leave potential for subjective bias/interpretation. Unstructured interviews have poor inter-rater reliability/increased subjectivity and bias.

Summary – validity and reliability are central concepts in personality assessment. One’s understanding of personality determines assessment techniques. Inventories, projective tests and interviews have both advantages and disadvantages. Global research requires understanding of cultural factors for appropriate assessment.
Week 8 – Introduction to Social Psychology.

Whilst personality looks at individual differences in behaviour which are consistent across situations, social psychology looks at reactions to situational influences and the feelings, thoughts, emotions, and behaviours of individuals in social situations. Whilst common sense seems to serve us pretty well, insight into our actions is often an illusion and others have better insight into our actions. Errors in judgements come from heuristics, relying on shortcuts such as stereotypes to make judgements. Our insights into the reasons for our behaviour and that of others limited, such as with Milgrams experiment, which showed us that the way in which people respond to demands in specific situations may not be what they, or we, expect.

Another reason we require theory and research is to eliminate hindsight bias; the tendency of people to view events as more predictable than they actually are (e.g., Festinger and Carlsmith 1959 Dissonance exp.).

Research questions come from testing a theory, curiosity, or demonstrating a phenomenon (such as Does experiencing physical warmth (cup of coffee) increase our feelings of interpersonal warmth?).

The steps in the research process are:

1. Develop a research question
2. Generate hypotheses (specific, directional predictions)
3. Operationalise (measure) – what, how, who?
4. Design experiment/correlational study
5. Collect data
6. Analyse data
7. Draw appropriate conclusions

Experimental designs typically involve a comparison of a treatment and a control group and they generally allow us to impute causality. Types of experimental designs include:

- Between-subject designs: subjects are randomly allocated to separate groups, either control or treatment. They cannot be assigned to both, and if an additional treatment is introduced, it must use a whole new sample of subjects. Eg. Moral purity effects whether people choose hygienic prize.

- Within-subjects design: where a group of subjects serves more than 1 treatment/control. Eg. More interesting topics have a higher chance of being published.

- Factorial design: an experiment whose design consists of two or more IV, which allows the investigator to study the effect of each factor on the response variable well as the effects of interactions between factors on the response variable. Eg. Attributions of blame about rape whilst intoxicated for victim and offender.

Quasi-experimental designs: measures the causal impact of in intervention on target population; lacks randomisation of selection, that is the experimenter can choose other means of assigning subjects to control or treatment group. For this reason, it can lack internal validity. Eg. High stress and magical thinking are linked in bombed cities of Israel.

Correlational designs: determines whether or not two variables are correlated, that is an increase or decrease in one variable will result in an increase or decrease in another variable.
Correlations can be positive, negative, or nil. There is no random assignment to control or treatment group and it can be difficult to impute causality. However, it allows us to research questions that may be difficult or impossible with experimental design. Eg. Relationship between infectious disease prevalence and personality.
the motive, they are an after effect that either reinforce behaviour or make it less likely to occur. A very two-dimensional viewpoint of emotion. However, the relationship between emotion and motivation goes further than just reinforcement. Some emotions can be intense and overwhelming, others can be subtle and hard to define. Some are self-destructive, and painful. Emotions give colour and meaning to our lives. There is no overarching grand theory of emotion, but there are many mini theories. Different theories highlight different aspects of the theorist, eg. Evolutionary, psychodynamic, biological, behavioural etc. Definitions tend to highlight aspects of a particular theory, a background that the researchers come from.

What are emotions? Emotions are very brief; facial expressions last between 1-5 seconds, autonomic responses (breathing, HR) that accompany emotions last only minutes, and recalled emotional events are typically of experiences that lasted a few minutes. People who are very good at detecting micro expressions tend to be very good at detecting when a person is lying. Emotions differ to mood states in that mood states, such as feeling depressed, last hours or days. Emotions are specific; we feel emotions about specific people and events, for example, when we feel angry we have a clear sense about what has made us angry. In contrast, mood states are not so easy to pin down to a cause. Emotions motivate behaviour; they help us with our goals. Anger helps us remedy injustice, fear prompts fight or flight, disgust helps us to avoid pathogen risk. Not every emotion is beneficial or appropriate, for example, hitting your boss. Emotions are social; they promote adaptive functioning within brief social interactions. Feeling and showing gratitude rewards others who have violated social norms to be cooperative and kind, guilt keeps us in check when we threaten social bonds, embarrassment makes us more venerable and more likeable.

Components of emotions include physiological responses, cognitive processes, and expressive behaviours. Physiologically, our ANS responds through activation of both sympathetic and parasympathetic processes. Cognitive processes include language and judgement (feelings as informative). People may feel an emotion simply because of type of language used. Our feelings and mood states are informative about our world, for example, people tend to be more depressed when it is rainy, life satisfaction is greater when the weather is better. Expressive behaviours can tell us about real and faked emotions. True emotions tend to be symmetrical, and different muscles are used during true expressions.

* Approaches to Emotion

**Darwin theory 1872** believed emotions had evolved as adaptive functions; they served a purpose, not necessarily your inner feelings, but your observable expressions of emotion. His basic claim is that the expression of emotion in humans was a basic continuity from animals. For example, enlargement of body size in animals when threatened is something humans also display. This behaviour expresses dominance and a willingness to fight, and therefore increased survival. Many facial expressions and emotions are universal; they are detectable in different cultures. This is consistent with the idea that emotions have evolved functions.

**James-Lang theory** argues that we feel sorry because we cry; that is the emotion follows the behaviour. We perform a behaviour, such as crying, which causes us to be sad. This is a more physiological approach to emotion. Commonsense suggests that we perceive a stimulus, feel emotion, and then experience bodily changes. However, James believes we perceive the stimulus, then we experience bodily changes such as motor reaction and visceral arousal, which then leads to emotion and feeling. He believes it is impossible to experience an emotion without physiological arousal. This theory emphasises peripheral theories; ANS more so than