Psychology
& Us

Influence of Socialization   (8.1)

- socialization begins with newborn/parent bonding

*- according to **social learning theory***, *children learn social behaviours by observing and intimidating the behaviours of those around them*

- behaviours are reinforced by rewards/punishment via the process of **conditioning**

- **as primary agents of socialization, <u>parents</u> need to teach their child appropriate social skills at each stage of childhood**

Socialization & Emotional Dev't.

- effective socialization is linked to fewer problems throughout school years and beyond *(they develop friendships more easily, and have a stronger sense of identity)*
  - these children also have a greater understanding of their emotions and how to deal with them
- psychologists believe that there are specific social skills that children learn as they age
  - ***See chart on pp 364 ******

Social Development Needs

Age	Developmental Milestones
Birth to 6 months	**Develop Trust**—makes eye contact and begin smiling to primary caregiver/familiar people
6 to 18 months	**Explores Self, Feelings, and Surroundings**—crawl away from parents, plays with others, communicates needs by pointing
18 to 36 months	**Begin to Develop Perspective**—have vocabulary of about 200 words, plays with others, understands that others have different opinions than them
3 to 5 years	**Develops a Sense of Purpose**—continue to have curiosity and imagination, plays competitive games, develops sense of right and wrong
6 to 12 years	**Develops Self-Confidence**—expands social environment, picks up social cues from others, works cooperatively, learns to cope with mistakes

Importance of "Play" in Child Dev't.

- parents often assume it is important for their child to spend a lot of time with others their own age in order to socialize, but…

- while some social time with peers (play dates) to develop preschool social skills is healthy, early socialization should be mainly from parents/guardians

WHY?

- these adults have a wealth of social and emotional resources that the child's peers don't have
- ex: ability to describe emotions verbally, interpret emotions of others, predict long-term consequences

- modelling and explaining behaviour is a positive way that parents help their child develop the necessary social skills

Only Children

- a child who doesn't have siblings may develop social skills differently than those who do have siblings*;*
  - *at least in early years of life*
- only children seems to have fewer social skills when he/she enters kindergarten, HOWEVER…
- in a **longitudinal study** *(research that follows the same people over a long period of time)*, it shows that eventually only children catch up in social skills, usually by adolescence

Technology, Media & Development

- when children are watching TV/playing video games, they aren't socializing in traditional ways
  - *research shows that those who watch more than 2 hours of TV daily (or play video games) are more likely to have attention span difficulties*
- research has shown the best way for kids to learn language is by interacting with people
  - *several studies have shown that the more a child watches TV, the longer it took them to learn speech*
  - *research also shows that the more a child watches TV, the more likely they'll develop obesity & poor academic skills in late childhood; they were also more likely to be rejected, victimized and teased by their peers*

Socialization & Immigration

Cross-Cultural Psychology

- a field of psych rooted in anthropology that focuses on aspects of culture:
  - differences between dominant culture and subcultures
  - cultural ideas of intelligence
  - the effect of culture and environment on perception

…. which informs the study of percieved "identities"

Identity

- the concept of identity was created by Erik Erikson based on his own immigrant experience
  - *the concept of identity is important to understanding how newcomers establish their **sense of self** in a new country*

- Individuals can have many identities, some of which may overlap

Types of Identity

- **ego identity**—a conscious sense of self developed through social interactions, which is constantly changing
- **social identity**—sense of belonging based on membership in different groups (family, ethnic, occupational) which changes over one's life
- **national identity**—sense of belonging to a specific country & having shared feelings, regardless of country of origin
- **cultural/ethnic identity**—a connection to a cultural group that helps define who a person is

Psychological Acculturation

- change in the cultural behaviour & thinking of a person or group of people through contact with another culture

- *the attitudes of individuals within a dominant and non-dominant (immigrant) cultural group shape how they interact and change one another as a result*

In the Field: Sport Psychology

- olympic athletes face a lot of pressure when competing at such a prominent international event
- Faced with high expectations for greatness - *from fans, country and self*
- So, how do they keep their doubts at bay?

