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Key terms: People

Hypnosis:

→ Hypnosis: A social interaction in which one person (the hypnotist) suggests to another (the subject) that certain perceptions, feelings, thoughts, or behaviors will spontaneously occur.

*The power of hypnosis resides not in the hypnotist but in the subject's openness to suggestion.

→ Posthypnotic suggestion: A suggestion, made during a hypnosis session, to be carried out after the subject is no longer hypnotized, and by some clinicians to help control desired symptoms and behaviors.

*In one experimental dig in 18 studies, the average reduction in pain was supplemented with hypnosis showed greater improvement than 70% of other therapy patients.

→ Ernest Hilgard: Believed that hypnosis involves not only social influence but also a special state of dissociation.

→ Dissociation: A split in consciousness, which allows some thoughts and behaviors to occur simultaneously with others.

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Divided consciousness theory:

Hypnosis has caused a split in awareness.

Attention is diverted from a painful ice bath. How?

Social influence theory:

The subject is so caught up in the hypnotized role that she ignores the cold.
**Biological influences**
- distinctive brain activity
- unconscious info processing

**Psychological influences**
- focused attention
- expectations
- heightened suggestibility
- dissociation between normal sensations + conscious awareness

**Social-cultural influences**
- presence of an authoritative figure in legitimate context
- role-playing 'good subject'

**Hypnosis**