Social Beliefs & Judgments

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Purdue University
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Beneffectance

• Self is selectively perceived as being responsible for desired, but not undesired, outcomes.
  – Taking responsibility for successes.
    • Dispositional attributions
  – Denial of responsibility of harming.
    • Situational attributions.
  – In group tasks, self is perceived as contributing more to the group’s success, but less if the group fails.
  – Vicarious beneffectance:
    • Higher group identification when one’s group is successful (BIRGing);
    • Lower when it is unsuccessful (CORFing), (Cialdini et al, 1976).
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
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?

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.
The Fundamental Attribution Error

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
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

Weiner’s Theory of Attributions for Success & Failure

Joan/John succeeds/fails.
How much do we reward him/her?

<table>
<thead>
<tr>
<th></th>
<th>Stable</th>
<th>Unstable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal</td>
<td>Ability</td>
<td>Effort</td>
</tr>
<tr>
<td>External</td>
<td>Task</td>
<td>Luck</td>
</tr>
<tr>
<td></td>
<td>Ease/Difficulty</td>
<td></td>
</tr>
</tbody>
</table>
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

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.
Counterfactuals

I didn't know this rule, after looking at it again, it could have been called a TD, or at least a completion, IF his foot hit the pylon before any other part of the body hits out of bounds.

A player will be ruled in bounds if he touches the pylon at the goal line before going out of bounds. For example, a pass would be considered complete if one foot touches the pylon and the other foot is in bounds.

http://espn.go.com/nfl/columns/clayton_john/1354105.html

A player no longer can be ruled out of bounds when he touches a pylon unless he already touched the boundary line.


Quackerbacke... Posted: Feb 06, 2006 04:37 AM

Okay...

That pretty much seals it...

Seattle would have won...

Take away all those bad calls and there is no question...

This sucks. The NFL needs to do something. I feel bad for all parties involved. What a horrible Super Bowl.

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
## Expectations & Attributions

**Evaluations when Expecting "Warm"/"Cold" Person**

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

<table>
<thead>
<tr>
<th>Trait</th>
<th>Warm</th>
<th>Cold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledgeable</td>
<td>3.5</td>
<td>4.6</td>
</tr>
<tr>
<td>Considerate</td>
<td>6.3</td>
<td>9.6</td>
</tr>
<tr>
<td>Informal</td>
<td>6.3</td>
<td>9.6</td>
</tr>
<tr>
<td>Sociable</td>
<td>5.6</td>
<td>10.4</td>
</tr>
<tr>
<td>Intelligent</td>
<td>4.8</td>
<td>5.1</td>
</tr>
<tr>
<td>Popular</td>
<td>4.0</td>
<td>7.4</td>
</tr>
<tr>
<td>Humorous</td>
<td>8.3</td>
<td>11.7</td>
</tr>
<tr>
<td>Humane</td>
<td>8.6</td>
<td>11.0</td>
</tr>
</tbody>
</table>

Source: Data from Kelley, 1950.