

Andy Hertel
Introduction to Social Psychology

**Psychology 3201:
Introduction to Social
Psychology**

Elliott Hall Room N119
Wednesday, September 14
2:30-4:25

Today

- Brief recap of 9/12/05 lecture
- Social psychology methodologies
- Discussion section

Announcements

- Discussion section assignments:
 - Section 1 w/Andy in N119 = Anderson through Franken
 - Section 2 w/Chris in 60 = Gilbert through Mick
 - Section 3 w/Emily in N391 = Moraal through Xiong
- AWA and Lesko texts will be restocked by the beginning part of next week at the latest

Recap from 9/12/05

- In principle...
 - Social Psychology as a field =
 - Social Psychological theory =
Correspondence +
Empiricism +
Determinism +
Reductionism
- = Body of knowledge restricted to that derived from the scientific method

Recap from 9/12/05

- In practice...
 - Social Psychology as a field =
 - Social Psychological theory =
Correspondence and Coherence +
Empiricism and Rationalism +
Determinism +
Reductionism
- = Perhaps a not so restricted body of knowledge

Recap from 9/12/05

- Theory...
 - Is the crux of the social psychological endeavor
 - Organizes existing knowledge and guides the search for new knowledge

Andy Hertel
Introduction to Social Psychology

Recap from 9/12/05

- In principle...
 - Theory...
 - Can't be *proven*, only *supported*
 - Can't be tested
 - Can't be empirically falsified

Doing Social Psychology

- In practice...
 - Social psychologists speak of testing theory
 - Falsification is approached through multi-methodological programs of research

**Doing Social Psychology:
Observation**

- Observation
 - Southerners are more violent than Northerners
 - "Purring"
 - Two people hold each others shoulders and kick each other in the shins until one person lets go

Nisbett (1993)

**Doing Social Psychology:
Observation**

<i>Homicide rates</i>	Rural Cities	Non-rural
New England	2.62	3.16
Middle Atlantic	1.90	3.35
Midwest	2.92	3.37
Pacific	4.62	6.10
Mountain	4.67	4.56
Southwest	5.13	4.47
South	8.23	6.63

Nisbett (1993)

Doing Social Psychology: Theory

- Theoretical explanations
 - It is hotter in the South than in the North
 - There is more poverty in the South than in the North

Nisbett (1993)

Doing Social Psychology: Theory

- Theoretical explanations (cont'd)
 - "Culture of Honor"
 - Southern culture is historically linked to a frontier tradition of property and honor. Among rural southern white males, a perceived threat to one's property or honor will likely result in an aggressive response.

Nisbett (1993)

Andy Hertel
Introduction to Social Psychology

**Doing Social Psychology:
Correlational Research**

- Are changes in one variable associated with changes in another variable?

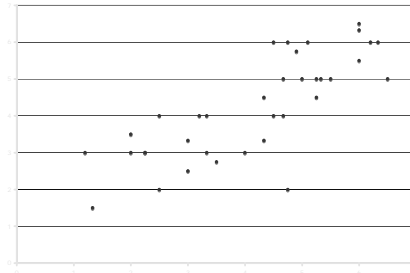
**Doing Social Psychology:
Correlational Research**

- Are changes in one variable associated with changes in another variable?
 - Variable
 - construct that can take different values
 - a characteristic that varies or changes across people or in the same person across time and place
 - E.g., gender = male or female
 - Measurement = surveys

**Doing Social Psychology:
Correlational Research**

- Correlation coefficient
 - range from +1.00 to -1.00
 - positive correlation: increase/decrease in the same direction

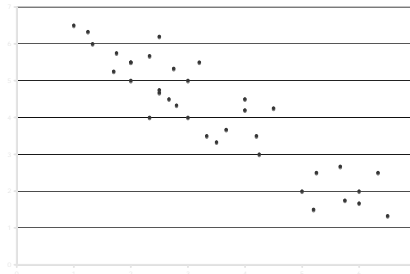
**Doing Social Psychology:
Correlational Research**



**Doing Social Psychology:
Correlational Research**

- Correlation coefficient
 - range from +1.00 to -1.00
 - negative correlation: increase/decrease in the opposite direction

**Doing Social Psychology:
Correlational Research**



Andy Hertel
Introduction to Social Psychology

**Doing Social Psychology:
Correlational Research**

- Correlation coefficient
 - range from +1.00 to -1.00
 - strength of the relationship: closeness to +1.00/-1.00, not by the valence (+/-)
 - Which indicates a stronger correlation: -.74 or +.21?

**Doing Social Psychology:
Correlational Research**

- Hypothesis
 - statement of the relationship that is expected to exist between two or more variables
- Operationalization of constructs
- Among rural white males, is there a positive correlation between the “southernness” of a state that they live in and the homicide rate in that state?

