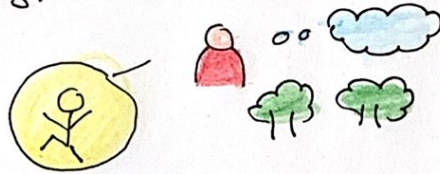


THE INDIVIDUAL AND THE GROUP - SOCIAL IDENTITY THEORY AND STEREOTYPING

Social cognition

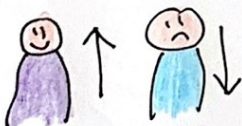
→ study of how people understand their social world - thinking, actions and the environment in which the behaviour occurs.



Principles of social cognition

when studying social cognition researchers make a lot of assumptions about the thinking person:

1. **people are cognitive misers**
 - they have limited capacity to process information
2. **humans engage in both automatic and controlled thinking.**
 - similar situations - spontaneous thinking - more mistakes.
3. **humans seek consistency in behaviour**
 - cognitive dissonance - two conflicting thoughts - make behaviour consistent with cognition or modify the inconsistent cognition.
4. **self-esteem guides human behaviour**
 - high self esteem - view themselves in a positive light - improved performance on tasks.
 - low self esteem - negative light - under perform



Attribution theories

- When interpreting the behaviour of others we tend to attribute the cause of action to dispositional (personal) and situational (external).



Correspondent Inference theory

- people pay attention to intentional behaviour.
- tend to make a correspondence between motive and behaviour.

Factors affecting likelihood of making dispositional attributions:

1. Hedonic relevance

- ↳ behaviour positively / negatively affects the person making the attribution.

+ve



-ve

2. Free choice

- ↳ if a person acts out of his/her free will - likely to make a dispositional attribution.

3. Social desirability

- ↳ acting in a way that is considered socially desirable
- ↳ undesirable behaviour → unexpected - dispositional attribution.

The covariation model

- ↳ widely applicable
- ↳ considers both dispositional & external factors into account.
- ↳ makes use of prior knowledge of an individual & how the person has reacted in similar situations.

Covariation

consensus

how do other people behave?

consistency

does this person usually behave like this?

distinctiveness

is this person's behaviour different from the usual behaviour?

consensus

the extent to which other people respond in the same way to a stimulus or situation.

High ↓

- most people behave this way.

Low ↓

- not many people behave like this.

consistency

the extent to which people respond in the similar manner to a given situation.

High ↓

- this person always behaves like this

Low ↓

- this person rarely behaves like this.

distinctiveness

the extent to which the people respond in the same or similar manner to a given situation.

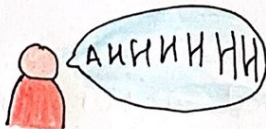
High ↓

- this person does not behave like this in most situations

Low ↓

- this person behaves like this in most situations

PRESENTATION



he never does this.....

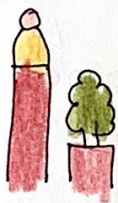
casual schemata model

- sets the stage for stereotypes
- preconceived ideas or theories about the causes of an event or behaviour, based on past or similar experiences.
- reflect the views held by our society and culture at a given point in time.

Errors in attribution

Fundamental attribution error

- tendency to overestimate the importance of dispositional factors and underestimate the external factors for others at a **personal level**.



ultimate attribution error

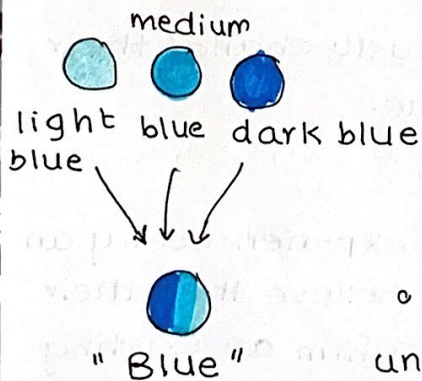
- extension of Fundamental attribution error.

- tendency to overestimate the importance of dispositional factors & underestimate the external factors in a **group situation**.

- shows how stereotypes are formed and maintained
↓
at an intergroup level — contact ↓ — stereotypes —ve

Stereotypes

- social stereotypes are over-simplified and generalised abstractions that people share about their own group and another group.



- this generalisation is based upon our previous experiences with similar people using our existing schemas.

- negative process — can cause biased & unfair treatment — prejudice & discrimination.

- important role of **gatekeepers** in schema formation.

Accessibility

- the ease with which you can use your schemas
- the memories have been retrieved lately.

old files new file



Priming

- the process by which your recent personal experience increases the accessibility of a schema.

where do stereotypes come from?

- **gain of truth hypothesis** - by communicating your experiences, you could have helped to create and spread a new stereotype.

- **illusory correlations** - group stereotypes can become viewed as perceived correlations between the group & the behaviour.

- the correlations are illusory because they are falsely being understood as actual correlations.

