychology

### • Attitude Change

#### • Cognitive Dissonance

- The state of psychological tension, anxiety, and discomfort that occurs when an individual's attitude and behavior are inconsistent
- Human beings are motivated to reduce the tensions resulting from inconsistent attitudes and action
- More often than not, we change our attitudes rather than our actions



Figure 1—Cognitive Dissonance Theory

