**Question One** What is social psychology?

According to **Stroebe, Hewstone and Jonas (2012)** social psychology is a scientific attempt to understand and explain how thoughts, feelings and behaviours of individuals are influenced by the actual, imagined and implied presence of other people in a social situation.

Applied social psychology focuses on the practical usage of social psychology in real life situations.

1. **Darley and Latane (1968)** found that the presence of other bystanders can reduce the feeling of personal responsibility; the responsibility is shared (US study).
2. **Levine et al. (2005)** also investigated pro-social behaviour. They found that people are more likely to help victims of the same group than outside members (UK study).
3. **Dutton and Aron (1974)** conducted an experiment about sexual attraction under high anxiety. They found that sexual attraction was higher on a fear-arousing bridge than on a non-fear-arousing bridge, suggesting that fear can increase sexual attraction (made in Canada).

Above researches are culturally biased (USA, UK, CAN); cultural differences are ignored. They are not up to date researches. In the 1st study there were more female participants than males and in the 2nd and 3rd experiment only men were participating. These studies are gender biased. In these studies relatively small sample size was used. So, there are issues with the reliability and validity, which questions the generalizability to a wider population.

There can be other explanations for the same phenomenon, for example, evolutionary, biological, etc.

**Karl Popper (1963,1970)** had a dogmatic view of science. He enhanced the importance of criticism to find the power of our theories, but believed that nothing can be proved.

The science is not static, it is constantly involving.

The human knowledge is limited and often we do not see things as they actually are **(Kant).**

Applied social psychology is ..., but many researches have validity and reliability issues, however the science is constantly involving.

**Question Two** ‘The Spotlight Effect’

**Gilovich, Medvec and Savitsky (2000)** found that people overestimate the number of people who noticed/observed them. This is called 'The Spotlight Effect'.

Reason for this is that people are egocentric, so they think that they are more central to other people as well. This tendency is especially characteristic if they do something unusual (i.e. wearing an embarrassing T-shirt).

The manager could be encouraged to be conscious of the spotlight effect, so it can reduce the belief that he is in the spotlight.

**Anxiety is a feeling of worry or fear, that can be mild or severe (NHS, 2015).**

According to **NICE (2015)** social anxiety disorder is one of the most common anxiety disorders. Social anxiety disorder is intense and constant fear about one or more social or performance situations. CBT could be one of the possible treatments. So psychoeducation might be not enough.

Anxiety can have genetic (biological) reason, childhood trauma (psychodynamic approach), it could be conditioned (classical conditioning; phobia) or stressful life.

Psycho education about'The Spotlight Effect' could be useful to reduce anxiety if the manager does not suffer from severe anxiety disorder i.e. social anxiety disorder.

**Question Four** “Terror Management Theory” (Greenberg et al. 1997)

According to TMT mortality salience (MS) can increase worldview defence. **Greenberg et al. (1997)** investigated the anxiety-buffering capacity of self esteem.

Their results confirmed TMT hypothesis; individuals with high self-esteem did not respond to MS with increased worldview defence, but those with moderate self-esteem did.

**Greenberg et al. (1994)** reduced the credibility of other explanations for MS effect, but they found interesting that the MS did not cause any signs of emotion and stress in participants, so they argued that the effect occurs unconsciously.

**Rosenblatt (1989)** found that when the MS was increased to American judges, they were more punitive toward female sex workers.

However, as judges are usually older people, they tend to have a higher MS than young people and they could be less liberal as well. But, older people can have greater acceptance of death and it depends on their belief too.

There is a gender bias, judges are usually males.

Criticism of these researches is that they are not up to date and they are all culturally biased (US studies).

**Hewstone *et al.* (2002)** found that chronically low self-esteem does not motivate in group favouritism.

Suggestion to people that there is scientific proof of an afterlife reduces the impact of MS **(Dechesne et al., 2003).**

The media can increase the MS (e.g. fear of terrorism).

Heightened awareness of mortality can increase the worldview difference in people with low self esteem, but there are other factors as well, such as belief and media.

**Question Five** Evaluate the likely impact of increasing public knowledge of the celebrity..

**Sanbonmatsu et al. (2012)** found that heightened knowledge about actors' political orientation, faith and social attitudes led to less favourable evaluations of these actors.

People may assume that celebrities are similar to themselves, which contribute to the liking and general positivity bias. Also, they stated that participants’ awareness of their limited knowledge about celebrities can reduce positive evaluations and the credibility of famous people. For this reason, celebrities make an effort to not reveal too much. It would probably reduce their popularity and marketability, however sometimes they use their popularity to change and promote social and political issues.

There is a gender bias in this research, as participants were undergraduate students. Older people may have different opinions about celebrities.

In contrast **Reis et al. (2011)** indicated that direct face-to-face interaction can increase favourable evaluation, however information about celebrities are usually second hand/indirect.

Belonging to a group of fans can also affect individuals to conform to the opinion of the group members.

The mere exposure effect states that people tend to develop a preference to familiar things (or people) that have been repeatedly exposed to them **(Zajonc, 2001).**

There are evidences that increased public knowledge of celebrities is likely to reducefavourable evaluations of them, however, the mere exposure effect tends to prove the opposite.