Nisbett (1993)

**Doing Social Psychology:
Correlational Research**

	Homicide rate
Southernness	.37

Nisbett (1993)

**Doing Social Psychology:
Correlational Research**

- Do rural southern white males approve of hitting a man who bumped into another man and his fiance more than rural midwestern white men?

Nisbett (1993)

**Doing Social Psychology:
Correlational Research**

	Is it ever right for a man to punch a drunk who bumped into the man and his wife?
Midwest	6%
South	16%

Nisbett (1993)

**Doing Social Psychology:
Correlational Research**

- Strengths
 - Random sample
 - Unobservables
 - Efficient
- Weaknesses
 - cannot infer a cause-effect relationship

Andy Hertel
Introduction to Social Psychology

**Doing Social Psychology:
Correlational Research**

- Cause/Effect
 - Constant conjunction
 - One always causes the other
 - Antecedent
 - Cause precedes effect
 - Contiguity
 - Cause and effect located near to one another in space
 - Necessary conjunction
 - There is only one cause

**Doing Social Psychology:
Correlational Research**

- Antecedence: Does the cause precede the effect?

southernness $\xrightarrow{\text{time}}$ homicide rate

homicide rate $\xrightarrow{\text{time}}$ southernness
- We can't be sure about the causal direction

**Doing Social Psychology:
Correlational Research**

- Necessary conjunction: Is there only one cause?

```

graph TD
    TV[third variable] --> S[southernness]
    TV --> HR[homicide rate]
    S -.-> HR
    subgraph spurious
    S
    HR
    end
          
```

- A third variable may be accounting for the effect, thereby causing a spurious relationship

**Doing Social Psychology:
Correlational Research**

- Necessary conjunction: Is there only one cause?

```

graph TD
    P[poverty] --> S[southernness]
    P --> HR[homicide rate]
    S -.-> HR
    subgraph spurious
    S
    HR
    end
    S --- HR
    style S stroke-dasharray: 5 5
    style HR stroke-dasharray: 5 5
          
```

- A third variable may be accounting for the effect, thereby causing a spurious relationship

Nisbett (1993)

**Doing Social Psychology:
Experimental Research**

- How can we infer a cause-effect relationship?
 - How can we establish antecedence and a necessary conjunction?

**Doing Social Psychology:
Experimental Research**

- How can we infer a cause-effect relationship?
 - How can we establish antecedence and a necessary conjunction?
 - The experiment
 - One variable manipulated (insult), while changes in the other variable are observed (violence)
 - Relationship between variables is isolated, while other variables are controlled

Andy Hertel

Introduction to Social Psychology

Doing Social Psychology: Experimental Research

- How are these critical features of the experiment accomplished?
 - Direct manipulation of a variable
 - Random assignment to condition
 - Control = no manipulation
 - Experimental = manipulation
 - Differences between participants equally distributed and thereby cancelled out across conditions

Doing Social Psychology: Experimental Research

- Are southern white males angry and do they depict violent ends to a story in which a man is told another man has made passes at his fiance as a result of being bumped and called a &%%#@ more so than northern white males?

Bowdle, Nisbett, & Schwarz (1993)

Doing Social Psychology: Experimental Research

- Independent Variable
 - The manipulated variable, or variable thought to have a causal effect on the dependent variable
 - Insult vs. no insult
- Dependent Variable
 - The measured variable, or variable thought to be caused by the independent variable
 - Anger
 - Scenario completion

Bowdle, Nisbett, & Schwarz (1993)

Doing Social Psychology: Experimental Research

	Percentage angry more than amused
Northerners	35%
Southerners	85%

Bowdle, Nisbett, & Schwarz (1993)

Doing Social Psychology: Experimental Research

	Percentage depicting a violent end to a story
Non-insulted southerners	25%
Insulted southerners	75%

Bowdle, Nisbett, & Schwarz (1993)

Doing Social Psychology: Experimental Research

- Strengths
 - allows for causal conclusions to be made -- best test of theory
 - Achieved through control over the experimental situation and through changing the independent variable prior to the dependent variable
 - Internal validity
 - The degree to which the specific causal effect under observation is isolated

Andy Hertel
Introduction to Social Psychology

**Doing Social Psychology:
Experimental Research**

- Strengths
 - allows for causal conclusions to be made -- best test of theory
 - Achieved through control over the experimental situation and through changing the independent variable prior to the dependent variable
 - Internal validity
 - The degree to which the specific causal effect under observation is isolated
- Weaknesses
 - concerns about generalizability (external validity)
 - Mundane realism vs. psychological realism

Doing Social Psychology

- Each methods strengths cancel out each methods weaknesses
- Over time, a program of research can lend support to approximating falsification

Next Time

- Social cognition