

# Actions can affect attitudes:

## Social Thinking:

### Small Compliance ➔ Large Compliance

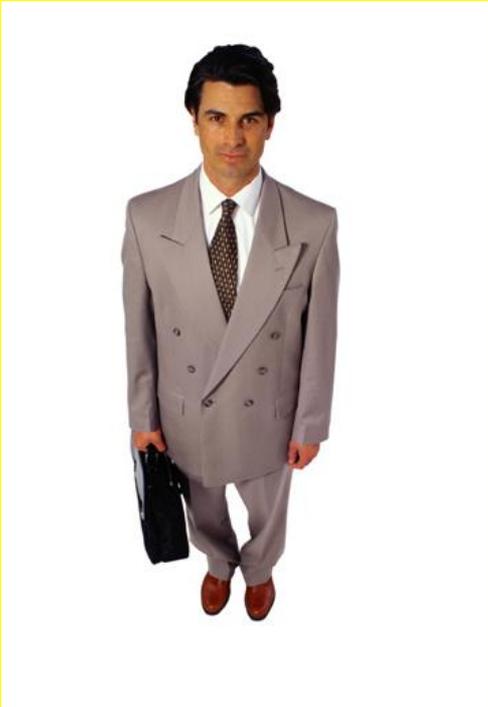
A political campaigner asks if you would open the door just enough to pass a clipboard through. [Or a foot]

*You agree to this.*



*Then you agree to sign a petition.*

*Then you agree to make a small contribution.  
By check.*



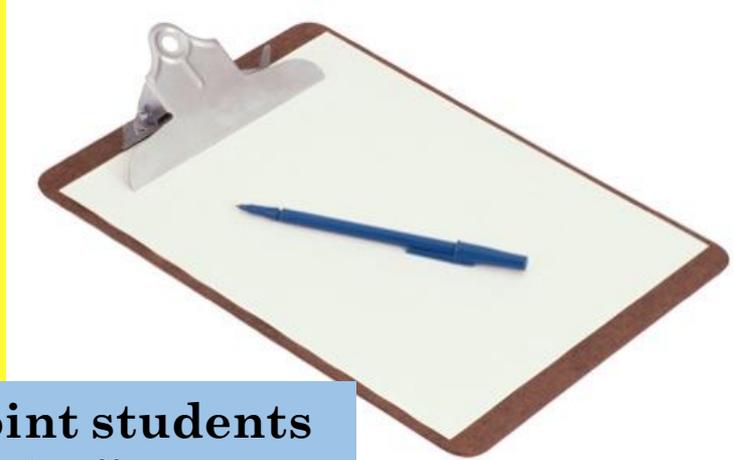
*What happened here?*

# Actions can affect attitudes:

**Social Thinking:**

**Small Compliance → Large Compliance**

The **Foot-in-the-Door Phenomenon**: the tendency to be more likely to agree to a large request *after agreeing to a small one.*



Key point students often miss!!

**Affect on attitudes:** People adjust their attitudes along with their actions, liking the people they agreed to help, disliking the people they agreed to harm.



# Actions can affect attitudes:

## Role Playing

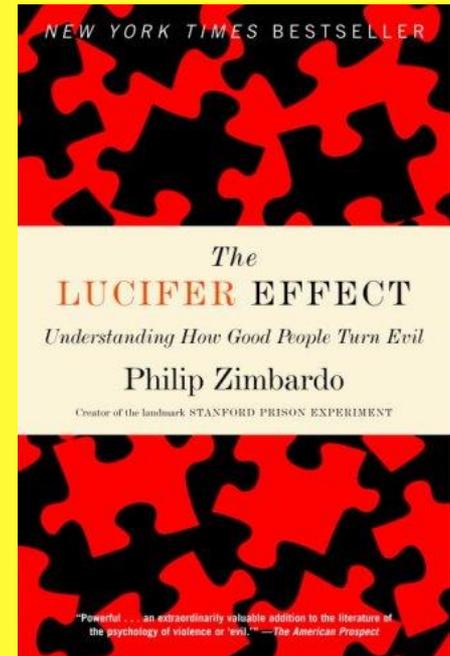
- Role: Set of behavioral patterns connected with particular social positions.
- “Playing college”
- Several studies have documented this effect, including a study by Philip Zimbardo, known as the Stanford Prison Study.



I searched "*The power of the situation*," hoping for an image from a Zimbardo video. Instead, this is what I got....



And I was like...



- Foot-in-the-door , role playing and cognitive dissonance all demonstrate how our actions can influence our attitudes.
- How could we use this information, to handle the following situations in a positive way:
  - Helping a friend who is depressed
  - Reducing the negative feelings felt toward a job

# THE POWER OF LEADERSHIP

- You have heard about the Holocaust and the Nazi Party in Germany. Have you wondered HOW it happened? Were all of the German people "evil people"? Were they people who were influenced by a charismatic leader? If so, how do you think people could be "influenced" to act in the way that those in the Nazi Party acted?
- This was a question that directed the work of social psychologists for several decades in the years immediately preceding, during, and after WWII.
- The first man to study this became known as "The Father of Social Psychology".

# Founder of Social Psychology

Kurt Lewin



Kurt Lewin

- Lewin and his associates conducted notable research on the effect of democratic, autocratic, and laissez-faire methods of leadership upon the other members of groups.
- Largely on the basis of controlled experiments with groups of children, Lewin maintained that contrary to popular belief the democratic leader has no less power than the autocratic leader and that the characters and personalities of those who are led are rapidly and profoundly affected by a change in social atmosphere.
- Lewin believed that a social scientist has an obligation to use his resources to solve social problems.
- You will be asked to briefly describe his study in your notebook after we watch the clip.

# Kurt Lewin – Social Psychology

*DISCOVERING*  
**PSYCHOLOGY**  
with Philip Zimbardo, Ph.D.

**UPDATED EDITION**

# The Lewin experiment

- What may have Lewin's hypothesis have been before he began the experiment?
- The IV?
- The DV?
- Any confounding variables?
- What was controlled?
- **KEY TAKEAWAY - Leadership style and social situation were critical, NOT PERSONALITY OF THE PARTICIPANTS.**
  - The combination of the individual and social environment is what should be considered, not solely the individual.