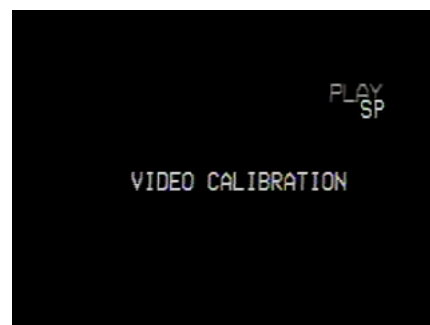


Social Beliefs & Judgments

**Psy 240; Fall 2006
Purdue University
Dr. Kipling Williams**

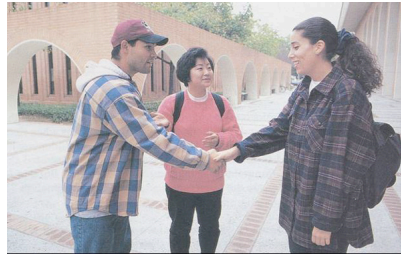
Heider-Simmel Tape

- We are inclined to explain behavior so much, that we even infer motives to animated objects, without prompting.
- We see complex interpersonal information with emotions.



Why and How We Explain Others' Behavior

- Attribution Theory
 - Dispositional vs. situational attributions
 - Actor-Observer differences
 - Inferring traits
 - Implicit personality theories



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Kelly's Principles of Covariation

- Consensus
 - Does everybody do this behavior?
- Distinctiveness
 - Does s/he only do this behavior when in this particular situation (or with this particular person)?
- Consistency
 - Does s/he always do this sort of thing?



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4

Kelly's Two Basic Principles of Attribution

- Discounting
 - If we can only think of a single cause, we are more certain that is the reason for the behavior.
 - If other causes are cognitively available, we *discount* the likelihood of each.
- Augmenting
 - If alongside a facilitory factor there is also an inhibitory factor, the likelihood that we assign causality to the facilitory factor is *augmented*.

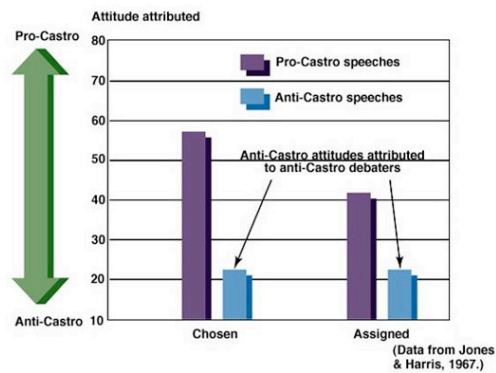
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5

The Fundamental Attribution Error

David G. Myers, *Social Psychology*, 6ed. Copyright © 1999. The McGraw-Hill Companies, Inc. All Rights Reserved.

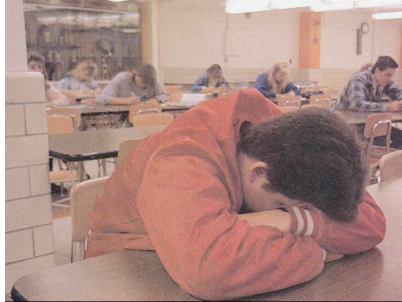
Fundamental Attribution Error-ex. I



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6

The Fundamental Attribution Error



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- Why do we make this error?
 - Perspective and situational awareness
 - Cultural differences
 - Mental effort (Gilbert)
- How fundamental is this error?
- Why we study attribution errors

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7

Actor-Observer Differences

- Actors more likely to make situational attributions, whereas observers are more likely to make dispositional attributions.
- Why?
 - Perspective & Information Availability
 - Figure-ground biases
 - Ego-centricity (self as causal)
 - Self-serving

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8

Weiner's Theory of Attributions for Success & Failure

Joan/John succeeds/fails.

How much do we reward him/her?



	Stable	Unstable
Internal	<i>Ability</i>	<i>Effort</i>
External	<i>Task Ease/Difficulty</i>	<i>Luck</i>

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9

Judging Others

- Thinking without awareness
 - Priming: effects judgments and behavior
 - Nass computer experiments
- Controlled versus Automatic Thinking
- Heuristics
 - Representative heuristic
 - Linda
 - The availability heuristic
 - More *ks* as 1st or 3rd letter?
 - Transportability: easy to see = more likely to occur
 - Reports on crime: estimates of crime rates
 - Counterfactual thinking
 - Imagining worse: feel better
 - Imagining better: prepares us

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10

Representativeness Heuristic

- Linda:
 - 31, single, outspoken, very bright.
 - Majored in philosophy.
 - Deeply concerned with discrimination and other social issues.
 - Participated in anti-nuclear demonstrations
- Which is more likely?
 - A) Linda is a bank teller.
 - B) Linda is a bank teller and active in the feminist movement.
- Representativeness overwhelms logic.

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11

Judging Others

- Illusory thinking
 - Illusory correlation
 - We see connections in our observations that are really random
 - Illusion of control
 - We think we have control over things that are actually random
 - Usually perceive lack of control over negative events, but not positive.
 - But see, self-handicapping (Jones & Berglas, 1978)
- Mood and judgment
 - Positive mood → heuristic thinking
 - Negative mood → systematic thinking



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12

Expectations & Attributions

Stephen L. Franzoi, Social Psychology, Copyright © 1996, The McGraw-Hill Companies, Inc. All Rights Reserved.

Evaluations when Expecting "Warm"/"Cold" Person

**Evaluations of the Guest Speaker by Students Expecting
Either a "Warm" or "Cold" Person**

Average Evaluations
(Note: 1 = most positive)

Trait	Warm	Cold
Knowledgeable	3.5	4.6
Considerate	6.3	9.6
Informal	6.3	9.6
Sociable	5.6	10.4
Intelligent	4.8	5.1
Popular	4.0	7.4
Humorous	8.3	11.7
Humane	8.6	11.0

Source: Data from Kelley, 1950.