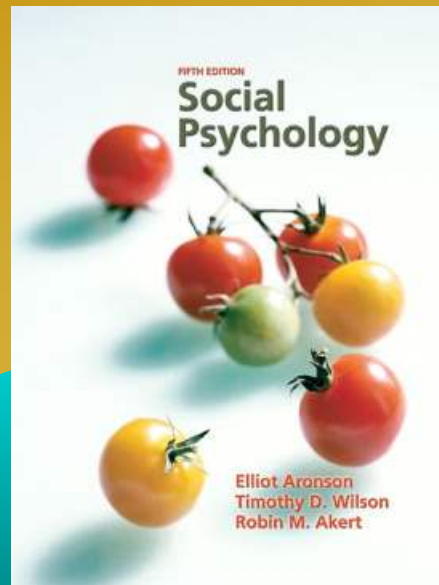


Chapter 1

Introducing Social Psychology



Aronson Social Psychology, 5/e
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PowerPoint Presentation

Prepared By

Fred W. Whitford

Montana State University



Chapter Outline

I. What is Social Psychology?



What is Social Psychology?

Social influence is the effect that words, actions, or mere presence of other people have on our thoughts, feelings, attitudes, or behavior.



What is Social Psychology?

Social Psychology is defined as the scientific study of the way in which people's thoughts, feelings, and actions are influenced by the real or imagined presence of other people.



What is Social Psychology?

Other people can influence us either through direct attempts at persuasion, or more indirectly through their presence and the transmission of cultural values.

What is Social Psychology?

- **The Power of Social Interpretation**

Social psychology is distinct from other social sciences because of its emphasis on people's *construals*, or personal interpretations.



What is Social Psychology?

- **How Else Can We Understand Social Influence?**

We can understand social influence through journalists, instant experts, and social critics.



What is Social Psychology?

- **How Else Can We Understand Social Influence?**

Social psychology is distinct from **philosophy because it is an empirical field.**

What is Social Psychology?

- **Social Psychology Compared with Personality Psychology**

Individual differences are defined as the aspects of people's personalities that make them different from other people.



What is Social Psychology?

- **Social Psychology Compared with Other Social Sciences**



Chapter Outline

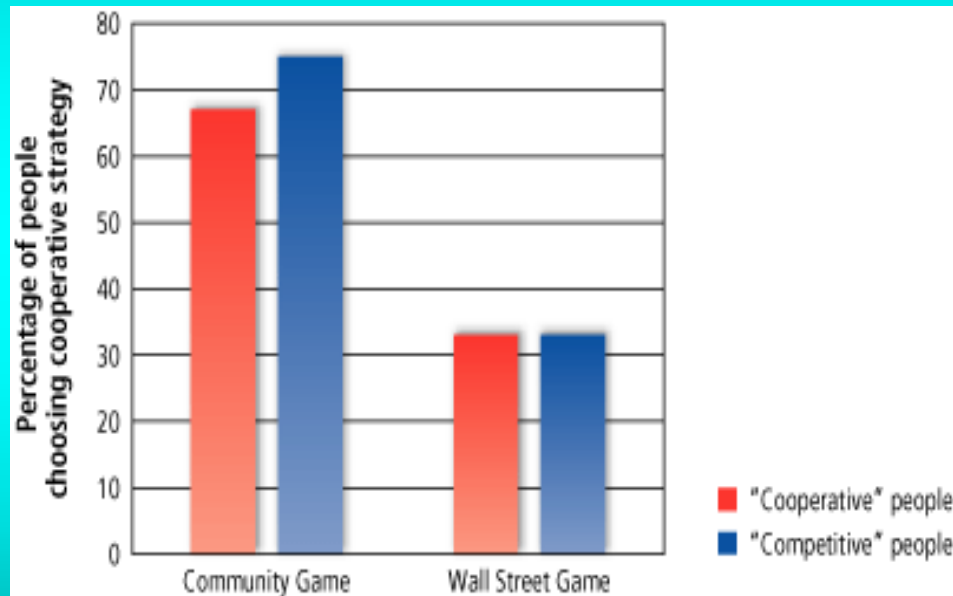
II. The Power of Social Influence

The Power of Social Influence

- **Understanding the Power of Social Influence**

People are prone to the *fundamental attribution error*, the tendency to overestimate the role of traits and underestimate the role of the situation in determining people's behavior.

The Power of Social Influence



The Power of Social Influence

- **The Subjectivity of the Social Situation**

Behaviorism is a school of psychology maintaining that to understand human behavior, one need only consider the reinforcing properties of the environment.

The Power of Social Influence

- **The Subjectivity of the Social Situation**

Gestalt Psychology is a school of psychology stressing the importance of studying the subjective way in which objects appear in people's minds, rather than the objective, physical attributes of the object.



Chapter Outline

III. Where Construals Come From: Basic Human Motives

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