Reciprocity principle: exploits people’s tendency to think they should pay back in kind
-Door in the face technique: asking for something huge, then smaller when refused
-Free samples

**Obedience**
-Compliance with orders, usually authority
-Milgram studies (electrocute)
-Strongest when:
  -Demands increase gradually
  -others take responsibility for your actions
  -motivated to meet expectations
.behaviour more determined by situation than character of person

**Interpersonal Communication**
-Interactional process by which a person sends a message to another
-Sender
-Receiver
-Message
-Channel: sensory modalities involved in receiving
-Noise: anything interfering
-Context: environment where communication is occurring
  -mode, participant’s relationship, current mood, culture

**Technology and Interpersonal Communication**
-Cell phones
  -Convenient but disruptive
-Email, chat rooms, newsgroups
  -Different from real convos: no nonverbal, physical distance, anonymity, lack of visual cues, time

**Communication and Adjustment**
-Effective communication essential
-Enhances relationship satisfaction
-Lack of: break-ups

**Nonverbal Communication**
-Way you communicate w/o words
-Great deal of info conveyed
-Expressions, tone, gestures, etc

**General Principles of Nonverbal Communication**
-Multi-channeled
-Ambiguous
-Conveys emotion
-Can contradict verbal messages people then rely on nonverbal to interpret
Self-disclosures and relationship development
- Emotional evaluative social-disclosures vs factual self-descriptive
- Self-disclosure varies over course of relationship

Reduce Risks of self-disclosure
- Disclose info gradually
- Don’t disclose more than other is willing to
- Watch for nonverbal cues
- Aware of risks with electronic disclosures

Effective Listening
- Signalling interest
  - Face towards and lean in
  - Don’t cross arms
  - Eye contact
  - Nod head, raise eyebrows
- Active listening
  - Attend and process info
  - Listen then respond
  - Seek clarification
  - Paraphrase

Interpersonal Conflict
- Any kind of conflict is bad
- Avoiding is counterproductive. It leads to self-perpetuating cycle
- Confront constructively

Managing conflict:
- Two dimensions (concern for self and concern for others)
- 5 patterns of managing conflict
  - Avoiding/withdrawing
  - Accommodating
  - Competing/forcing
  - Compromising
  - Collaborating

Close relationships are:
- Important
- Interdependent
- Long lasting

Evoke intense feelings
- Positive and negative
- Paradox of close relationships: best parts of life and worst parts of life

Involve intimate self-disclosure
Culture and Relationships
- Values on love and marriage linked to cultural values and economic health
- Romantic love is not linked to better marriages
  - Higher expectations: more pressure

Predictors of Attraction
- Proximity
  - More likely to become attracted
  - Also how often people’s paths cross functional distance
  - More opportunities to meet/interact
- Familiarity
  - Frequent exposure more likely
  - Exposure Effect
  - Unless negative first impression, we can get sick of them as well
- Physical Attractiveness
  - Very important, #1 for males and females
  - Although people SAY kindness, understanding, intelligence rate higher
  - Halo effect
    - What is beautiful is good, rated smarter kinder,
  - Suggests reproductive fitness
- Reciprocity
  - We like people who like us
  - Being liked leads to positive interpersonal behavior
  - Playing hard to get is not always effective (can lose interest)

Beauty is subjective
- Cultural differences vary over time

Beauty is objective
- High level of agreement across cultures
- Certain facial features reliably associated w/ attractiveness
- Babies prefer attractive faces

We Agree
- Symmetrical faces more attractive
- More average faces more attractive
- Men rate women with waists 1/3 narrower than hips more attractive
- Women rate men with V-shaped physique more attractive
- Facial features; large eyes, prominent cheekbones, small bones, wide smile
  (women), men: broad jaw and chiseled features

Getting Acquainted
- Similarity
  - Demographics
  - Attractiveness
Cognitive Factors
- Some people more likely because they
  - Misinterpret harmless situations as threatening
  - Focus excess attention on perceived threats
  - Selectively recall info that seems threatening

Environment Factors
- Conditioning and Learning
  - Classical conditioning may cause fear of a particular object/scenario
  - Then, avoidance is negatively reinforced through operant conditioning,
    making person feel less anxious
- Stress
  - People with anxiety disorders more likely to have experienced severe stress
  in the month before the onset of symptoms

Mood Disorders

Major Depressive Disorder
- Persistent feelings of sadness & despair, loss of interest in previous sources of
  pleasure, sleep and appetite difficulties
- 13-14% people w/ experience a repeat episode
- Majority of people w/ experience a repeat episode
- Individual symptoms may last days \( \Rightarrow \) in others

Bipolar Disorders
- People w/ vary between 2 extremes:
  1. Manic phase
    - Rapid speech, inflated self-esteem, impulsiveness, euphoria, decrease need
    for sleep
  2. Depressed phase
    - Moody + sad, feelings of hopelessness
- 1%
- No gender differences

Etiology of Mood Disorders
Genetic/Biological Factors
- Concordance rates suggest genetic basis for mood disorders
  - % twins pairs or other pairs of relatives that exhibit same
- Identical twins: 65-72%
- Fraternal twins: 14%

- Neurochemical Factors
  - Mood disorders correlated w/ low levels of 2 neurotransmitters
    1. Norepinephrine
Free association
Dream analysis
Interpretation of clues about unconscious conflicts

-Interpretation
-Attempts to explain inner significance of client’s thoughts, feelings, memories & behaviour
-Resistance
-Largely unconscious defensive maneuvers intended to hinder the progress of therapy
-Transference
-When clients start relating to their therapists in ways that mimic critical relationships in their lives

Insight Therapies: Client-Centered Therapy
Insight therapy that emphasizes providing a supportive emotional climate for clients, who play a major role in determining the pace and direction of the therapy
-Rooted by work of Carl Rogers
-Client centered therapies:
  -Try to foster self-acceptance and personal growth in clients
  -Help restructure self-concept to fit better with reality
Rogers believed 3 elements necessary to bring about positive changes in therapy:
  1. Genuineness
  2. Unconditional positive regard
  3. Empathy
-For Rogers, emotional climate more important than process of therapy
-Goal of therapy is to help client become more away of and comfortable with their genuine selves

Evaluating Insight Therapies
Common factors that make various insight therapies effective
  1. Develop alliance w/ professional helper
  2. Emotional support + empathetic understanding from the therapist
  3. Cultivation of hope, positive expectations
  4. Provision of a rationale for one’s problems and a method for alleviating them
  5. Opportunity to express feelings, confront problems, gain new insights, learn new patterns of behaviour
Difficult to compare effectiveness of one type of insight therapy to another
  -Allegiance effect (believe to be true what you practice, will not say another is better)
  -Many studies do show insight therapies > placebo and produce long lasting effects
    -People tend to find beneficial
    -Compared to drug therapies usually equal efficacy

Behaviour Therapies