Sport Psychologists

- work with athletes during training & competition to improve performance
  - regulate emotions and stress
  - improve confidence, concentration and decision-making abilities
  - learn techniques to enhance performance
- help athletes in difficult times such as recovering from injury, and retiring from elite sports

How Many Macaroni Noodles are there?

Conformity

- topic of interest to social psychologists = *when and why people choose to conform to groups?*
    - conformity is the inclination to align your attitudes, beliefs, and behaviours with those around you

- *Psychologist A. Jenness studied conformity in 1932 - had participants guess the number of beans in a glass jar*
    - *the experiment showed that individuals changed their guess for number of beans when they heard what others in the group thought*

Factors that Affect Conformity pp 370

Factor	Influence on Conformity
group size	large groups tend to have higher rates of conformity (that rate doesn't change much after groups reach 4-5 members)
group unanimity	when everyone in a group appears to agree, participant conformity is high (even one person voicing disagreement decreases the conformity of participants)
public vs. private response	when participants are able to give answers privately, conformity decreases
self-esteem	those with lower self-esteem are more likely to conform because they want to belong (people are less likely to conform when they are confident in themselves/their abilities)
ambiguous situation or difficult task	when a task is difficult, participants look to others in the group for cues as to how to react, assuming the others will know what to do (the more difficult the task, the greater the conformity)
status of members/ group	if a group member is knowledgeable (teacher) or has a high status (boss), other participants are more likely to conform to that person's views - there is more conformity to a group that has a high status also

The Bystander Effect *aka "Genovese syndrome"*

- *A concept in social psychology used to explain why the larger the number of people in a group, the less likely it is that individuals will stop to help someone in an emergency*

- Read pp 372

Mechanisms Leading to the Bystander Effect

1. **Self-Awareness -** *When an individual feels there in an audience, his/her actions may be inhibited because of fear of making a fool in front of others*
2. **Social Cues -** *People look to others for cues of how to behave. So, if no one acts, it reinforces the notion that no one should act.*
3. **Blocking Mechanisms -** *In an emergency situation where there are a lot of people around, someone stepping in to act, can actually block others from doing so*
4. **Diffusion of Responsibility**- *People assume that someone else will help so they don't have to*

Think about it...

Did you change your guess of how many macaroni noodles there were, after you heard what your classmates guessed?

Would you stop to help someone in an emergency situation, if many others were also around?

Think about it...

Do you like to buy brand name clothing because your friends are wearing it?

What about seeing a movie that you really didn't want to see, because "everyone" was going?

Switching Gears….

…. to personality & the environment.

Where does our personality come from? How does it develop?

Personality & Environment   8.2

Influence of Family Environment:

- family influences many aspects of an individual's personality and behaviour
    - the way you interact with your parents and siblings can have a great influence on the way you conduct yourself in other situations

Parental Influence

Parents can influence the emotional and behavioural responses of their children through:

- **direct interaction**: direct communication between the parent & child in which knowledge is transferred
    - o parents' rewarding of desired behaviours and punishment of undesired behaviours
- **emotional identification**: by the age of 4/5, children unconsciously believe that some of their parents' attributes are their own *(ex: a child whose father is shy may believe that they are shy as well*
    - ○ identifications have a greater influence if parents act on what they say (a child is more likely to value the arts if their parents both encourage a love for their arts, and demonstrate an interest in them)
- **family stories**: the telling of stories of particularly accomplished family members (ex: a parent may tell the story of Grandma who started her own business, or cousin Johnny who competed in the Olympics)
    - ○ on hearing the recount of a story, a child feels a sense of pride due to the biological relation he/she has to these successful family members

Parenting Styles & Personality

- how parents react when their child does something wrong, indicates the type of parenting style they use
- there are 4 main types of parenting styles: **authoritative, authoritarian, permissive, and neglectful**; each is determined by varying levels of the following:

