How do we explain this behavior?
Dissonance Theory
People change their beliefs about something when they experience conflicts within
Guards must have been conflicted- change their beliefs to thinking they were right
Example: Iraq war was justified by…
At the beginning of the war- 38% of Americans believed that the war would still be justified if no WMDs were found
Well, no WMDs were found; this causes dissonance because people still want to support the troops and no feel anti-American
So, they change their
Within a year, 58% of Americans said they supported the war, even if no WMDs were found

Conformity
Adjusting one’s behavior or thinking to coincide with a group standard

Asch Continued
When the five people before you all give the same wrong answer, will you be the one that disagrees with them and give the right answer?

Obedience
Stanley Milgram
40 subjects
Supposed to “another subject” another subject
1 person labeled the teacher, 1 student
In reality, the subject was ALWAYS the (an experimenter was a fake student)

The experiment
A shock generator was used
volts to volts
Marked from “slight shock” to “Danger: severe shock” to “XXX”
As the student gets answers wrong, the voltage is supposed to increase

What were they told?
“But actually, we know very little about the effect of punishment on learning, because almost no truly scientific studies have been made of it in human beings. For instance, we don’t know how much punishment is best for learning- and we don’t know how much difference it makes as to who is giving the punishment, whether an adult learns best from a younger or an older person than himself- or many things of that sort. So in this study we
are bringing together a number of adults of different occupations and ages. And we’re asking some of them to be teachers and some of them to be learners. We want to find out just what effect different people have on each other as teachers or learners, and also what effect punishment will have on learning in this situation. Therefore, I’m going to ask one of you to be the teacher and the other one to be the learner. Does either of you have a preference?”

Next
Of course it was rigged so that the _______________________ would always be the ______________________, and the other “subject (really an experimenter) was the learner

The experiment
The learner was giving a predetermined set of ________________: three wrong answers for every one right answer
If the subjects stopped shocking they were told:
Please __________________
The experiment requires that you continue
It is absolutely essential that you __________________
You have no other choice, you must go on
Said in order- if the subject still refused, then the experiment was stopped

What did they hear from the learner?
The learner was ________________ in a different room
No vocal response or anything was heard until 300 V was __________________
At that point the learner would _______________ _______________ and scream
From this point on, the learner would not answer the questions
The teachers were told that no response should be considered a wrong response and punished

What are your expectations here?
How far will people go before refusing to continue?
300 volts? 100 volts? 450 volts? Never stop?
Fourteen Yale seniors were asked to predict the behavior of 100 hypothetical subjects
Most agreed: only ________________ would go all the way (the class mean was 1.2% of people would go all the way)

Reality: Results
No one stopped before 255 Volts:
How many stopped at:
270 V?
285 V?
300 V? 
New Label: Extremely Intense Shock
315 V?
___________________
330 V?
___________________
345 V?
___________________
360 V?
___________________
405 V?
___________________

What about: Danger Severe Shock?
375 V?
___________________
390 V?
___________________
420 V?
___________________

Finally: XXX
435 V?
___________________
450 V?
___________________
___________________ went the entire way!!!

Effects on the Participants
Many subjects
Looked ________________
“reached a degree of tension rarely seen in sociopsychological laboratory studies”
Sweat, ________________, bite their lips, groan, dig their ________________
into their flesh
Nervous laughter
Most subjects did these- not just a few

Extreme Effects
3 Subjects: full-blown uncontrollable ________________
1 subject was so violently ________________, they had to stop the experiment

What did this show?
The power of obedience
Authority figures

Next Ideas: The Story of Kitty Genovese
A woman was ___________ and beaten by a man and in an obvious fight in an alley
At least _______________ and maybe up to ________________ people were aware that there were problems occurring
How many phone calls to the police were made? Did anyone intervene?

Did anyone help?
One neighbor ________________: “leave her alone”
The attacker left
10 minutes later he ________________
Sexually ________________ her
Stole $49 from her
__________________ her more times

What about a police call?
Reports of early calls to police were vague and ________________
No ________________ came, because it was reported that it was not urgent
A final call was made after the final attack and Kitty Genovese died on the way to the hospital in an ambulance

Why did this happen?
Who accepts responsibility for things?

Where is the accountability here?

Social and Individual Behavior
Do you work harder when placed in a group or do you work less?
What about when someone is watching you do something by yourself… do you do better or worse?

Social Facilitation
Stronger responses on ________________ or well learned tasks in the presence of others
Drivers are faster to go the first 100 yards after the light has turned green if there is someone ________________ them (15% faster)
This doesn’t work when the task gets hard- people do worse then

Social Loafing
In groups: people do ________________ than when doing something by themselves
A tug-of-war team pulls less than if you added up the force of all of their individual pulls
No feeling of ____________________________________

How can we explain riots?
What about Altamont?
______________ concert - 1969
Rolling Stones, Jefferson Airplane, Grateful Dead fans showed

Last minute change in venue and time left facilities unprepared

Security: the ____________________________

4 killed, major riots

**Riot Situations**

People act in ways they would not normally act

___________________ 1999, Rodney King Riots, Hurricane Katrina Riots

What causes this?

**Deindividuation**

The loss of __________________________ and self-restraint occurring in group

________________________ that foster arousal and anonymity

Mob ______________________

People rioting do things that they would never otherwise do

More aroused due to social facilitation and less sense of responsibility due to social loafing

**Question**

When placed in a group of politically liberal people to talk, will a liberal person become more liberal, more conservative, or not change?

**Polarization**

The ______________ of a group’s prevailing inclinations through discussion within the group

A group of liberals discussing will become more __________________

**Prejudice**

An _______________ (usually negative) attitude toward a group and its members

Stereotypes

________________________ feelings

Predisposition to discriminate

**Possible natural roots of prejudice**

People prefer more __________________ traits

Which do you think women believe would be nicer?

**Us and Them**

____________________ bias

Favoring one’s own group

Usually linked by a common identity

____________________ theory

The need for someone to blame
Students made to feel insecure about themselves are more likely to lash out at someone else to restore their own self-esteem

**Aggression**
Frustration-___________________ principle
Frustration creates anger- leads to aggression
Imagine how this applies to violence on TV and program viewing…

**Some general ideas**
People exposed to more ___________________ (TV or not) perceive the world as more violent and become tolerant of it
People exposed to more ___________________ perceive the world as more sexual and become more accepting of:
___________________ sex
Women submitting to men
A man seducing a ____________________________ girl