Gender: This test does/does not show gender differences
Race: The test is diagnostic/non-diagnostic of ability

- Implications
- Potential solutions
  - Self-affirmation—before a threatening situation you affirm some aspect of yourself ex. write a paragraph about your family
  - Emphasizing incremental views of intelligence
  - Exposure to positive successful examples

- Decreasing prejudice through contact
  - The Robber’s Cave study
    - Boys summer camp; assigned to one group or another; competitive tasks pitting one group against another; groups became aggressive against each other; then groups had to work together for a common goal
  - Allport’s conditions
    - Equal status
    - Common goals
    - Intergroup cooperation
    - Support of authorities

Lecture #3—Helping and Hurting

Aggression—behavior that is intended to harm another individual
- **Instrumental aggression**—harm is inflicted as a means to a desired end
- **Hostile Aggression**—harm is inflicted for its own sake

- Factors in aggression
  - Alcohol
    - Disinhibition
    - Impaired judgment
  - Cues
    - Weapons in area
    - Heat—summer months more violence; batters get hit by pitchers the hotter it is

- Learning Aggression
  - Conditioning—aggression can be positively as well as negatively reinforced
    - Positive reinforcement—aggression produces desired outcomes
    - Negative reinforcement—aggression prevents or stops undesirable outcomes
  - Modeling—seeing other people aggress
    - Bandura’s Bobo Doll studies
      - During 60s thought that watching aggression was a form of catharsis
May I use the Xerox machine because I have to make copies?
- No reason: 60%; good reason 94%; placebo reason 93%.
- The foot in the door—first ask for a small favor then ask for large favor
  - Sign on lawn study
    - Put a large ugly sign on the front lawn
      - Control: just asked about sign only 17% agreed
      - Experimental: Accepted the 3” sticker; then 76% allowed sign to be out on front lawn
  - Cialdini
    - Would you participate in a research study on thinking processes at 7am?
- The door in the face—ask for something big to get something smaller
  - Would you work two hours per week for two years with kids in a juvenile detention center
  - Would you chaperone kids from the detention center on a trip to the zoo?
    - Small request only 17%
    - Large request first 50%
- The attitude-behavior link
  - We think “If you like it then you should have put a ring on it it” but sometimes we like it BUT
  - More often
  - Lost job, can’t buy ring
  - Factors beyond our attitudes matter more than we realize
    - How hard or easy it is to do the behavior
- Kurt Lewin’s Insight
  - Background in Gestalt tradition—top down processing
  - Force field analysis
  - Channel factors: situational forces that either increase driving forces or reduce restraining forces to move people toward a specific behavior
  - Organ donation
    - Germany—12% opt in
    - Austria—99.9% opt out
  - Levinthal: Tetanus shots
    - Attitudes and actions appear to be affected by different factors
- The power of channel factors
  - The intuition: suicidal behavior is a result of internal suffering and despondence
  - The reality: situational factors can affect suicide likelihood
Two basic kinds of love:
- **Passionate love**—an experience involving feelings of euphoria, intimacy, and intense sexual attraction
  - What brings people together
  - Rapid onset, reaches its peak quickly, and begins to diminish within just a few months
- **Companionate love**—an experience involving affection, trust, and concern for a partner’s well-being
  - What keeps people together
  - Takes some time to get started, grows slowly, and need never stop growing

Why do people end relationships/marriages?
- **Social exchange**—the hypothesis that people remain in relationships only as long as they perceive a favorable ratio of costs to benefits
  - **Comparison level**—the cost-benefit ratio that people believe they deserve or could attain in another relationship
    - A cost-benefit seems favorable when we feel that it is the best we can or should do
  - **Equity**—a state of affairs in which the cost-benefit ratio of two partners are roughly equal

A cost-benefit seems favorable when we feel that it is the best we can or should do
- People who have poured significant resources into their relationship are more willing to settle for less favorable cost-benefit ratios

**Lecture 6—Attraction and Love**
- Situational factors in attraction
  - **Proximity**—Love the one you’re with
    - Graduate housing and friendship studies—people were friends with the people they lived close to
  - **Exposure**—repeated exposure tends to make us like each other more
    - **Mere exposure effect**
      - Mere exposure increases liking
      - Out of sight out of mind
        - If you like someone be around him or her
        - Familiarity does NOT breed contempt

- **Similarity**
  - Birds of a feather flock together
  - Similarity is associated with initial attraction and with staying together
  - Similarity dimensions:
    - Demographics
    - Attitudes
    - Attractiveness