-
- *responsiveness refers to how much parents try to foster their child's individuality and self-regulation by understanding and supporting his/her needs*
- *demandingness indicates the way parents try to get their children involved in the family as a whole, their maturity expectations, and their willingness to confront and discipline a disobedient child*   *pp. 381*

	RESPONSIVENESS	
	HIGH	**LOW**
DEMANDINGNESS **HIGH**	**AUTHORITATIVE** sets and enforces rules consistently, and explains the reason	**AUTHORITARIAN** imposes rules and expects obedience
DEMANDINGNESS **LOW**	**PERMISSIVE** have few rules and use little punishment	**NEGLECTFUL** are uninvolved and expect little

How Parenting Styles Affect the Family

Parenting Styles and the Family- Barbara Coloroso:

http://georgesecko.wordpress.com/2011/05/21/brick-wall-jellyfish-backbone-styles-barbara-coloroso/

Q: How does this connect with our talks on _motivation out of Love vs. Fear?_

Parenting Styles - Overview

Authorit**arian** = "Brick Wall" = Strict

Authorit**ative** = "Backbone" = Balanced

Permissive = "Jellyfish" = VERY lenient / soft

Neglectful = uncaring = BAD PARENT!

Tips to keep them straight -

For **Authoritarian** think of a **Totalitarian Government** (where one person has total control)

For **Authoritative** think **validated** (...as in the child will feel validated)

Parenting

- studies have shown that each parenting style is correlated to particular

  behavioural outcomes

  - however, it doesn't mean that the parenting style is the cause of the child's behaviour—it's possible that the child's behaviour is in turn, influencing the way in which the parents respond

    - genes and other factors may also influence both the child and parent

http://www.niagararegion.ca/living/health_wellness/greatparent/style.aspx

PARENTING STYLES

Style	Child's Behaviour
Authoritative	children are well behaved and do well at school, are emotionally healthy, and are socially adept
Authoritarian	children are relatively well behaved, their social skills aren't as strong, and they are more likely to suffer from anxiety, depression, and poor self-esteem,
Permissive	children aren't as high achievers at school but have good social skills, higher self-esteem, and lower anxiety and depression rates, but they are more likely to show problematic behaviour such as drug use
Neglectful	children are likely to have low academic achievement and low self-esteem

- most parents don't fit neatly into one category, as most parents overlap between 2 categories

- most experts agree that an **authoritative parenting style is the most effective**

- However, this may not hold true across cultures (in cultures where obedience is highly valued, an authoritarian style may be viewed as most desired)

5 Dangerous Things You Should Let Your Kids Do

Gever Tulley

What is he REALLY suggesting?

Consumer Psychology

- North Americans are often on guard against marketing when we watch TV or go shopping
    - marketing experts know they have only a moment to convince us to keep watching their commercial
- consumer psychology uses psychological theories and approaches to understand consumer behaviour

→ research shows that we make consumer decisions based on not only what we know about a product's attributes, but also subconscious information (from advertisements)

→ advertisements can include short brand exposures—when a logo passes by or the use of a product in a TV show allow the viewer to hold a memory of the logo/brand, because their guard defences are down, and they aren't looking at the logos with a critical eye

How Persuasion Works - SPICE

Simplicity—brain prefers simplicity and equates it with truth, so messages should be simple

Perceived self-interest: people are interested in things that are beneficial to them, so show them how the thing will benefit them

Incongruity—lack of harmony is the basis of most humour, and making people feel good via humour helps persuade them by confusing them → *incongruity acts as a distraction, disabling the brain's neurological security system, so messages should be humorous/distracting in some way*

Confidence—people must feel sure they are making a good decision, but not pushed into it, so make the consumer believe they are making the decision on their own

Empathy—messages should consider a person's unique characteristics, allowing a person to accept a suggestion

However…

- These techniques are not unique to marketing; they can be used by anyone who wishes to persuade someone

  … like parents to their children :)