

Andy Hertel
Introduction to Social Psychology

**Psychology 3201:
Introduction to Social
Psychology**
Elliott Hall Room N119
December 14, 2005
2:30-4:25PM

Today

- Social Psychology and Health Behavior
 - Social images
 - Social norms
 - Social cues

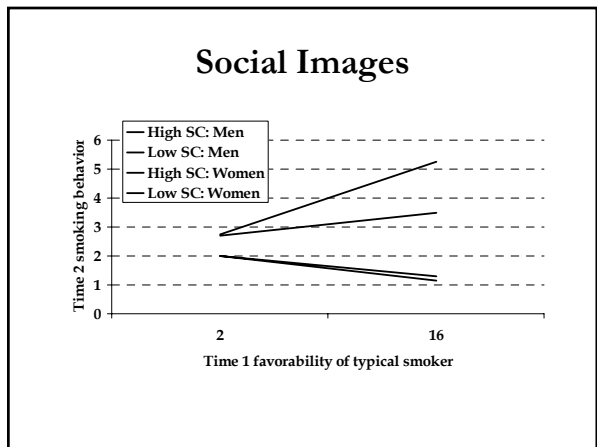
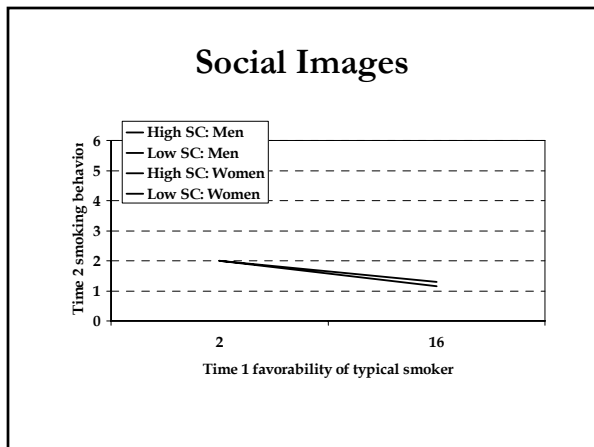
- Message framing

Social Images

- Do people associate certain image characteristics with health behaviors?
 - The typical smoker is...
 - Negative
 - Unhealthy, confused, self-centered, dull, moody
 - Positive
 - Cool, popular, smart, independent, outgoing

Social Images

- Does this affect whether they will engage in the behaviors?
 - Hertel, Blanton, & Rothman (u.d.)
 - Is the typical smoker...cool, popular, moody, etc.?
 - Smokers held a more favorable view of the typical smoker than did non-smokers
 - Gibbons & Gerrard (1995)



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Social Norms

- Do people's perceptions of social norms affect their health behaviors?
 - Theory of Reasoned Action

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    graph LR
      A((Attitudes toward the behavior)) --> I((Intention))
      S((Subjective Norms)) --> I
      I --> B((Behavior))
    
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Social Norms

- Social norms provide information about the accepted standard of behavior
 - Information about how to act/think
 - A goal or standard that people are motivated to
 - Approach (minimize discrepancy between themselves and the norm)
 - Avoid (maximize discrepancy between themselves and the norm)

Social Norms

- Crandall (1988)

	Sorority A		Sorority B	
	Fall	Spring	Fall	Spring
Contagion coefficient				

Social Norms

- Crandall (1988)

	Sorority A		Sorority B	
	Fall	Spring	Fall	Spring
Contagion coefficient	.00	.21	.15	.40

Social Norms

- Crandall (1988)

	Sorority A		Sorority B	
	Fall	Spring	Fall	Spring
	--	-.36	--	-.34

Social Cues

- Do environmental social cues affect people's behavior?
 - MacDonald et al. (2000)
 - Intoxication decreases ability to exert self-control
 - Intoxication reduces cognitive capacity, making a person more susceptible to social cues

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Social Cues

- MacDonald et al. (2000)

	Sober	Intoxicated
“Smiley Face” stamp		
“Aids Kills” Stamp		

Social Cues

- MacDonald et al. (2000)

	Sober	Intoxicated
“Smiley Face” stamp	3.81	5.07
“Aids Kills” Stamp	3.75	3.75

Other Stuff

- Make sure you read the sections in your text on
 - Message framing interventions
 - Dissonance interventions

Final Exam

- 50 point MC
- Non-cumulative
 - Everything covered after exam 2
- Next Tuesday, Dec. 20th, 10:30-12:30
- Elliott Hall Room N119