

**Cyber Psych Links for**  
**GENERAL PSYCHOLOGY: WITH SPOTLIGHTS ON DIVERSITY**  
**Chapter 14**

**THE NATURE OF ATTITUDES (pp. 488-505)**

Psychologists see attitudes as reasonably stable dispositions to evaluate some object or event. Attitudes often reflect our feelings about something (affect), our beliefs about something (cognitions), and our tendencies to act toward something (behavior). How these components work together often has been the focus of research in social psychology. Here are a few good Internet sites on the nature of attitudes:

<http://www.socialpsychology.org/social.htm#attitudes>

Part of one of the largest websites on social psychology on the Internet.

<http://www.understandingprejudice.org>

A fantastic website on prejudice and discrimination.

<http://mentalhelp.net/psyhelp/chap7/chap7.htm>

A very nice—largely classic—discussion of prejudice and stereotyping.

<http://www.beyondprejudice.com>

Simple and pleasant, with good links.

## **ATTITUDE FORMATION AND CHANGE (pp. 491-496)**

Clearly, attitudes—no matter how one defines them—are not innate or inherited. In the most general terms, that means that they are learned. But, exactly, how? In what ways, precisely? The answer, of course, is “in many different ways.” Exploring some of the ways in which attitudes are formed and changed is the focus of this section.

<http://www.chssc.salford.ac.uk/healthSci/psych2000/psych2000/attitudes.htm>

A wordy, but useful, summary presentation.

<http://www.rickross.com/reference/brainwashing/brainwashing8.html>

A lengthy piece on coercive persuasion and brainwashing.

[http://www.a2zpsychology.com/psychology\\_guide/attitude\\_change.htm](http://www.a2zpsychology.com/psychology_guide/attitude_change.htm)

A good summary of theories of attitude change in outline format.

<http://www.csudh.edu/dearhabermas/attpersuas03.htm>

A most pleasant essay on persuasion—with contemporary examples.

## **ATTRIBUTION PROCESSES (pp. 506-509)**

Whenever we behave in a particular way, we usually think that we know why we did so. We seem confident in our ability to attribute causes to our behaviors. We also like to attribute the behaviors of other people to known causes. As it happens, our skills of attribution are far less than perfect—and psychologists have come to understand many errors of attribution.

<http://www.as.wvu.edu/~sbb/comm221/chapters/attrib.htm>

An easy-to-read essay on attribution theory.

<http://www.wilderdom.com/games/descriptions/LocusOfControlExercise.html>

Provides an explanation of the relationship between attribution and Locus of Control.

## **INTERPERSONAL ATTRACTION (pp. 509-512)**

A compelling and relevant issue that social psychologists have studied for many years is how and why people are attracted to (or repelled by) one another. Person A and Person B may become life-long friends, while Person C can barely stand to spend any time with either A or B. How can this be so? On what bases are people attracted to one another?

<http://www.psy.mq.edu.au/staff/kip/attraction.htm>

Interpersonal attraction summarized in outline form.

<http://www.thedoctorwillseeyounow.com/articles/feature/behavior/index.shtml>

A bit strange, I would say, but quite a good article on “the psychology of close relationships.”

## **CONFORMITY (pp. 512-515)**

No one is immune to conformity. We all conform, and we do so nearly every day—most of the time, without our conscious awareness. Social psychologists have long been intrigued by the factors that predict whether someone will yield to the perceived pressure of others to do, think, or feel as the group does, thinks, or feels.

<http://mentalhelp.net/psyhelp/chap8>

A very full site on dependency and conformity.

<http://changingminds.org/explanations/needs/conformity.htm>

An interesting site on the “need to conform.” Check out their links.

<http://www.unhinderedliving.com/conformity.html>

Another excellent site on social conformity.

## **OBEDIENCE TO AUTHORITY (pp. 515-518)**

As much as we may not like the idea that we all conform to social pressure, the notion that we may yield to the pressure of an authority figure to do something that is unethical or improper is even more difficult to accept. It happens all the time—as social psychologist Stanley Milgram demonstrated many years ago.

