

HSP3M Test Review: Social Interaction

Types Of Social Interactions:

- **Co-Operation** – group members act together to reach common goals (company)
- **Competition** – 2 or more people/groups compete towards a goal that only 1 can obtain (sports)
- **Conflict** – more intense than competition; opposing groups try to dominate or harm each other (war)
- **Accommodation** – conflicts may be resolved through compromise and each side concedes demands (politics)
- **Coercion** – a 3rd party imposes a settlement on opposing factions; settlement may not be attractive to either party (family relations, court)

Crowds (Definitions):

- **Collective Behaviour** – broad term that refers to the way people behave in crowds
- **Casual Crowd** – most common type of crowd; usually don't interact much with each other
- **Conventional Crowd** – people who have gathered for a specific purpose (sporting event, wedding)
- **Expressive Crowd** – emotional crowds (political rally, rock concert)
- **Acting Crowd** – fuelled by a single purpose; may be politically or socially motivated; may behave aggressively/unreasonably
- **Hysteria** – excessive and uncontrollable emotion
- **Bystander Apathy** – unwillingness of a crowd to get involved when help is needed
- **Mob** – when an acting crowd becomes violent
- **Riot** – frenzied crowd without and purpose or goal
- **Mass Behaviour** – people who are geographically separated may act the same way; word is spread by rumours, panic, public opinion, gossip, mass media
- **Rumour** – unsupported information that people spread, usually by word of mouth
- **Gossip** – particular form of rumour that deals with personal information about an individual/small group
- **Public Opinion** – widespread attitudes about specific information (capitol punishment)
- **Panic** – form of collective behaviour that causes people to react to a threat in an emotional, irrational, and self-destructive way
- **Mass Hysteria** – when an entire group panics (War of the Worlds radio broadcast)
- **Social Movement** – a form of collective behaviour by people who are promoting or resisting change to an aspect of society

TV:

- Debate as to whether TV violence contributes to societal violence
- Some have used violence on TV as an alibi to explain the defendant's behaviour, esp in copy-cat crimes
- Children see about **1000 murders** a year on TV and spend more time in front of a TV (**1500hrs**) than in a classroom (**1100hrs**)
- TV executives – violent shows bring in revenue; parents should monitor their kids
- Criticisms of TV:
 - Led to less neighbourhood interaction (people stay inside)
 - Too passive (does not stimulate the brain enough)
 - Leads to obesity
- **Super Bowl Sunday** – most violent day of the year

Who Gets Blamed:

- | | | |
|------------------|--------------|---------------|
| ● Viewing Public | ● Networks | ● Advertisers |
| ● Programmers | ● Government | ● Writers |

Advertising Tricks:

- **Sexuality** – direct or innuendo (Coor's Light)
- **Lost Leaders** – sale on one item leads customers to purchase more
- **Celebrity Endorsement** – Tiger Woods and Buick
- **Rebates/Sales** - “No payments until 2008”
- **Creating A Crisis** - “You have to have this product”
- **Subliminal Ads** – Elevator music, drive in movies
- **Running Down Competition** – Pepsi vs Coke