

SOCIAL PSYCHOLOGY (Application of Psychology in Everyday Life)

Chapter 7(b)

by

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Racism

- Prejudice against people who are seen in the institution directly or indirectly.
- Example:
 - In united state, the percentage of African- American unemployed is higher compare to the white people.

Sexism

- A feeling of suspicious, hated or fear toward genders.
- Example:
 - In the military service, in u.s the women are restricted from an active ground combat.

Ageism

- Prejudice towards age.
 - Examples:
- Older adults can not drive.
- Older adults are in poor health.
- Older adults need some kind of walking aid to get around freely.
- Teens and children ignored due to age and assumption of IQ/intelligence.

ethnocentrism

- It means, rejecting other group identity other than their own.
- Their own races, nations, or themselves will always be the main priority.

Stereotype social

- Images, or views, that ridiculed, or take for granted, individual characteristics that fall within a social grouping.
- For example:
 - For example, people often assume that white people as intelligent, or beautiful.
 - Make fun of somebody.


PROSOCIAL BEHAVIOUR

Prosocial behavior, or "voluntary behavior intended to benefit another" consists of actions which "benefit other people or society as a whole" such as helping, sharing, donating, co-operating, and volunteering. These actions may be motivated by empathy and by concern about the welfare and rights of others, as well as for egoistic or practical concerns. (Wikipedia)

1. Bases of Helping Behaviour
2. **Kitty" incident**
 - (a) "Bystander Apathy" scenario
3. Latane' and Darcy model

5 Bases of Helping Behaviour

- 1) **“Born Saints” - Prosocial behaviour as an inborn tendency**
- 2) **“It’s what’s expected” - Prosocial behaviour and social norms**
- 3) **“A good upbringing” - Prosocial behaviour and learning**
- 4) **“Feeling good about yourself” - Prosocial behaviour and mood**
- 5) **“Other people’s shoes” - Prosocial behaviour and empathy**


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- Some theorists argue that natural selection favours the genetic transmission of factors that predispose an organism to act prosocially towards other members of its species

2) “It’s what’s expected” - Prosocial behaviour and social norms

- 1) Norm of reciprocity = universal norm, requires that people help, and not harm, those who have helped them in the past
- 2) Norm of social responsibility = prescribes that people should help others who might need help, regardless of whether the potential benefactors might reciprocate in the future
- 3) Norms of equity = specifies that fairness should serve as a criterion for the way we treat others

- many studies have shown that prosocial behaviour increases steadily up into the age of 10.

- evidence supports the notion that positive mood facilitates individual acts of charity or helping, while bad moods impede such behaviour

