Social Psychology

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Chaiken, S., & Trope, Y. (Eds.). (1999). *Dual-process theories in social psychology*. Guilford Press.

Chaiken explains how dual impacts on stereotyping, cognitive control, attitude, person perception and self-regulation. Attitude and beliefs have a way of affecting our views on the social world. He explains how Elaboration Likelihood Model specifies when people are often likely to be influenced by the content of persuasion and how well an argument is presented. Using experimental research Chaiken discovered how attitudes are formed and changed through the art of persuasion. He describes affect as an internal feeling and attitude as an evaluation of an object. You can hereby understand affect as your reaction to a certain stimulus while an attitude only shows how you view an object. He explains the modes of processing while in a group setting and how therapeutically group work towards healing process of their participants. The factor used in decision making and information processing of the research in the book include rule-based versus associative mode and controlled versus uncontrolled.

Katz, D., & Kahn, R. L. (1978). *The social psychology of organizations* (Vol. 2). New York: Wiley.

Katz explains the systematic approach to studying and understanding organization. In this book, he lays out the most common challenges to the organization while analyzing factors affecting an organization. The effects of motivations, qualities of good leadership, resolution of conflict and making organizational changes are some of the factors. Using informed research Katz is able to illustrate how theoretical principles apply to actual organizational problems. This book details the relationship between organizations and their environment. It also tries to understand the developing organizational alternatives of the bureaucratic structure. Models of organizations discussed include a bureaucratic model which is crafted for efficiency assuming no changes occur. A Top management team is a variation of bureaucracy that can deal with a few changes. The pseudo team is designed so that smaller groups can be able to make minor decisions while the matrix model is used for functional departments such as finance, administration, and marketing.

Deutsch, M., & Krauss, R. M. (1965). Theories in social psychology.

In this book, Deutsch explains social perception as the way in which people form impressions of others through observing verbal and nonverbal communications such as facial expressions. Some of the social psychological theories that Deutsch discusses include Social Learning Theory whereby social learning occurs through observation, imitation, and modeling. The probability of modeling to someone depends on their similarity to you for example if you are of the same gender and interested in the same things. He describes affiliation attraction as the need to interact with others caused by our tendency to evaluate ourselves in comparison to others. People tend to seek the company of people they like, who are available, familiar and those we hope to make continued interactions with. While researching group dynamics this book seeks to understand and improve the influence of these groups. Cognitive dissonance is also discussed as a theory that states that when individuals violate their own views they are motivated to change.

Jahoda, M. (1981). Work, employment, and unemployment: Values, theories, and approaches in social research. *American Psychologist*, *36*(2), 184.

There are few elements that differ between employed and unemployed people. These elements include time structure which is the way one chooses to spend their time. Social contact, activities and collective purpose are other elements. Employed people seem to have a more active social life than those employed and tend to have a path of purpose to follow but the same cannot be said for unemployed people. There are also activities that employed people can engage with such as work-related seminar that unemployed people cannot attend. Unemployment is known to cause numerous effects to the social community as Jahoda explains. Insecurity tends to rise with the increase in unemployment. While employed people enjoy a healthy life, unemployed people may tend to have an increase in their health life due to the tension created by their situation. Mental health is also stated by Jahoda as an area of effect by the unemployment. Self-esteem and confidence dim for unemployed people which affect their social life.

Tajfel, H. (1981). *Human groups and social categories: Studies in social psychology*. CUP Archive.

Tajfel understands that most of our social behavior in many cases does not reflect on our individual selves rather to our group identification. He describes social stereotypes as a popular belief about a group of people. Stereotyping assumes that all members of the particular group poses similar characters and behave the same way. It ignores the individuality of people but at the same time helps prepare one on what to expect from a certain group of people. In his insight on ethnocentrism, Tajfel explains that it is the belief of superiority in one’s ethnic group and is a major reason for division among members of a group. In a setting like a country where many different ethnic groups inter relate ethnocentrism may be a major cause of disunity. Cultural realism, on the other hand, states that every individual’s beliefs should be understood according to her cultural affiliation. For a societal cohesion, it is advisable to observe cultural realism.

Hogg, M. A., Terry, D. J., & White, K. M. (1995). A tale of two theories: A critical comparison of identity theory with social identity theory. *Social psychology quarterly*, 255-269.

Hogg explains social identity theory as the part of an individual that identifies with a certain group of people. Apart from personal selfhood, it is understood that an individual can have multiple identities which are associated with different groups. Social identity is said to occur in three stages which include categorization which refers to the choice of people one wishes to associate with. Social identification as the second step refers to the individual adopting the group identification and lastly, there is social comparison where we start to compare the group with other groups. Hogg tries to explain that although identity and social identity theory have their differences an integration of both theories gives us a better understanding of self. Hoff covers the different bases of identity and their activation in the theories while trying to understand the cognitive and motivation process that emerges from it. It is important to self-identify as you socially identify to a certain group.

Eagly, A. H., & Chaiken, S. (1993). *The psychology of attitudes*. Harcourt Brace Jovanovich College Publishers.

Eagly understands attitude to be the endurance of cognitive processes with respect to aspects related to an individual’s world. Attitudes as hypothetical constructs are used to explain body phenomena. In his discussion of attitudes and beliefs, Eagly differentiates between the two using actual research. Understanding factors that influence attitude behavior can be challenging but Eagly clearly supports his findings with research facts. Introspection is one of the factors that affect the increase in attitude behavior consistency. Introspection which is the inspection of oneself can either cause an increase or decrease in attitude behaviors depending on whether the individual finds the prospect positive or negative. Processing attitude relevant information is influenced by the content of information. Individuals tend to seek out information that supports their views and interests. Messages containing mixed information have been shown to polarize opposing attitudes since each view the supportive information to be relevant to them and disregard the rest.

Brewer, M. B. (1991). The social self: On being the same and different at the same time. *Personality and social psychology bulletin*, *17*(5), 475-482.

Personality is referred to as the different characteristics of individuals thinking, feeling and behaving. Brewer defines personality traits as actions, behaviors, and attitudes. Brewer explains that there are many types of personalities and the best way to determine personalities is to use the different methods of testing. Brewer explains the five major factors that determine personality traits commonly called the big five. The Big five include openness to change which shows how adaptive a person is, conscientiousness which measures how spontaneous one is, extraversion measuring the sociability of a person, agreeableness, and neuroticism that measure temperamental. Positive personalities include cultured, dependable, humble, confident and charming while negative personality traits include arrogant, dishonest, sarcastic, unruly and lazy. Personality tests used to determine traits include the 16p and the Big Five. Individuals’ personalities influence their social life and define who they relate with as well as how they behave in a social setting.