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## Social Psychology

- What is social influence?
  - Social influence can be the real or imagine presence of others.
  - Social influence can be persuasion.
  - Influence is based on feelings (affect), actions (behavior), or thoughts (cognition).
- Learning Theory
  - Behaviorism
    - Skinner focused on consequences.
    - He explained behavior through conditioning and using external reinforcements and punishments.
  - Social Learning
    - Bandura described indirect consequences associated with observation.
- Cognitive Psychology
  - Cognitive psychology is about information processing.
  - It describes basic mental abilities, such as perception, memory, and problem solving.
  - Examples of Cognitive Psychology research:
    - Human short-term memory can hold 7 (plus or minus 2) items.
    - Visual Search
      - Example: Look for a Q in a picture with many Os, and then try to find the O in the picture of many Qs.
      - It's easier to find the presence of something than its absence.
    - Moon Illusion
    - Ebbinghaus Illusion
- Social Psychology
  - Social psychology emphasizes situational social influences, versus personality.