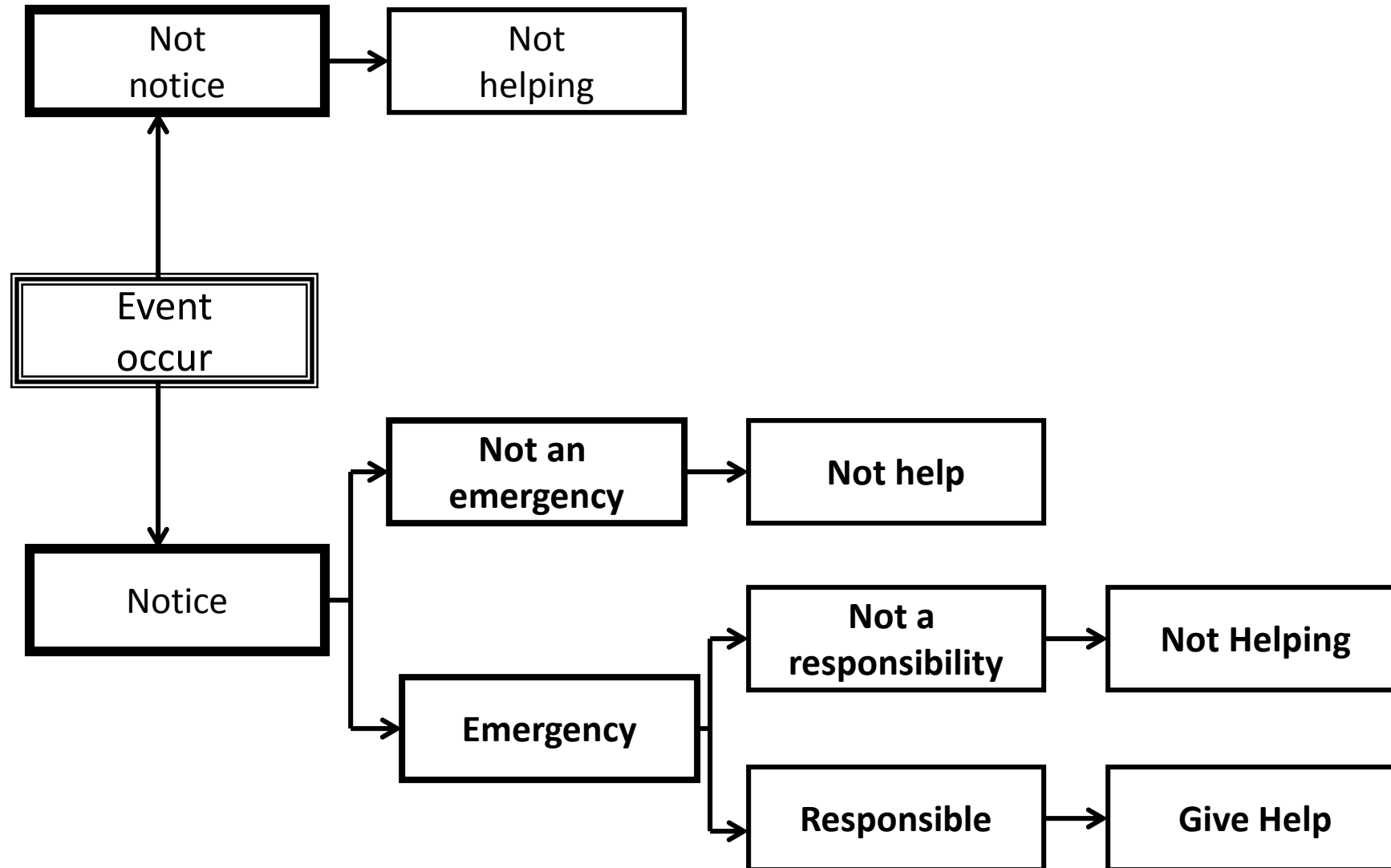
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- Empathy has also been defined in cognitive terms, as the ability to detect accurately what another person is feeling, and to see things from the other person's perspective.

5.1. *BYSTANDER APATHY:* (Kitty scenario)

- The bystander effect or Genovese syndrome is a social psychological phenomenon that refers to cases where individuals do not offer any means of help in an emergency situation to the victim when other people are present.
- Residents of an apartment in Queens, New York, just see and hear the screams of Kitty trying to be kill outside their buildings.
- There is no one, who have witnessed and heard Kitty's cries for help, take the initiative to call the police until the attack on Kitty is finished . Kitty had been killed.

MODEL *LATANE' AND DARCY*

- This model shows the steps to be taken by an individual before he makes a commitment, or a confession, to give any assistance to the parties asking for help from him.



- Physical and psychological behavior which aims to inflict a person, or to destroy property.
- It defined as desire to inflict, or hurt, a person, or act wild on a person.

- THREAT
- INSTRUMENTAL

THREAT

- It happen when one scold.
- The objective was to inflict the target (namely individual that scolded him)

INSTRUMENTAL

- It carried out to achieve something objective, or ambition.
- For example, thief may be stabbing victim because want seize something that owned victim.
- Thief action just now not due to he angry over victim, but that behaviour is aims to achieve the ambition, namely own goods belonging the victim.

FRUSTRATION HYPOTHESIS - AGGRESSION

- Frustration, or angry, or blocked from achieving objective is source of behavior aggressive.
- Feeling of anger presence also is cause, or trigger, to emergence of aggressive behavior.