**Social Relations**

We relate to one another in a variety of ways depending on our perceptions of one another. Our perceptions may be colored by the following:

**Prejudice :**theseare often negative beliefs, emotions, and actions towards a group and its individual members. These attitudes are based on **stereotypes**overgeneralizations about a group of people. These unjustified thoughts bring about discrimination and social inequalities.

**Ingroup Bias**: the favoring of your own group. This kind of thinking promotes separations among the human race as people are classified as "ingroup" and "outgroup."

**Scapegoat Theory :** suggests that the justification of ones prejudice/anger is sought in blaming someone (target). In order to boost ones self-esteem they will resort to degrading others.

**Just-world phenomenon :** thebelief that the world is "just the way it is." I.e. people get what they deserve and deserve what they get (promotes blame and reduces the tendency to help others).

In this lesson it is also important to understand the biological and psychological factors that influence our feelings of aggression, attraction, altruism, etc.

***Aggression***

* Defined as physical or verbal behavior intended to hurt or destroy others. People who are aggression-prone are more likely to drink and become violent.

There are two major influences:

* 1. **Biological influences**: genetic link (via twin studies), some connection to the amygdala, testosterone levels. (see text)
	2. **Psychological** **factors:** Aversive events, learned aggression (modeling behavior), violence on TV, sexual aggression in the media (TV, x-rated film, pornography)

**Frustration-aggression principle:**suggests that frustration creates aggression. It has been found that repeated exposure to violent shows diminishes ones self-inhibition just as watching pornography makes ones partner seem less attractive.

**Conflict:**inconsistencies of actions, goals, and/or ideas. Know the following specific internal conflicts as well (not in text):

1. **Approach- approach**: a choice must be made between two attractive goals. E.g. Should I have pizza or a burger?
2. **Approach avoidance**: a choice must be made to pursue a single goal that has both positive and negative aspects.
3. **Avoidance- avoidance**: a choice must be made between two unattractive goals. "Caught between a rock and a hard place."

**Social Traps:**situations in which both parties are aiming for self-interest only and therefore gets tied in a mutually destructive situation. I.e. When fishing companies anticipate that other companies will fish just as much or more as themselves so they continue to rigorously fish (sound familiar?). Eventually this situation results in a depletion of fish because none of the companies would lower their fishing amount.

***Attraction***

**Mere-exposure effect:**refers to when one becomes increasingly attracted to a stimulus something or someone due to repeat exposure to it or them. For example, the more you look at a picture the more you like it; or, eventually starting to find your bus driver attractive.

You will become friends with those geographically close to you **(proximity)**. Also, you are likely to marry someone who has the same level of physical attractiveness as you.  We are attracted to people similar to ourselves.

**Passionate Love:**it is usually present at the beginning of a relationship and is a state of intense "HOT" intimate love.

**Companionate Love:**the affectionate attachment that replaces passionate love and persists in marriage. The requirements are:

1. **Equity**The constant sharing between partners. You freely get what you freely give. Equity increases chances of sustained companionate love.
2. **Self-disclosure**Telling your most intimate aspects (fears, wishes, dreams) to another (Disclosing yourself).

***Altruism***

Altruism is defined as the act of being unselfishness, nice, and offering unconditional help to others. This positive social interaction dictates the very quality of a hero. Research has been carried out on in an attempt to evaluate the reasons for our kind actions or lack thereof.

The**Bystander Effect**is the diminished possibility of giving aid when other bystanders are present. It is also the failure to take responsibility of the situation when others are around. In order for a bystander to give aid to someone in need, 3 steps must be achieved:

1. The incident must be noticed
2. The incident must be acknowledged as an emergency
3. Responsibility of the incident is achieved

There is also the***Social Exchange theory***otherwise known as the ***Reciprocity Norm*** that suggests that social interactions are regarded as an exchange process where the goal is to maximize benefits and minimize costs.

When it comes to peacemaking and cooperation, the following terms are regarded as important:

**-Superordinate Goals**arecommon goals that overlook individual differences and acquired through total cooperation. To give a group these goals requires the individuals to cooperate and possibly compromise their own goals if they are to achieve success.

-**Social Responsibility Norm** - We help those who need our help no matter what the cost or benefit.

**-GRIT**stands forGraduated and Reciprocated Initiatives in Tension-Reduction. This is a strategy for reducing  international tensions through *win-win*attitudes and communication. See the text for an example of this method of conciliation.