<http://www.new-life.net/milgram.htm>

A simple summary of Milgram's research.

<http://www.stanleymilgram.com/milgram.html>

The definitive website on the researcher and his work.

[http://www.age-of-the-sage.org/psychology/milgram\\_perils\\_authority\\_1974.html](http://www.age-of-the-sage.org/psychology/milgram_perils_authority_1974.html)

The obedience to authority research, in Milgram's own words.

<http://www.psychologymatters.org/milgram.html>

A thoughtful piece from the APA on obeying and resisting malevolent orders.

## **BYSTANDER INTERVENTION (pp. 518-522)**

The research tells us that there are many reasons why, in a perceived emergency, some people may rush to help, while others may stand by and not get involved. Searching for those factors that affect the intervention of bystanders has been a rich field of social psychological research since the mid-1960s.

[http://changingminds.org/explanations/theories/bystander\\_effect.htm](http://changingminds.org/explanations/theories/bystander_effect.htm)

It is brief, but it has a couple of good links.

<http://users.ipfw.edu/bordens/social/help.htm>

Ken Bordens, again with an outline on altruism and helping behaviors.

<http://psychology.uchicago.edu/socpsych/faculty/jtcreprints/cpl86.pdf>

A copy of a 1986 article from the *Journal of Personality and Social Psychology*.

<http://www.holah.karoo.net/piliavinstudy.htm>

The story of a classic article on good Samaritanism.

<http://www.edc.org/hec/socialnorms/theory/misperceptions.html>

A very informative summary article.

## **SOCIAL LOAFING AND FACILITATION (pp. 522-524)**

The effort—physical or mental—that one puts into a task can be a function of several factors. In some circumstances, a person may “hide” within a group and expend little effort (social loafing), while in other situations being in the presence of others actually increases effort (social facilitation).

<http://www.geocities.com/Athens/Forum/1650/htmlgroups16.html>

An excellent summary article on social loafing.

[http://www.findarticles.com/p/articles/mi\\_m4035/is\\_n4\\_v34/ai\\_7997652](http://www.findarticles.com/p/articles/mi_m4035/is_n4_v34/ai_7997652)

Although a bit dated, a good article on social loafing in the U.S. and The People’s Republic of China.

<http://www.econ.ucsb.edu/papers/wp16-03.pdf>

A paper on social facilitation from the context of economics.

<http://scifunam.fisica.unam.mx/mir/termite.html>

Here’s one on termites—what can I say!

## **DECISION-MAKING IN GROUPS (pp. 524-526)**

There is a job to be done, a problem to be solved. You have six assistants to help you get that job done. Will you be better off if you have the six people work independently on the issue at hand, or would it be better to have the six assistants work together as a group? As it happens, this is one of the oldest questions in the history of social psychology.

<http://www.union.arizona.edu/csil/leadership/101/groupdecision.php>

A straightforward tutorial on effectively making group decisions.

<http://www.iir.com/nygc/acgp/implementation/Appendix4.pdf>

A 4-page summary essay on group decision-making.

[http://en.wikipedia.org/wiki/Consensus\\_decision\\_making](http://en.wikipedia.org/wiki/Consensus_decision_making)

An excellent article on how groups can make decisions by coming to a consensus.

<http://www.chacocanyon.com/pointlookout/041117.shtml>

A two-part essay on effective group decision-making.

[http://lynn\\_meade.tripod.com/id62.htm](http://lynn_meade.tripod.com/id62.htm)

Scroll down to the section: "TROUBLE WITH GROUPS."

<http://www.leadingtoday.org/Onmag/august01/groupthink82001.html>

A pleasant summary article on Janis' groupthink.

<http://www.au.af.mil/au/awc/awcgate/army/groupthink.htm>

An excellent summary of groupthink and how to counteract it.