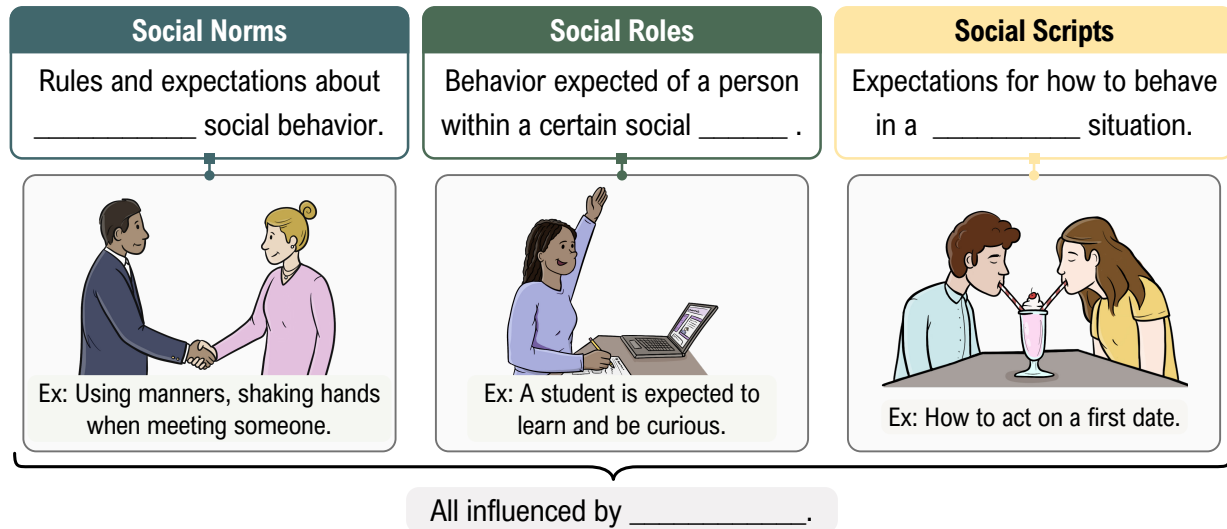


TOPIC: SOCIAL FORCES

Social Forces

◆ There are _____ types of social forces that affect behavior:



◆ These can be _____ (formally stated) or _____ (unspoken cultural knowledge).

◆ Individual differences always exist! We may see differences in:

- Beliefs
- Endorsement
- Adherence

EXAMPLE

Imagine you are trying to teach an alien to “act human” while going to the grocery store to buy some cookies. Give an example of a social norm, a social role, and a social script that the alien would be expected to follow to perform this task.

Social Norm	
Social Roles	
Social Script	

TOPIC: SOCIAL FORCES

PRACTICE

Which of the following is an example of a social script?

- a) Teachers are expected to teach and grade papers.
- b) Arguments are settled through discussion, not violence.
- c) Parents should be concerned about the welfare of their child.
- d) At a performance, audience members turn off their phones and speak in hushed tones before the show begins.

PRACTICE

Social forces that shape behavior and are formally stated are called:

- a) Implicit forces.
- b) Explicit forces.

TOPIC: SOCIAL FORCES

The Stanford Prison Experiment

- ◆ Philip Zimbardo wanted to examine the power of social roles. In 1971 he conducted his famous Prison Experiment.

Method (Participants & Procedure)

- ◆ Zimbardo created a realistic _____ in the basement of Stanford University.
- ◆ Recruited 24 participants (some acted as alternates)

_____ assigned to be guards



_____ assigned to be prisoners



- ◆ Participants agreed to live and work in the “prison” for _____ weeks.
- ◆ “Guards” were given an orientation speech on operating procedures and conduct.
- ◆ “Prisoners” were “arrested” in their homes by Palo Alto police, processed at the local police station, and then taken to Zimbardo’s prison.

Results

- ◆ By day 2, some guards were exhibiting abusive, cruel, and _____ behavior:
 - Forcing prisoners to strip
 - Taking their mattresses
 - Isolating prisoners in solitary confinement
- ◆ Prisoners showed signs of _____, anxiety, and helplessness.
- ◆ Alarmed by these behaviors, Zimbardo ended the experiment prematurely after only _____ days.
- ◆ **Original Conclusion:** Participants immediately adapted to their assigned social _____.
 - Social roles are powerful enough to drastically change people’s behavior.

Methodological Concerns

1. **The sample was likely _____ representative due to recruitment procedures.**
 - Participants may have been high on authoritarianism and aggression (Carnahan & Macfarland, 2007).
2. **Zimbardo _____ the guards on expected behavior.**
 - “you can create in the prisoner’s feelings of boredom, a sense of fear to some degree, you can create a notion of arbitrariness that their life is totally controlled by us, by the system, you, me, and they’ll have no privacy... We’re going to take away their individuality in various ways...in this situation, we’ll have all the power, and they’ll have none.” (Zimbardo, 1989).
3. **Attempts to replicate have never been successful** (Haslam & Reicher, 2006).

Despite methodological concerns, this experiment led to increased interest in the power of social forces.

TOPIC: SOCIAL FORCES

References

- Carnahan, T., & McFarland, S. (2007). Revisiting the Stanford Prison Experiment: Could participant self-selection have led to the cruelty?. *Personality and Social Psychology Bulletin*, 33(5), 603-614. doi: 10.1177/0146167206292689
- Haslam, S. A., & Reicher, S. (2006). Stressing the group: social identity and the unfolding dynamics of responses to stress. *Journal of applied psychology*, 91(5), 1037 – 1052. doi: 10.1037/0021-9010.91.5.1037
- Zimbardo, P. (1989). *Quiet rage: The Stanford prison study* [video]. Stanford, CA: Stanford University.

EXAMPLE

Answer the following questions based on Zimbardo's Prison Experiment.

a) What behaviors did the guards and prisoners display?

b) Identify and explain 2 critiques of Zimbardo's method

c) Why was the experiment stopped early?

PRACTICE

What social factor was Zimbardo **primarily** studying with the prison experiment?

- a) Social norms.
- b) Social roles.
- c) Social scripts.
- d) Conformity.