

Final

* Discuss ^{عقب} compliance.

Part 1
Que: 2

* **Definition:** acting in accordance with the direct requests of individual or group.

* **Principles of Compliance:**

- (1) Commitment
- Psychology of commitment/once individuals become committed to a cause they like to see it through.
- (2) Consistency
- Individuals like to behave in ways consistent with views of the self.
- (3) Reciprocity → (to do the same behaviour) شرح توضیحی
- norm of reciprocity.

* **Tactics of Compliance:**

- (1) Foot-in-the door technique
- ask for a small favor; when granted ask for a bigger favor.
- It works because of self-perception & the need for consistency.
- (2) Low-balling → (Suppose to be easier or free).
- Get compliance to an expensive request by first getting compliance to a less expensive one.
- It works because of the psychology of commitment.
- (3) Door-in-the face → (Less better than nothing).
- ask for a big favor when rejected; ask for a smaller favor.
- It works because of reciprocal concessions & perceptual contrast.
- (4) That's-not-all technique
- an expensive offer can be made appealing by offering extra incentives.
obligated to return favor (ppl prefer free stuff even if it doesn't make difference)
motive

Part 2

Que. 2

* Discuss types of attributions, attribution processes and attributional errors.

- Attribute
- Attribute > Different → qualities / characteristics
→ explanation for something

* * What's attribution? It involves an attempt to explain the causes of behaviour.

* Two forms of attributions

- Internal or dispositional attribution - External or situational attribution.

* Dispositional attribution suggests that the cause of someone acting in a certain way is because of that individual's personality characteristics.

- Situational attribution suggests that the cause of someone acting in a certain way is because of situational or environmental factors.

* Two attributional errors

▷ Fundamental attribution error

- the tendency to overestimate dispositional factors, & to understand situational factors when explaining other's actions.
- this is because we first make internal & dispositional attributions.

▷ Actor-observer differences

- it's an individual's tendency to explain their actions in terms of situational factors, while explaining the actions of others based on dispositional factors.

★ It happens for three reasons

- (a) perceptual salience: the actor knows what happened.
- (b) access to information: we know ourselves better.
- (c) motivational: it's to protect the self.

Continue que. 2

* Process of attribution

- The classical views suggest three-stage process

(a) Perception of behavior: an observer sees an actor.

(b) Imputation of intentionality: the person did it intentionally.

(c) Determination of cause: behavior situationally or dispositionally motivated.

- Gilbert's two stages process

(1) Internal disposition argument:

an observer imputes to an actor's action a dispositional basis for behavior.

(2) effortful / controlled processing:

depending on available information we may or may not revise our initial judgments.

Part 3

Que. 2

(a) Persuasion by Communication.

* What is it? a process that attempts to change the attitude or beh. of another

* ^{ways} Routes to persuasion: There are two. Persuaded by the content of the MS.
1. Central: focus is on content of the message/they're persuaded by argument.

2. Peripheral: focus is on non-content cues/they're persuaded by emotional appeals or speaker's personality. agree based on the strength of the argument or ideas.

* (1) The Source is individual speaker

- The source has to be: Credible, believable, trustworthy.
- Competent / knowledgeable
- (likeable) / attractiveness.

(2) The persuasive Message

- **repetition**: can over time make a message persuasive.
- **Familiarity** with a product or info can make it persuasive.
- Valence of a message: generally **positive MSG** are more persuasive.
- Messages that run counter to the speaker's **interests** can be persuasive.
- Messages that **appeal to emotions** can be persuasive.

(3) The persuaded audience

- demographics (ages, sex, educational background)
- need for cognitive **closure** (use a central route) for processing.
 - * Self-monitoring: → Influenced or harmed by parti. thing
- High self-monitors **susceptible** to attitudinal shifts
 - * Lack of focus:
- easily distractible individuals would use peripheral processing.

Part 4

Que. 1

* You should be able to **define** interpersonal relationships & discuss **Why** we form relationships.

* Definitions

- They are social connections & can be based on love, inference or regular interactions.
- They can be short - or long - lived.

* Why?

1. **The need to belong**

- It's a fundamental human motive that drives our behaviour. It leads to interactions & mutual concerns.

2. **The thrill of affiliation**

- Misery loves company, stress rouses the need for affiliation.

3. **The agony of loneliness.**

- Loneliness is an unpleasant emotional & cognitive defined a desire for relationship but unable to achieve it. (attain)

- Loneliness caused by lack of social skills & interest in others, & low self worth.
- It can lead to anxiety & depression.

- It can be reduced by assertiveness, making frequent social contacts, & having a positive sense of self.

4. **Benefits of close relationships.**

- Good relationship require management, effort & attention.
- People are happier when they have close relationships.

Continue que. 1

* Antecedents of attraction.

* Definition: It refers both romantic & social attraction, friends as well as lovers.

* (1) proximity

- relates to the physical closeness between ppl.
 - proximity leads to frequency of contacts which increases the likelihood of attraction.
- Particular time

(2) Mere exposure hypothesis → expect

- the more we're exposed to an object the greater the likelihood of our liking that object; but it depends on whether our first impression is positive.
- proximity leads to exposure, exposure leads to familiarity, & therefore attraction.

(3) Similarity / matching hypothesis

- we're attracted to others who are similar to us in our attributes, because
 - (a) we believe that they'll like us.
 - (b) They'll validate us
 - (c) They'll be interesting to get to know.

(4) Complimentarity hypothesis

- Do opposite attract
- the research is not so much. It has not generally been supported.

(5) Reciprocity or reciprocal liking → تبادل المشاعر

- we're more likely to be attracted to another if we believe they also like us.
- a very potent motive

(6) Physical attractiveness

- an important determinant of attraction.
- most ppl when asked would say physical attractiveness is not as important, but their actions show otherwise.
- Men pay more attention to physical attractiveness than women do.