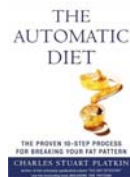


Automatic Social Behavior By Means Of Nonconscious Social Perception



Unconscious Priming of Constructs Can Affect Complex Behavior

- Bargh, Chen & Burrows
 - Word find game priming elderly or non-elderly
 - Participants who had elderly primed walked more slowly when they left experiment
- Dijksterhuis and Van Knippenberg 1998
 - Primed participants' constructs of university professors or soccer hooligans
 - Professor-primed participants did better on Trivial Pursuit than did hooligan-primed

Unconscious Priming of Constructs Can Affect Goal-Directed Behavior

- Intentional processes become effortless, automatic, and unconscious with enough practice
 - Driving a car
 - Making a social judgment
- When a goal is activated by the environment, the plan for carrying it out is automatically activated too.
- Auto-Motive Model (Bargh & Chartrand, 1999)
 - External events trigger goals and plans, which are carried out unconsciously.
- The current self-help automaticity approaches try to make us “overlearn” positive plans so they’ll be done automatically when a goal (like eating) is activated

Sexual Aggression

- Sex and power linked mentally in men who are sexual aggressors.
- Priming “power” construct in the presence of a female confederate:
 - Increases sexual interest in sexual aggressors
 - Doesn’t increase it for sexual non-aggressors (Bargh et al, 1995)

Fitzsimons and Bargh 2003

- Relational schemas – mental representations of relationships with specific types of partners
- They contain interpersonal scripts – regularized interaction patterns with that partner
- When a relational schema is activated, the script takes over, for better or worse
 - Friend primed; helping / having fun script takes over
 - Mom primed; impressing mom script takes over
 - Or whatever your own script is.
- **Men report much higher levels of pain from doctors’ procedures if the procedure is done when their wife is present. How might the automaticity approach account for this?**