- **confirmation bias**

Social cognitive theory provides explanation for the formation of stereotypes as a learned behaviour.

Effects of stereotypes

self-fulfilling prophecy

- In some instances people can unconsciously change their behaviour causing the schema to be true.



stereotype threat

- refers to the anxiety and apprehension experienced by an individual/group of people when they believe that their behaviour in a specific situation may confirm an existing negative group stereotype.

Social identity theory

• Tajfel and Turner (1979)

→ The way someone thinks about themselves in relation to groups. A person's sense of who they are is based on the membership of social groups.



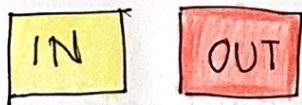
it is based on 3 assumptions:

- Individuals strive to maintain or enhance their self esteem.
- An individual's identity will be viewed in the light of the collective value or salience of the groups to which the person belongs.
- An individual will assess the value of his- or her own ingroup membership via a process of social comparison with an out-group (them).



Based on 4 cognitive processes

- **Social categorisation**: division of social groups into in-groups and out-groups, as an individual identifies with the groups to which they belong.



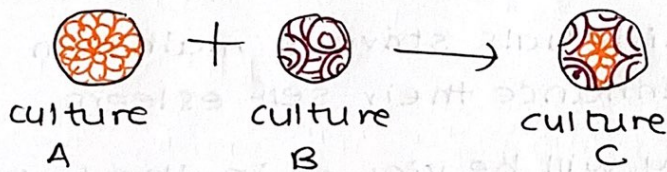
- **Social identification**: process by which an individual identifies strongly with an in-group. He/she co-opts the norms and attitudes of other members within that group.



- **Social comparison**: process by which an individual favourably compares their in-groups with out-groups.
- **Positive distinctiveness**: an individual's motivation to show that the in-group is better than the out-group.

Acculturation

- Culture changes over time as people change.
- Acculturation is a process of psychological & cultural change as a result of contact & interaction between cultures.



Acculturation studies - interested in how cultures change as a result of migration and the resulting contact with other cultures.

→ The world has become far too interrelated for cultural isolation.

Berry (2008) individuals can adopt 4 strategies for cultural change -

Assimilation: when an individual is open to change and are unconcerned about any loss of their original culture.



Integration: individuals want to hold onto traditional values & beliefs but at the same time desire interactions with other cultures.

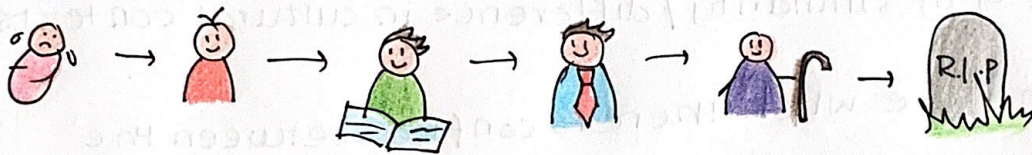
Separation: when individuals value their original culture & are averse to losing touch with their traditions & past.



marginalization: individuals have little interest in maintaining their original culture but at the same time little interest in opening relations with other cultures.

Design of acculturation studies:

→ should be longitudinal - studies taking place over a period of time to see the change.



- should look at changes in both cultures and not just in the non-dominant one. ○○ ✓ ○○ X
- surveys and questionnaires are used so findings are reliant on self-reported data.
- findings from only one or two cultures is insufficient in explaining acculturation & its impact.

Impact of acculturation on behaviour

→ communication is a very important determinant of acculturation.

Strong communication - on the part of immigrants with their original culture can help with the process of acculturation.

limitation: most migration occurs from poorer, less-developed countries to richer, more developed countries.

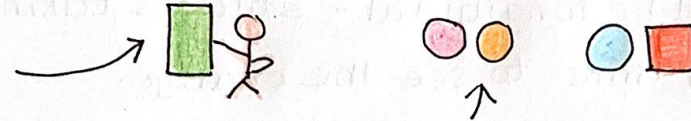
Research is biased towards a study in acculturation in one direction - generalisation becomes a problem.

Acculturative stress

→ can be defined as biopsychological difficulties when adapting to a new cultural context.

Protective factors and determinants of stress:

- affluence
- social support
- degree of similarity / difference in cultural contexts.

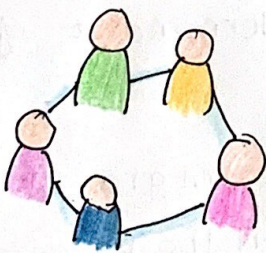


→ it can arise when there is conflict between the various acculturation strategies.

→ can be difficult challenge to individuals interacting with multiple strategies.

Assimilation and separation result in intermediate levels of stress.

marginalization results in the highest levels of acculturative stress.



• The more connected to the group - the less stress is experienced.

• Migration and acculturation have an impact on mental health in children and adolescents.